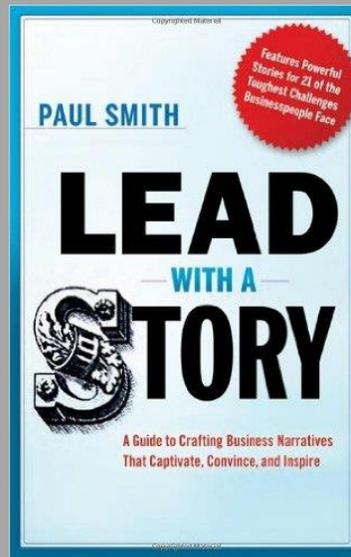


Matthew Mottola



Lead With a Story

Storytelling for Business

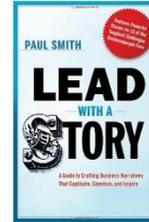




Let's Connect!



Paul Smith, Lead With A Story



Summary

I've cut out probably 90% of this book, and stuck with its essential, how to tell a compelling business story.

Business Story-Telling Blueprint

Business stories are a bit different than movies, plays, etc. The frameworks are very similar, but Paul Smith gives us what he's found successful in the business world.

And it is.....

Context

Where you break through the croc brain. Introducing all necessary information while grabbing readers attention and proving what's next is worth their time.

- Where and when did story happen
- Who is main character (hero must be relatable to audience)
- What does character want (Treasure, a treasure audience would deem significant)
- Who or what is getting in the way (Obstacle- the villain)

Action

Where hero does battle with villain.

- Continuous triumph/setback loops.

Result

- How it ends...does hero win?

- Right lesson (he says to generally explicitly state)
- Why, link back to why you told the story

Lesson 1: Let the Audience Lead (Or so they think)

People are more committed to their own ideas. Frame stories so that the audience comes up with their own conclusions and ideas but frame the journey so they come up with the conclusions you had.

How? By taking them through a discovery journey.

The best first step of this journey is to break through the Croc brain by saying “wake the hell up and use your brain”. You don’t obviously say this, but instead challenge something they traditionally believe is a truth. This generally is in the form of an assumption. To do this form the context of the story around “You thought this”, or “conventional wisdom tells us this”, followed by a result of how this is false.

The next step is to bring them through your journey of how you came up with your conclusion. Except one difference...you won’t give them the conclusion, you’ll instead lay out the parameters or conditions and let them make their own conclusion. If you’ve framed it correctly, you’ll then be repeating what they believed was their own idea (or so they thought).

Lesson 2: Active Over Passive

Active Voice: Subject does the action

Passive Voice: Subject receives action.

Something I don’t remember learning in English class was the difference between active and passive voice. However, it is one of the most fundamental and crucial parts of your writing.

The difference reminds me of a Family Guy scene where a character with a very large nose in a nasaly voice says, “I want to Harrrrrrrvard”. The Passive voice is that character, sounding pretentious and unnatural.

Paul describes the difference between two sentences:

Active: “Newton Corp. won the contract”

Passive: “The contract has been won by Newton Corp”

Lesson 3: Bigger Isn’t Better

In terms of readability, bigger words and longer sentences are the devil. He tells us of the Flesch-Kincaid Grade which ranks readability, with a score around 8 or 10 being ideal where a score of 12 is too long.

MATTHEW R



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