

# Tell Your Story

### Let Your Passion, Story & Message Sell Your Services

Nancy Guberti, MS, CN, Functional Medicine Specialist Founder of Total Wellness Empowerment Inc.





## **About the Founder**

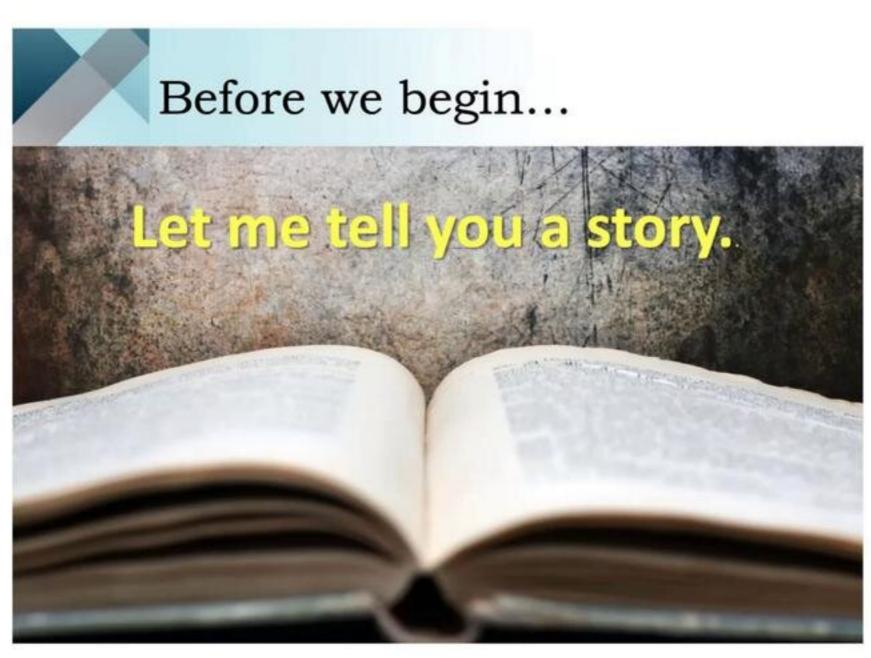


- Nancy Guberti, MS, CN, Functional Medicine Specialist
- IMMH Practitioner (Integrative Medicine Mental Health)
- Practitioner Speaker Educator for Desert Biological
- · Speaker for Desbio/Trinity School of Natural Health certified class
- · GFCF Diet Counselor
- Author, Healthy Living Everyday, Total Wellness for Mind and Body
- 21+ years private practice in Greenwich CT
- · Utilizing functional medicine lab testing, creating customized supplement and food regimes
- Autism Expert Practitioner Training Program
- Total Wellness Empowerment Monthly Mentorship
- · Total Wellness Empowerment Mentorship
- · Look & Feel Great Method: 9 to Steps Healthy Living based on clinical research
- · Total Wellness Empowerment Podcast















Experience is the best teacher.

A compelling story is a close second.

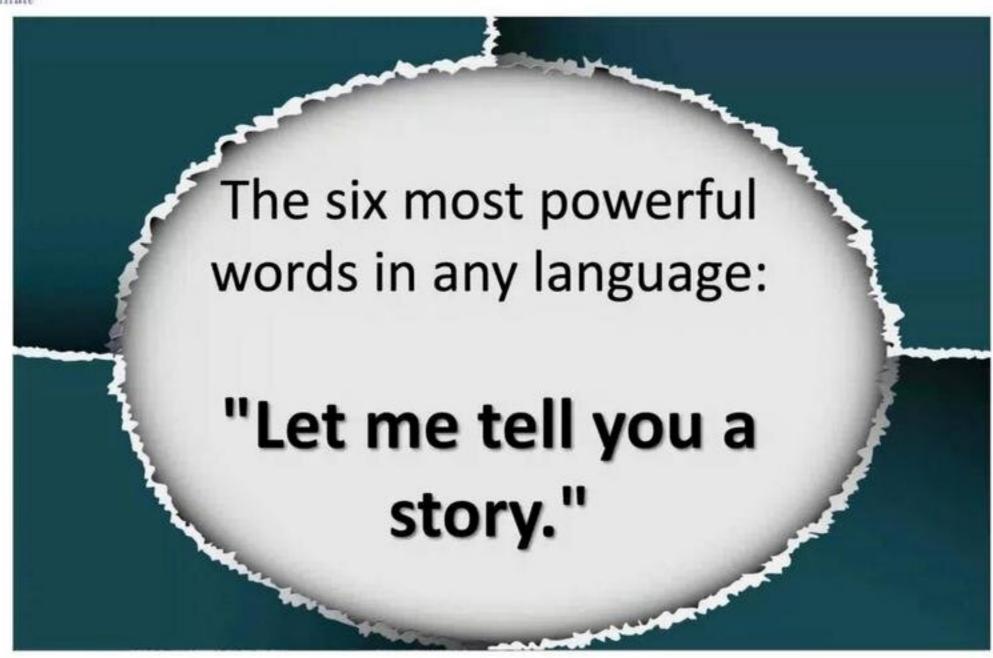




# Why Are Stories So Effective?













## Why are stories so effective?

Simple

2. **Timeless** 

3. Demographic proof

4. Contagious

Easy to remember

5.

6. Inspire

**Evokes** emotions



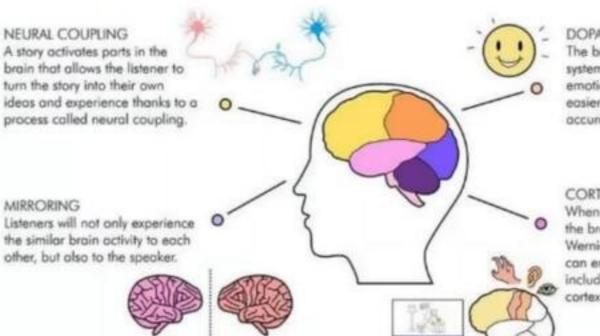






## Storytelling and the Brain

### HOW STORYTELLING AFFECTS THE BRAIN



DOPAMINE "

The brain releases dopamine into the system when it experiences an emotionally charged event, making it easier to remember and with greater accuracy.

#### CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Braca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

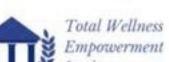












## What do you want?



FACTS **TELL**;



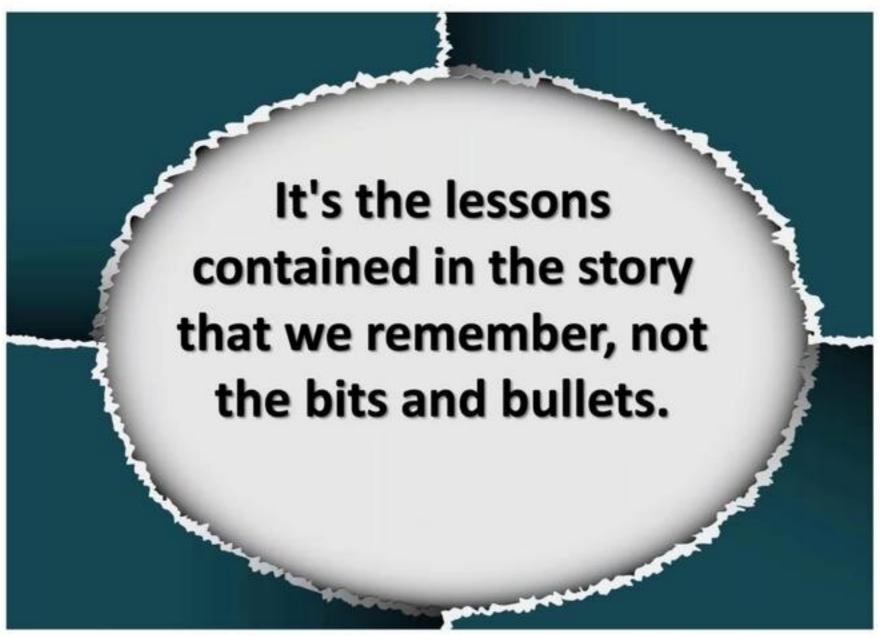
STORIES **SELL**.







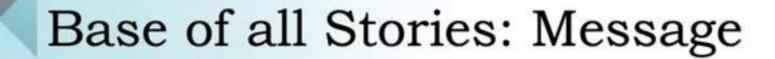




















#### Situation

· What is the context, the problem to be solved?

#### Hero

· Who is the central character?

#### Obstacle

What must be overcome, or who is the villain?

#### **Explore**

· What was the path to the solution, what was tried and didn't work, what were the challenges along the way?

#### Solution

· What was the success, the win, the breakthrough?

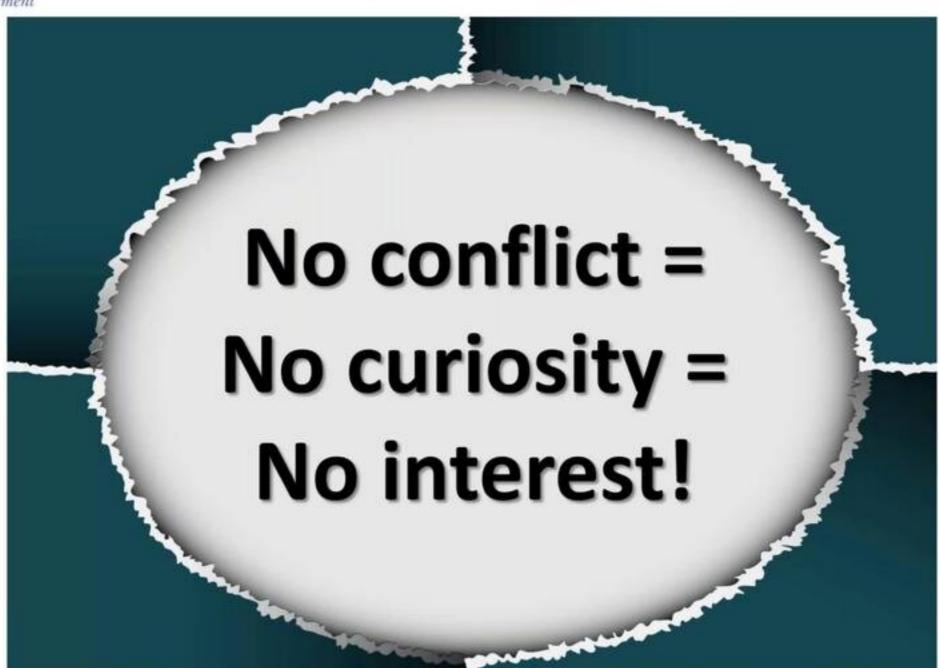
#### **Please**

· What is the ask, the moral of the story, what do you want people to remember or to do?































## Eight Types of Stories\*

Springboard stories

Communicate who you are

Transmit values

Communicate who the firm is

Build collaboration

Neutralize the grapevine

Share knowledge

Lead into the future







## Springboard Story

#### Objective

Communicate <u>complex</u> ideas; spark action. <u>Change</u> management

#### The story must:

Describe how a successful change was implemented in the past, but allows listeners to <u>imagine</u> how it might work in their situation.

#### Conditions

- True
- A single protagonist <u>typical</u> of the audience
- Focuses on a <u>positive</u> outcome

#### Needs to:

Avoid too much <u>detail</u>. Not distract the audience from their own challenge.







Our history is who we are. Telling our stories of our values, our successes and our failures can influence our business directions and build a brand.









## **Build Collaboration**

#### Objective

Teambuilding. Sense of common purpose / community.

#### The story must:

Recounts a situation that listeners have also experienced and that prompts them to share their own stories about the topic.

#### Conditions

- Moving
- Interesting
- Story about something listeners also have stories

#### Needs to:

Be told with the context. Create a shared basis for action.







### Sources of Stories

Two or three lines from someone else. Usually taken from a respected person.

Quotes

Analogies

A comparison between two things for the purpose of clarification or explanation.

A story with a hidden, deeper meaning.

Parables

Testimonials

A customer's story about their experience with a product or service or the consequence of not having the product or service.

Description of what happened.

Historical ○

Personal

Story about your own experience.









## Why use an analogy:









The shortest story!

Makes difficult concepts easier to understand.

Creates a picture for the listener.

Increases recall.





Creates curiosity.

Stimulates thinking.



## Points about analogies

- Comparison between two things to make a point.
- Metaphors and similes are used to create an analogy.
- Simile = Like
- 4 Metaphor = Is
- Metaphor is more direct



## When to use an analogy:

To explain complex or new ideas.

Helps others understand difficult to imagine ideas.

As a cautionary tale.

Lessons from the past.

To speed up or get a decision un-stalled.

People see a problem in a new way and generate creative solutions.





### Finding stories: Creating your personal inventory

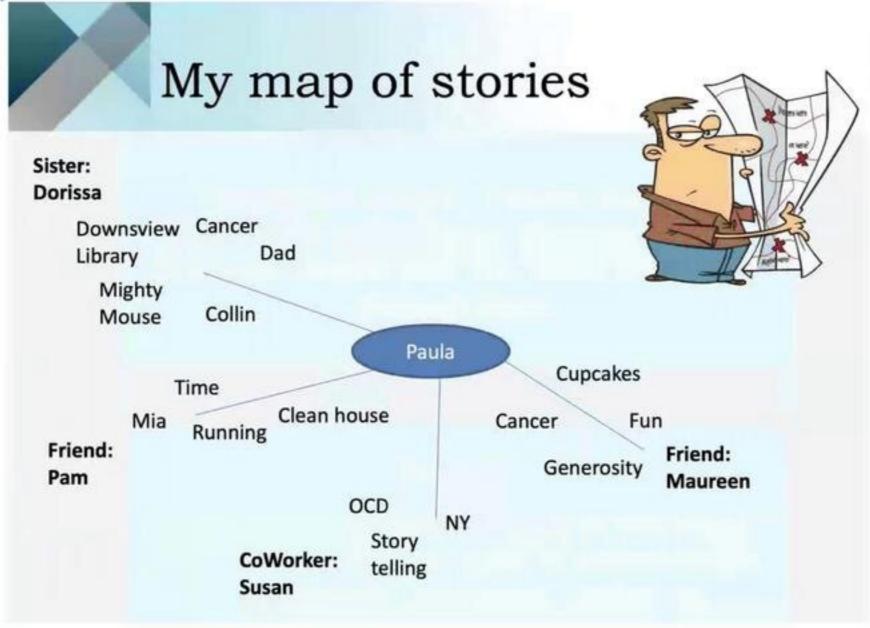
Brainstorm the list of nouns that are important to you: people, places and things that have shaped your life. Write them on a piece of paper.

### People:

Write your name in the center of the paper and start drawing out types of relationships: family, friends, coworkers, and so on.















## Finding stories: Creating a personal inventory



Begin building your inventory



of stories



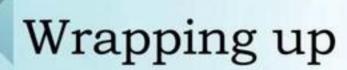
BEFORE



you need them.







Stories build bridges.

When the story ends and the teller's voice is silenced, the bridge between teller and listener remains.

**Elaine Blanchard** 









In performing the story, the storyteller relives the story and makes it fresh.



The storyteller should try to find a story that works well at all levels of the organization.



Once you find a story that works, keep using it.











Keep in mind that it's storytelling, more than the story, that has the impact.



Recognize that the protagonist may not be the best person to tell the story.



Recognize that you become a better storyteller through practice.













Recognize that initially the audience may not be listening and that you may need to get their attention.



Talking about the listeners' problems is one way of getting their attention.



Another way of getting their attention is by telling the truth about yourself - reveal a vulnerability.











The object of the storyteller is to enable the listeners to discover the truth for themselves.

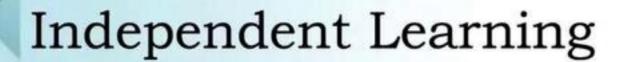


Recognize that organizational storytelling is about telling authentic stories.

<sup>\*</sup> Steps taken from Denning, S. (2004) Squirrel, Inc.: A fable of leadership through storytelling.

Institute





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