

FIVE
MOTIVATING
STORY PLOTS

EVERY LEADER
NEEDS TO KNOW

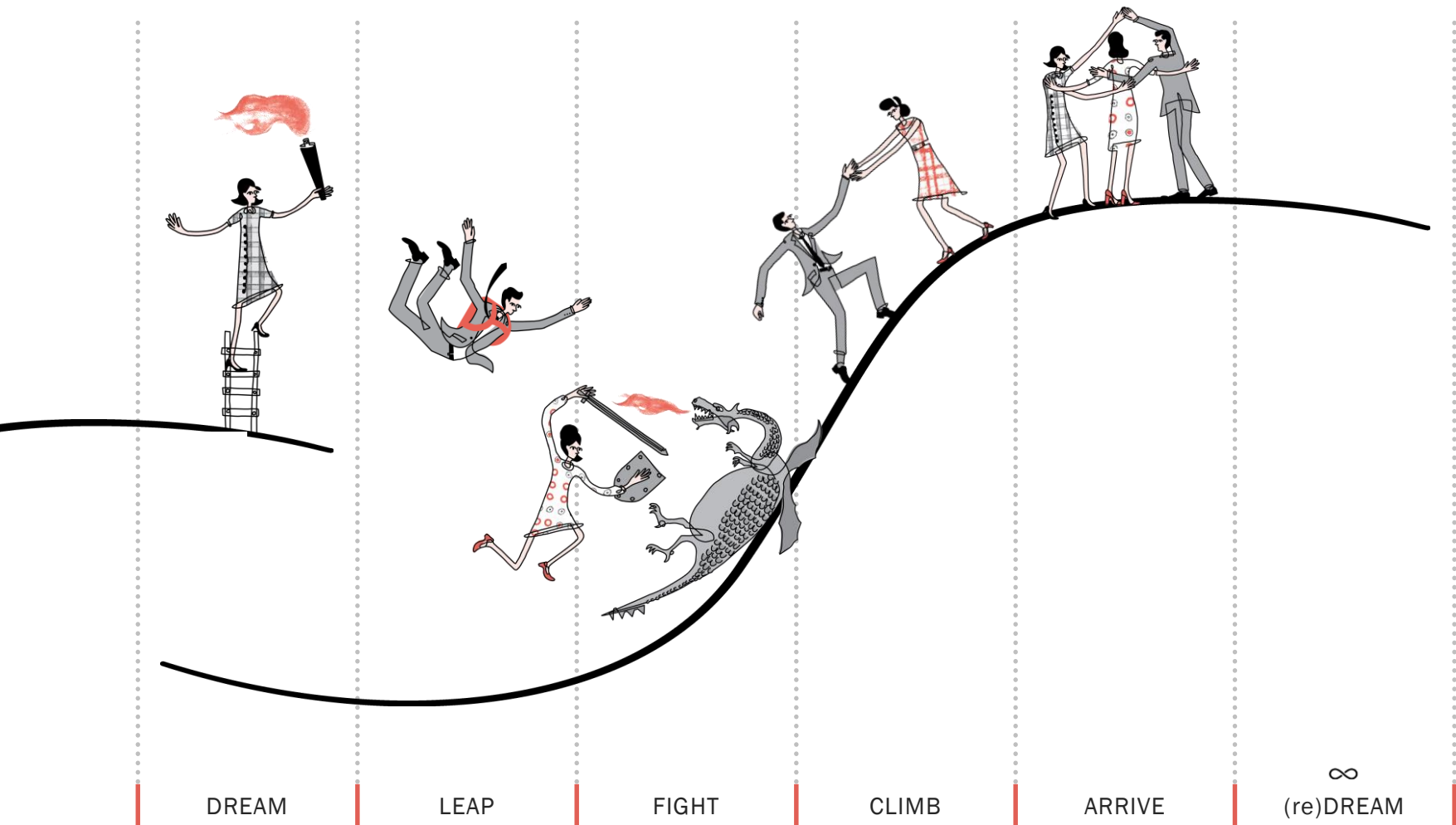


EVERY NEW IDEA OR INITIATIVE REQUIRES PEOPLE TO CHANGE.

A new idea instigates a journey, which looks a lot like a story. It may affect a few people or a few thousand. Either way, when you launch a journey of transformation it can be divided into a five stage Venture scape.

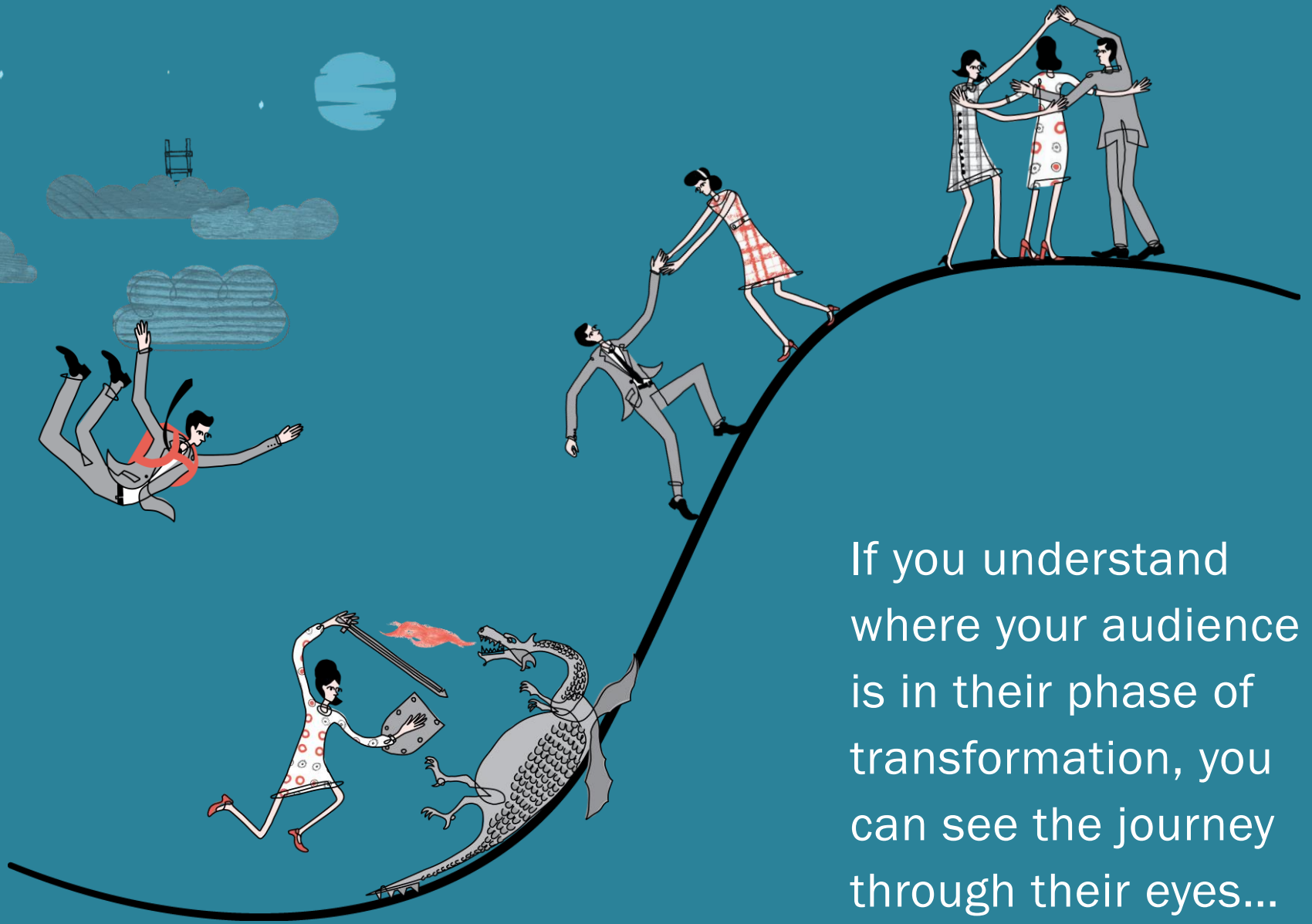


At each stage you'll deliver several speeches, tell stories, host ceremonies, and discover symbols.





Regardless of the scale of transformation,
a leader entices people toward a goal by
communicating clearly along the way.



If you understand where your audience is in their phase of transformation, you can see the journey through their eyes...



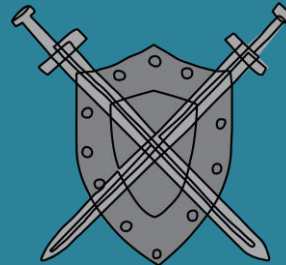
Deliver speeches



Share stories



Hold ceremonies



Use
symbols

...and diagnose which type of
communication will be most useful.



Used well, stories create empathy and understanding unlike any other type of communication.



Warning



Motivating



Warning

Use warning communication when travelers seem stuck or are heading in the wrong direction.




Motivating

Use motivating communication when your travelers are energized and feeling adventurous about pursuing your dream.

This slidedoc details the **MOTIVATING** Stories.

It's tempting to focus on the stories with happy endings, but life isn't really like that. There's benefit in using stories that inspire people forward as well as cautionary tales that warn them about holding back.



The people you lead crave communication that either helps them overcome resistance or re-commit to the goal.



By alternating between stories that pull your audience toward a goal and push them away from an undesirable reality, you can double your effectiveness without doubling your efforts.

There are 10 story plots to help you lead your team through transformation.



5 Warning Story Plots

Neglect the Call
Ignore the Reward
Come from Behind
Lose the Way
Learn the Lesson



5 Motivating Story Plots

Heed the Call
Seek the Reward
Overcome the Enemy
Endure the Struggle
Savor the Win



MOTIVATING STORIES

One

HEED THE CALL STORY

Explain your epiphany—when you first saw how things could be different.

JOE GEBBIA

Heed the Call Story

Airbnb co-founders share the story of their company's humble beginnings in a San Francisco apartment to motivate employees by giving them memorable, relatable insight into the company's history—and its value on creative entrepreneurship.



Heed the Call Story

“Suddenly we found ourselves unable to afford our apartment...that same weekend a design conference was coming to San Francisco that was so big all the hotels had sold out in the city...We started to think creatively: What if we were able to blow up an air mattress, put it in our living room, and rent it out to designers who need a place to stay for the conference?...By the end of the night, we had this concept called Airbed and Breakfast.”

—JOE



Two

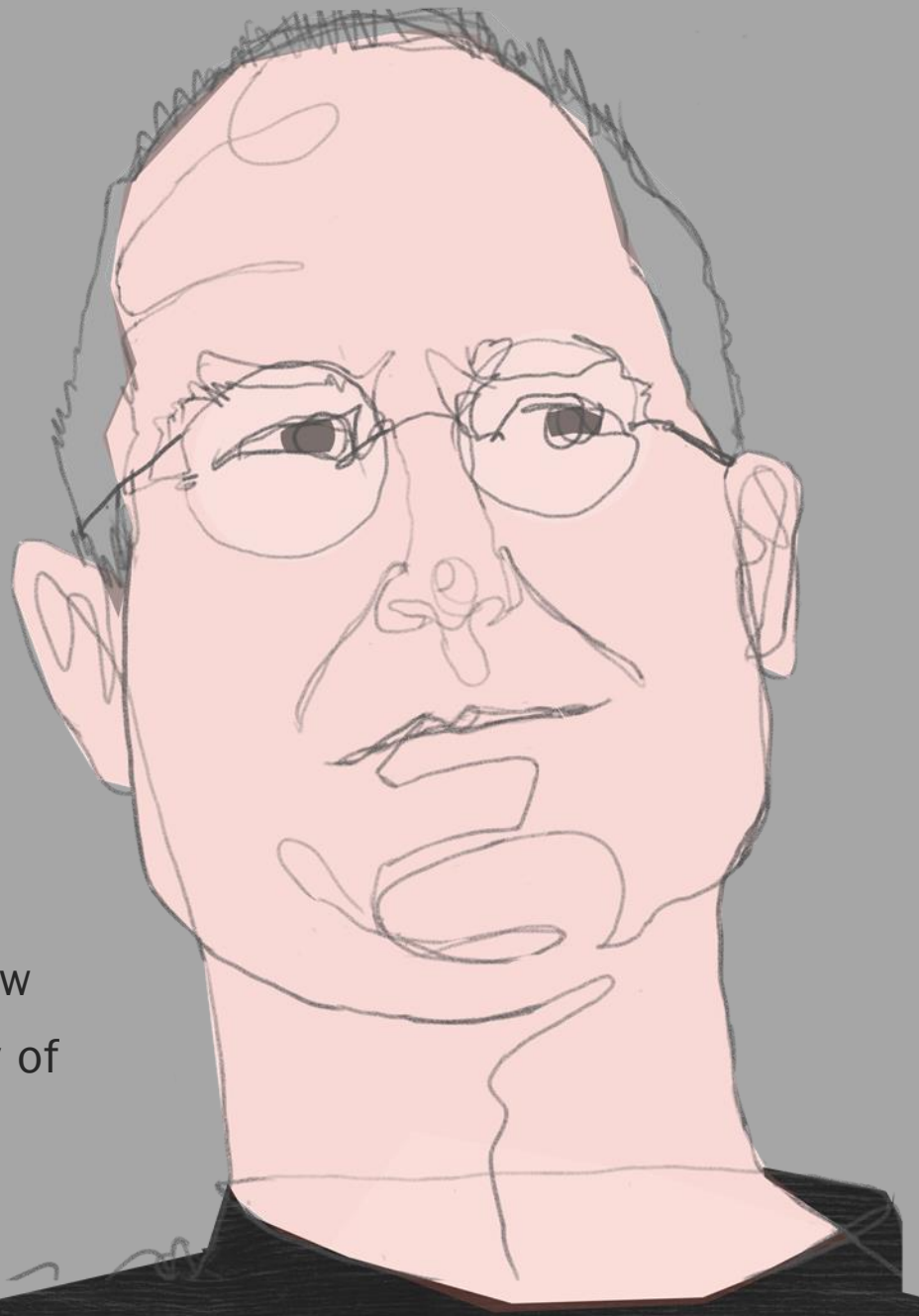
SEEK THE REWARD STORY

Describe a sacrifice, either yours or someone else's, that yielded a reward.

STEVE JOBS

Seek the Reward Story

To coax developers to move to a new platform, Steve Jobs shared a story of a trusted traveler who had already made the switch.



Seek the Reward Story

“This is a developer I’ve known for a long time. I gave him a call and I said, ‘We’ve got something really secret we’re working on and I can’t tell you what it is, but I want you to put all your source code on a hard disc and fly out here and let’s see what we can do.’ And it was nip and tuck. I think you’re going to be very pleasantly surprised.”

—STEVE



Three

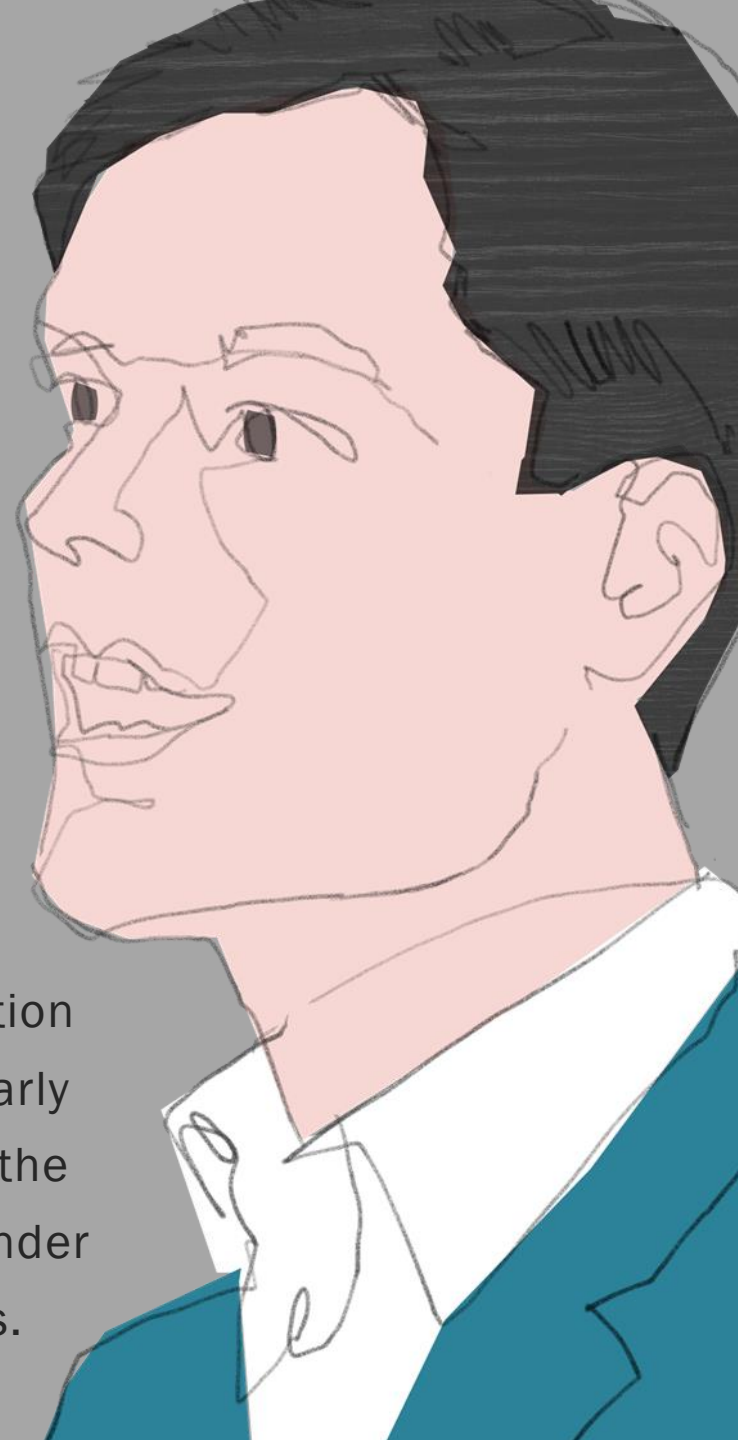
OVERCOME THE ENEMY STORY

Talk about triumphing against all odds.

PAUL JACOBS

Overcome the Enemy Story

Qualcomm chose to feature a live demonstration of its revolutionary new technology, which nearly went awry. But the team persevered to make the demo a success. The story lives on as a reminder of Qualcomm's ability to overcome challenges.



Overcome the Enemy Story

“Jacobs saw one of his engineers frantically gesturing for him to keep talking because the demo wasn’t working. Jacobs spoke for forty-five extra minutes until he got the sign that he could release the crowd... and the demo was considered a huge success... Jacobs later recalled, ‘If that demo had failed, we probably would have been dead.’ Instead the technology he demonstrated became the industry standard that runs the cell phones we all use.”

—PAUL



Four

ENDURE THE STRUGGLE STORY

Talk about persistence and how you made progress toward a goal.

COCO CHANEL

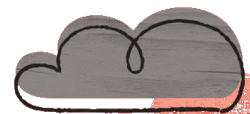
Endure the Struggle Story

Before becoming famous, fashion designer Coco Chanel was abandoned and orphaned at a young age, but she persisted against her circumstances and even used her experience as inspiration for her craft.



Endure the Struggle Story

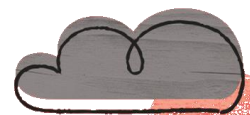
Her ill mother had died and her dad abandoned her at an orphanage at the chapel of Aubazine, a Cistercian abbey. The nuns taught Chanel how to sew and during her seven years there, she found beauty in sparseness...The minimalism to the nuns' robes and orphans' smocks contrasted with the opulence of the religious garb and liturgical elements. This paradox left an indelible mark on Chanel and underpins all of her designs...



Endure the Struggle Story

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—COCO



Five

SAVOR THE WIN STORY

Share the sweet taste of success and what you can collectively accomplish.

CARTER ROBERTS

Savor the Win Story

To celebrate the fifty-year anniversary of the World Wildlife Fund, CEO Carter Roberts took stock and shared their successes, including the story of a species they'd saved from extinction.



Endure the Struggle Story

“At the beginning of this past century white rhinos numbered less than 50 and black rhinos plummeted from 70,000 to just 2,000 in 1994. World Wildlife Fund mounted campaigns across two continents. With others we created parks, hired guards, and shut down poachers. Today we have 4,700 black rhinos and 15,000 white rhinos roaming the Earth. This was the first of many victories.”

—CARTER



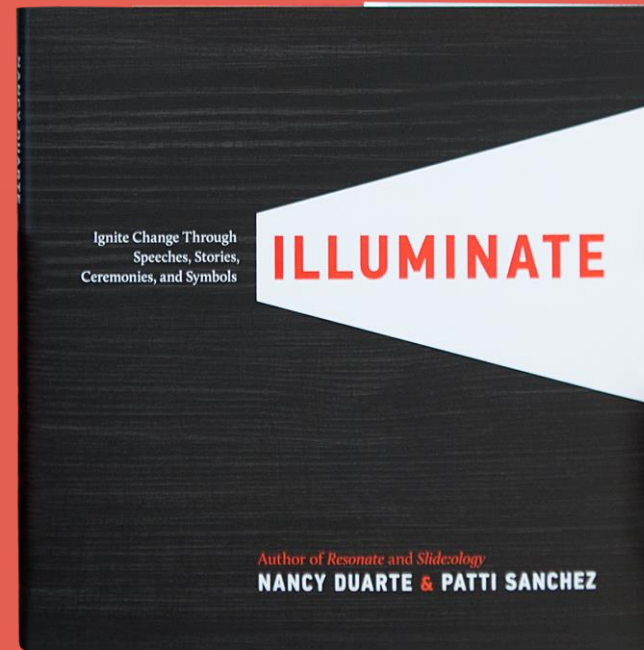
These story types are perfect to motivate your audience to commit or re-commit to your goal, but what if you need to warn your audience to move away from resistance?

To learn the five story types you can use to warn your travelers, use this link:



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