

# Storytelling works

*How to put your important message  
in a short, sharp, story,  
so people get it,  
so it sticks,  
so you set up the change you want to make.*



*Colin Pearce*

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# Executive Summary

## Objective

To teach participants – managers, salespeople, group leaders, owners – to ditch dreary talks full of **data, detail, and drivel** and to enjoy the **engaging energy, embedded** in storytelling.

## Goals

To see managers, salespeople, group leaders, owners thrilled with the way their message gets across without **stumbling, mumbling** and **crumbling** and enjoying the change they get using **natural** and **normal** storytelling.

## Proposed Solutions

1. *Storytelling Works is delivered as one to one coaching.*
2. *Storytelling Works is delivered as a half, one or two day workshop.*
3. *Storytelling Works as for 2. plus follow-up check-ins and workshops.*
4. *Storytelling Works is delivered as a conference presentation.*

# My story

Nothing beats authenticity.

I have been telling stories since I was a pup and have been doing it on stage, in classrooms, on TV, in books, in training videos, in songs and on video.

I was inducted into the Australian Speakers Hall of Fame in 2007.

During the last decades I have been invited to tell stories in 15 countries, 28 states of the US and all over Australia and New Zealand.

*Storytelling is not the latest fad.*

*I see a lot of people hopping in the bandwagon calling themselves 'master storytellers' but I know they can't even tell a joke. People have to make a living, I guess.*

I have seen storytelling come full circle. In the 80s no one would entertain the idea of using stories in corporate life.

*'Give us the facts and the hard data.'*

*'It's for kids.'*

*'People want the meaty stuff.'*

*'We are not in kindergarten.'*

(that's why Mr Gates invented PowerPoint)

But since Enron, HIH, the GFC, BP's oil spill, Volkswagen's lies, the Australian Banking Royal Commission, the world wants truth, connection, emotional value and trust. We are sick of spin.

**The only way to get people on the same page as you is to tell them your story.**

# Solutions

## 1. Storytelling Works: delivered as one to one coaching.

This is the starting point for most CEOs and speakers I coach.

### There are two fears in life:

1. The ATO rocking up unannounced, and
2. Having to give a presentation to a crowd.

**HOT ON THE HEELS OF No. 2 IS THE DREAD THAT YOUR AUDIENCE WILL FIND YOU BORING.**

### Most people I coach already ...

**7/10** people I coach want to **impress** their audience—not put them to sleep or turn them off.

**3/10** are **frustrated** because they can't get their message to work—to put it over so their employees do what they are supposed to do—or to convince their board or leadership team that their ideas have to be adopted.

### See? You're not alone

If you've been thinking like this, you should take comfort that you're not alone and that I'll have no judgements about your situation.

### How the solutions work

When we engage, I determine what you want to achieve:

- Is it one occasion for which you have to put over a good story?
- Is it for your overall presentation style?
- Is it how to find and interpret the 'right' stories to build stronger connections with your team or your market?

Then we meet four times over an initial two months in 60 minute sessions once a fortnight.

I would use a Zoom connection if you and I are not in the same location.

## Right from session 1

I listen to you put your message over to me. Then we start work.

- We get the structure right so it flows.
- We get the start right so you engage from the first word.
- We work out the ending so you leave a strong emotion.
- We fill up the gaps so your content is all relevant.
- We create the call to action so you get the response you want.
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## But that's just the start:

- We get you breathing, pausing, pointing the key words.
- We get your stories working and smash out your punch lines.
- We rehearse, wash, rinse and repeat until your tongue bleeds.

And you have a whale of a time doing it, because I love working with you and seeing what you can do.

The rest of our time is tailor made to suit you and your progress.

The testimonials (pp. 10ff) will tell you everyone I coach loves the process too.

## OUTCOME

Your audiences will love listening to you, acting on what you say and remembering when and how you said it.

You'll feel like you've got nine arms and bullet-proof armour.

When people ask you to speak, you'll flash a confident smile and say, Yes.

## 2. Storytelling Works: This solution is for groups, delivered as a half, one day or two day workshop.

These groups will be anything from

- the board,
- the entire C-Suite ,
- first tier leaders,
- sales teams,
- general employees.

This workshop and the one following (3.) have almost the same content but option 3 has follow-up built in.

### **Here are typical scenarios I'm called on to work through. See if one of them is like your story.**

1. Perhaps it has come to your attention that some of your leaders are as boring as bat manure and demotivate their staff every time they come near.

Others are a menace. They only seem to be able to harangue, pester, remind people of deadlines, demand more effort, change horses mid-stream and disrupt work flows.

You have wished for some time that you could wave a wand over them and get them to be real, to be sensitive, to be more self-aware. You've actually been hoping they'd speak in stories.

2. Maybe you have found that your salespeople, although technically savvy, are not cutting through—not bringing in the orders.

They can explain how your *didgywhatsit* thingy was made, how to turn it on and how much energy it uses, but as for engagement, creating desire, dangling the carrot, they've got no idea.

They have no clue about how to put the buyer in the picture even though you've told them again and again to sell the sizzle, not the sausage. They just don't get it.

You've actually been telling them to tell stories without saying it.

3. It's likely you know how your organisation started. You've got the DNA in your heart. You admire it. You have high hopes even yet that your business, charity or government department will leave a mark in your field.

Yet you ache for the day when you can walk around the office, the factory or the lunch room and hear your rank-and-file employees connecting their stories to the corporate story—the culture you built or bought into.

The story is there. You just want to find a way to dust it off.

4. And then there's your marketing: You see your press ads. You hear and see your media ads, brochures and PR and you hear your agency or marketing people struggling to make an impact, to create impulse buying and product demand.

You sometimes feel like a puppy barking at a door where no-one is home. If only you could uncover your market's pain points and remind them how they are feeling. If only you could offer solutions that actually resonated, connected, sat well; solving the pain points.

And then when customers are at decision point you'd love to let them know they can trust you, yes, you and only you because your story is authentic.

### **So what can a group experience with me do?**

First we'll have to address the prejudices about story.

I know the minute we introduce the idea, there will be push back but we'll knock that on the head in about five minutes with a few pertinent stories and by getting the people to tell some of their own tales. They'll see they already live in a world jammed with stories.

Then we'll look at discussions and revelations that are coming to light in the last 20 years about how brains work in relation to data and story and why story sticks and data doesn't – in fact how storytelling works.

Next we will sort out what makes a good story and how the famous 'story arc' applies to business theatre as well.

I'll show examples of business stories, and advertising that are NOT storytelling and those that ARE. The people will recognise them, relate to them and pennies will begin to drop.

When it comes time to 'have a go' and yes 'they'll get a go' I will begin with getting the people to tell each other a set story or two and then expand into personal tales.

They will work through how to tell stories that relate directly to their audience.

Then comes the biggie. They will discover they actually can tell stories about themselves that are relevant to their workplace, their colleagues, the teams and their markets.

### **Longer workshop**

In the longer workshop (two days) attention will be given to the use (more likely the misuse) of data slides and how storytelling can be enhanced (and destroyed)10 by them.

### **OUTCOME:**

- Participants will develop confidence in their ability to tell a story.
- They will work out which stories are appropriate to certain settings.
- They will know how to make a point without manipulating their hearers.
- They will find they have empathy for colleagues whose stories come from a different culture.
- They will be alert to the stories that build and strengthen the best in your work culture.

### 3. Storytelling Works: delivered as a half, one day or two day workshop with follow-up check-ins and workshops.

This workshop is identical to the content of 2. above.

#### **The difference.**

On a given date the participants come to one or more follow-up workshops with a report of how they applied storytelling to their work place.

They will tell the group the story they used and, in a hot seat (let's say 'warm seat') session they will talk about the result and the on-going effect of their story.

If they have been exposed to the previous session on data slides they will make a presentation of a topic illustrated by slides and the group will assess the efficacy of the slides used.

#### **OUTCOME:**

- You will see storytelling emerge as the preferred way to get things done.
- New storytellers will get messages across painlessly.
- Storytelling will be the chosen path to make progress happen.
- Your organisation's DNA will come alive in your refreshed culture.
- This will result in better sales, less stress, more communication, a happier work place, and yes ... a healthier bottom line.

## 4. Storytelling Works: delivered as a 45 - 60 minute conference presentation.

Telling story after story I will demonstrate *why* storytelling works and what happens *when* storytelling works. It's usually a funny event.

At the end of this presentation your audience members will understand how;

- Stories establish our values
- Stories give birth to our beliefs
- Stories embed our cultural mores
- Stories we tell ourselves are not always useful

And this will make them see the stories they tell in the office, the the lunch room and at leadership level, have the potential to do great good and untold damage at the same time.

Your audience will see me demonstrate how storytelling has been chased out of the corporate world and how it needs to come back. They'll see how corporations – even political parties – have lost their audiences, lost their markets lost their loyalty.

They will see storytelling is the ideal way to build aspiration—it puts people in a mind to be bigger, better, bolder, depending on the story you choose and the way you tell it.

### **OUTCOME:**

- Everyone having a good time on the day.
- Everybody waking up to the fact that the stories they are telling are creating a culture.
- Everybody looking for the right stories to tell.
- Negative talk stamped out by positive storytelling.
- It might be a stretch to suggest at first, but it should lead to a happier healthier work place and in the end, more satisfied customers and of course, better profit.<sup>12</sup>

# About Colin Pearce the storyteller and starmaker

*MA, Dip. T., Dip. Theol., CSP,  
Speakers Hall of Fame*

## What you will hear me say about storytelling

'If you're getting a point over, tell stories.

If you're stimulating change, tell stories.

If you're presenting to a board, tell stories.

If you're speaking to an audience, tell stories.

If you're creating TV commercials, tell stories.

If you're marketing a product, tell stories.

If you're advertising something, tell stories.

If you're branding a company, tell stories.

If you're recruiting, tell stories.

If you're bringing up kids, tell stories.'

## Stage presentations and books

Every stage presentation and all ten of my books are full of stories. No one wants to be lectured or 'taught'. I stand by the principle suggested by Alfred Tennyson who wrote 'Truths embedded in a tale shall enter in at lowly doors.' If I can get the message across in a story instead of in a data slide I will. And it's so easy, the cat could do it. That's why I love to teach storytelling.

## Academic work

Having been a storyteller all my life, I wanted to delve deeply into storytelling, – 'narratology' the academics call it – so I undertook a masters degree in Creative Writing.

If I wasn't convinced already that storytelling and future-style language were the only way to communicate anything important, I was only a few weeks into it when I became what Guy Kawasaki calls himself, 'a raging inexorable evangelist' for the skills and arts of storytelling. (In his case it's for all things Apple. I borrowed it.) I researched historical fiction and the demand for authenticity in the treatment of real-life historical figures. My resultant historical fiction novel is published by Morning Star and distributed worldwide by Wipf and Stock in the US.

### **A life-time of telling stories**

As a 6 year-old I earned the admiration of my older siblings by imitating our feared Irish police sergeant who'd growled at me for building a dam in the street gutter. Something clicked. I became a show-off. I created puppet plays, acted out mini dramas, MC'd live events and youth camps. I eventually studied education and majored in drama studies.

### **Television career in storytelling**

I became a teacher and then studied to be a church minister. It turned out I was much better at preaching ('carrying on in the pulpit' as my supervisor called it) than I was at caring for the sick, dead and dying. It was easy for the denominational leaders to recommend I go into television. I did. I took to it like a muscovy duck to snails. My big thing soon became full screen engagement with storytelling. I also found I could write – commercials, scripts, stories and plays.

### **Principals asked me to teach storytelling to teachers**

I have been doing that since 1983. Some of my happiest times have been spent telling stories in teacher conferences in 28 states of the USA, all over Australia and in The Philippines.

# Testimonials from corporate owners and participants

*Thousands of people have graduated from Colin's programs.  
Here is a handful of their high praise.*

## **Colin James**

**Future-Proofing Leaders & Employees : Facilitator, Keynote Speaker,**

The power of story telling is now being recognised as a critical skill of today's leader. The arid, husk like quality of corporate language has become more and more meaningless and vacuous. The best story teller I have seen is Colin Pearce. His ability to shift people into the story telling persona is scientific in its precision and startling in its effect. Learn from the best. Simple really.

## **Tim Burrow**

**Chief Executive Officer. Agribusiness Australia.**

Taking a series of speech coaching lessons with Colin is like learning to read and write all over again only this time I had enough understanding and maturity to appreciate the benefits that were coming my way! My skin was thick enough, my voice deep enough and my spirit strong enough to absorb the constructive, insightful 'admonishment' that leads to rapid learning. All my listeners are thankful that Colin took me under his spell of articulating everything splendidly.

## **Glenn Capelli**

**Director & Presenter at Glenn Capelli Speaking**

Colin is simply one of the greatest presenters I have had the joy of presenting with and learning from. A mix of story, passion, humour, cutting edge fire and brimstone to make everyone explore, think and learn. A fine, unique man and educator.

## **Laurene Bevaart**

5 Times Women's World Karate Champion

Winner of the first Gladiator TV series.

Highest ranked woman distributor for ASEA

I've been giving presentations all my life. I was a high school teacher and a TV performer in Gladiators so I always felt natural on my feet in front of a crowd. However. Working with Colin Pearce as a speaking coach took me to a new level. With a combination of observation, face to face feedback and coaching on Skype, he helped me craft and perfect my personal story into my presentations where I am getting amazing results and sales – and further bookings.

## **Lachlan (Lockie) Cooke**

EY Social Entrepreneur of the year 2015.

Founder: ICEA Foundation.

I started working with Colin Pearce through a network of Australia's most distinguished speakers of the Professional Speakers Association. Colin offered his valuable time to coach and mentor me as part of the Kerry Nairn Scholarship in 2011. It was for my first major speech which was in Parliament House in the Grand Hall. I spoke in front of many distinguished guests and as a 21-year old, I was very inexperienced with sharing a story and getting a message across. Colin persevered with my inexperience and built the confidence from within me to present a memorable speech that I still hear about today. The way Colin can identify one's uniqueness, and encourage them to share authentically is something that I will always cherish.

## **Simon Malcolm**

Freelance Video Producer

Colin is an outstanding man of character and cleverness. His ability to tell a story, build people up, make them laugh, make them think and leave them better than how he found them is unlike anyone else I have met.

## **Max Hitchins**

**Passionate about the Hospitality Industry, Memory Improvement and the Melbourne Cup**

Colin Pearce is one of the most entertaining educators I know. I have seen him hold audiences in the palm of his hand. One minute they are in side splitting laughter and next they are deep in thought about a comment Colin had made about improving their business. I am a big, big fan of Colin Pearce.

## **Alan Wetton**

**Racehorse Breeder and Owner.**

Where do you start to describe Colin. The first time ever I saw him, I heard him singing as he appeared from backstage, what an entrance. Colin is a superb Trainer, Speaker, Raconteur, Comic. Colin has a manner that totally engages his subjects when he speaks. When he writes, apart from making a lot of sense he educates as he entertains.

## **Graham Agnew**

**Dale Carnegie Institute lecturer, Pastor at Brighton Church of Christ**

I have known Colin since the early 80's and have seen him present in a wide variety of settings.

Known for his dazzling humour, sharp business insights and a remarkable ability to powerfully connect with his audience, Colin is someone who always delivers for his clients!

Of course, in addition to his corporate presentations, Colin is a renowned author and the publisher of many highly regarded training programmes used by organisations around the world.

## **Brian Cox**

**Education Advisor SDH/SLH**

During my experience as an Education Advisor in South Australia, Victoria and Tasmania, we engaged Colin's services on a number of occasions. On every occasion we were delighted and encouraged.

Often, motivational speakers can be entertaining but not informative; they may simply have one approach for all clients irrespective of the client's culture.

Colin is in the superlative category. He tailors his input to develop and grow his clients to better fulfil their stated Mission and Vision. Colin has a wonderful ability to engage with every culture and generation of people. He communicates with great energy, humour, sensitivity and purpose.

He is engaging prior to the event, highly effective during the event, and encouraging after the event.

He has that unique blend of warm humour and serious content.

Those who experience his input feel stimulated, refreshed, motivated and nourished.

## Mario Calanna

Owner, Calanna pharmacies

Colin is a gifted story teller and has an amazing creative brain.

Whether it be his past works on Character, his books or his latest program "I'll make you so good they can't ignore you" or his CD series "Forgive and Forget" - he has the ability through word pictures, humour and very good content, to capture your attention and provide practical ways to teach the reader or the listener what is really important. I am just loving his CD series "Forgive and Forget".

Looking for a person of Integrity and Service? Then it's Colin Pearce.

HOW TO BE  
SO GOOD  
THEY CAN'T IGNORE YOU.

Colin Pearce  
Star Maker

SINCE 1987 SERVING Hooker first national BEAUMONT TILES BRUNBY'S V.I.P. Westfield