

**“TAKE A SHORTCUT”**

---

white + burke

**VERMONT  
DEVELOPMENT  
CONFERENCE**





WHAT DO THEY SHARE?



WE ARE ALL  
STORYTELLERS



“Chemistry is, well,  
technically, chemistry is the  
study of matter.

But I prefer to see it as the  
study of change.”

# FOLLOW THE SCIENCE

## **CORTISOL**

Focuses our attention

## **OXYTOCIN**

Care, connection & empathy



**GOOD  
VIBES  
ONLY**



# HARDWIRED FOR STORIES

**22x** More Memorable  
Than Facts & Figures

**90%** of Human Behavior  
and Decision-Making is  
Driven by Emotion



*Antonio Damasio*  
USC



SCIENTISTS CALL IT NEURAL COUPLING



THE REST OF US CALL IT GETTING ON THE  
SAME WAVELENGTH

WHY DOES IT MATTER



**STORYTELLING IS BIGGER  
THAN THAT.**



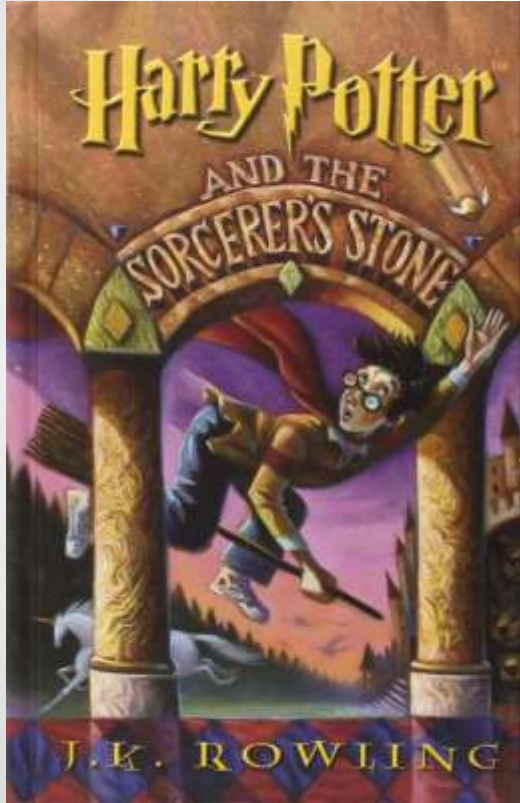
**(AT THE HEART OF BUSINESS IS PERSUASION)**



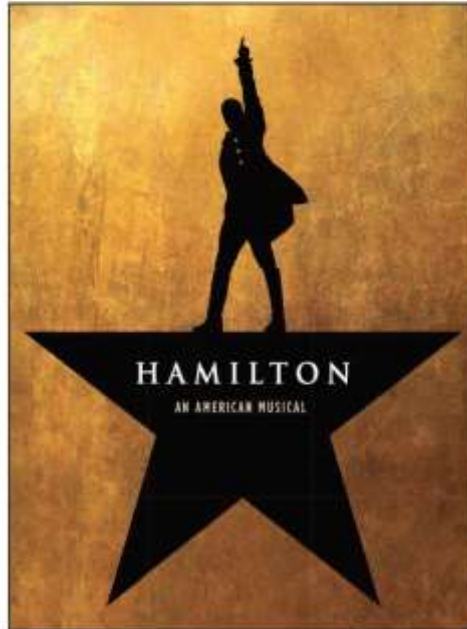
**STORYTELLING**



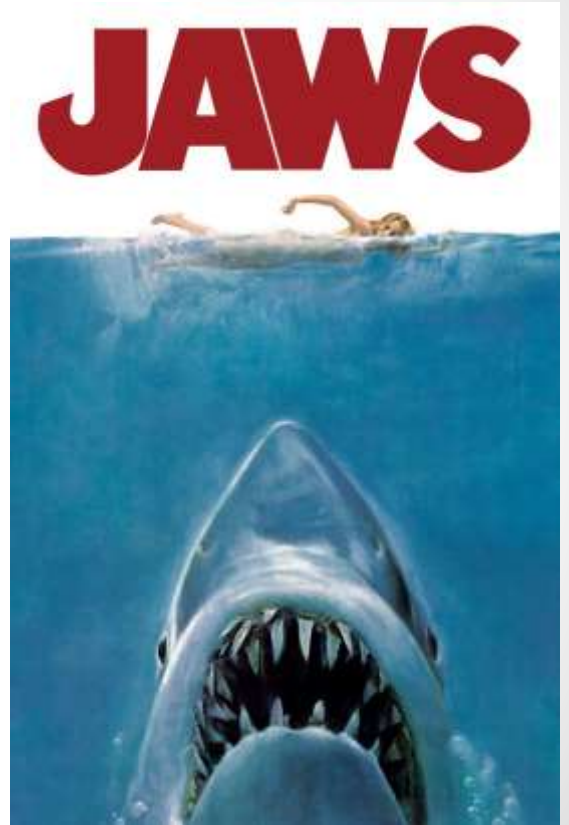
**(THE SHORTCUT TO PERSUASION IS STORYTELLING)**



**PLAYBILL**  
RICHARD RODGERS THEATRE



PLAYBILL.COM



“

**A story is a truth.**

**It is well told.**

**And it compels someone to think,  
feel or act.**

”

**INTRIGUING**

**RIVETING**

**SATISFYING**

**TRUST.**

**IT'S THE ONLY  
GOAL.**

**HONEST &  
VULNERABLE**

**EMPATHETIC &  
PERSONAL**





**RAPPORT** is the  
gatekeeper.

And the  
ultimate trust  
builder.

# 2 WAYS TO BUILD TRUST

1

EXPERIENCE OVER TIME

2

TELL A STORY THAT  
DEMONSTRATES  
TRUSTWORTHINESS

**BUSINESS  
PERSONAL**



**THE DEAD SEA**

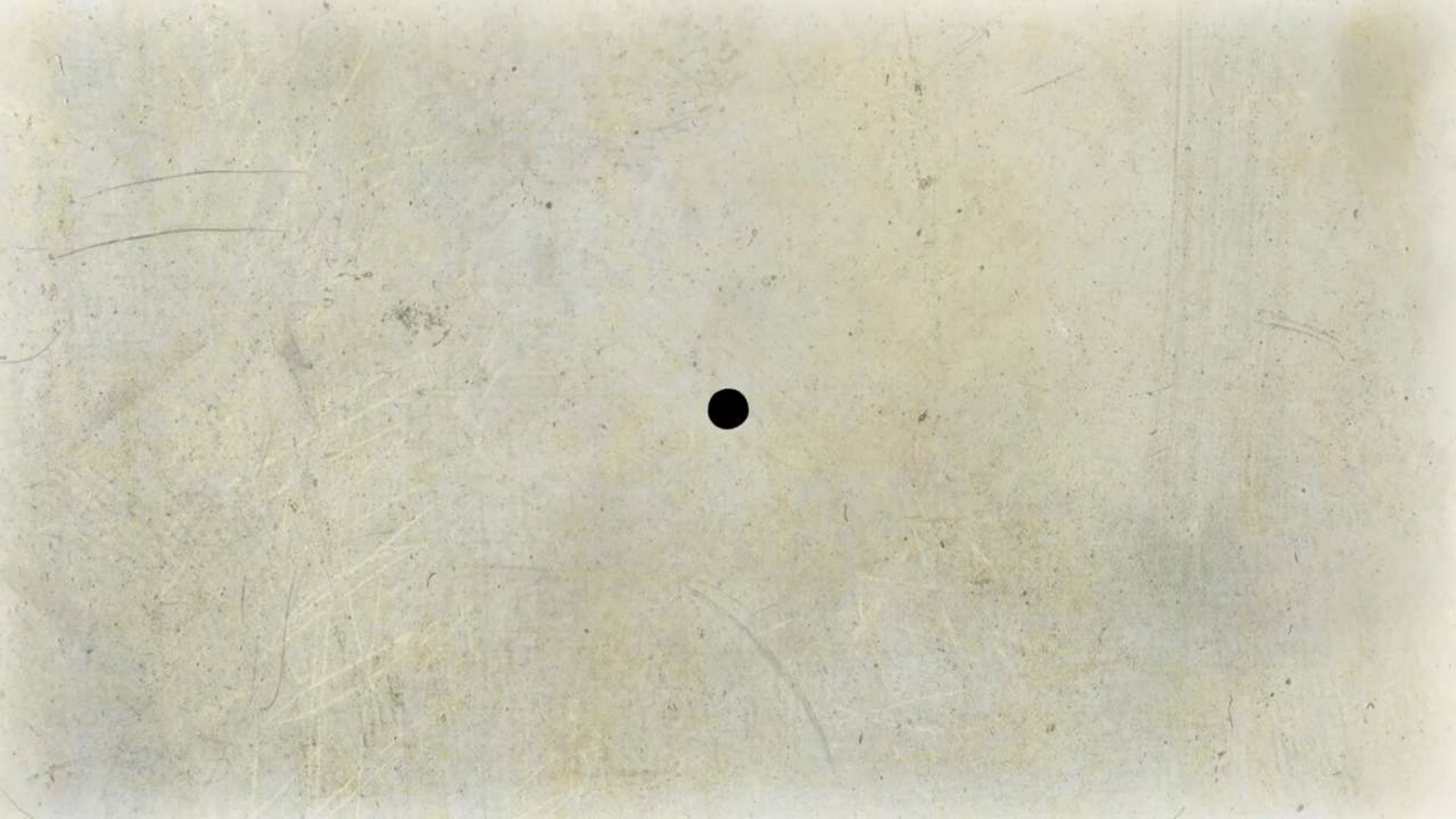
&

**THE SEA OF GALILEE**

**THE ONLY  
PERSON THAT  
MATTERS.**

**YOUR  
AUDIENCE.**





Yellow 2X	PMS 116 2X	PMS 130 2X	PMS 165 2X	Warm Red 2X	PMS 1788 2X	PMS 1852 2X
PMS 485 2X	Rubine Red 2X	Rhodamine Red 2X	PMS 239 2X	Purple 2X	PMS 2592 2X	Violet 2X
Reflex Blue 2X	Process Blue 2X	PMS 299 2X	PMS 306 2X	PMS 320 2X	PMS 327 2X	Green 2X

WHAT COLOR IS WEDNESDAY?

Black 3 2X	Black 4 2X	Black 5 2X	Black 6 2X	Black 7 2X	PMS 801	PMS 802
PMS 803	PMS 804	PMS 805	PMS 806	PMS 807	PMS 801 2X	PMS 802 2X

**Turn a  
personal  
story.**



**Into a  
business  
story.**





The diagram consists of three blue circles arranged horizontally. Each circle contains a white word: 'PEOPLE', 'PLACES', and 'THINGS'. Each circle is connected to its neighbors by a horizontal line. Additionally, each circle has four diagonal lines extending outwards from its perimeter, representing connections to other data points.

PEOPLE

PLACES

THINGS

• Mining for personal stories •



SOMERSET  
CONDO



FEAR



**What story dials  
up your  
emotions?**

WITHOUT CONFLICT, THERE IS NO STORY.



1

## LEAP OF FAITH

IN CONTROL

THROWN  
INTO

2

## FIGHT THE BATTLE

EXTERNAL  
FORCE

OVERCOME  
YOURSELF

3

## LOOKING BACK

DEFINING  
EXPERIENCES

# **Yellow Cab Company**

**409-2419**

**Sunshine Taxi, Inc.**

**LAKE TAHOE**

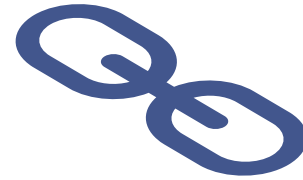
**Public Service Commission • Certificate #1019**

**Car #31**

**P.O. Box 5220 • Lake Tahoe, NV 89449**



Bridge your  
story back to  
your main  
point.



Connect your  
story to your  
main idea.

# HOW TO GET THERE

Transition briefly into story

Tell the story with a beginning, middle & end

State what you learned (personal insight)

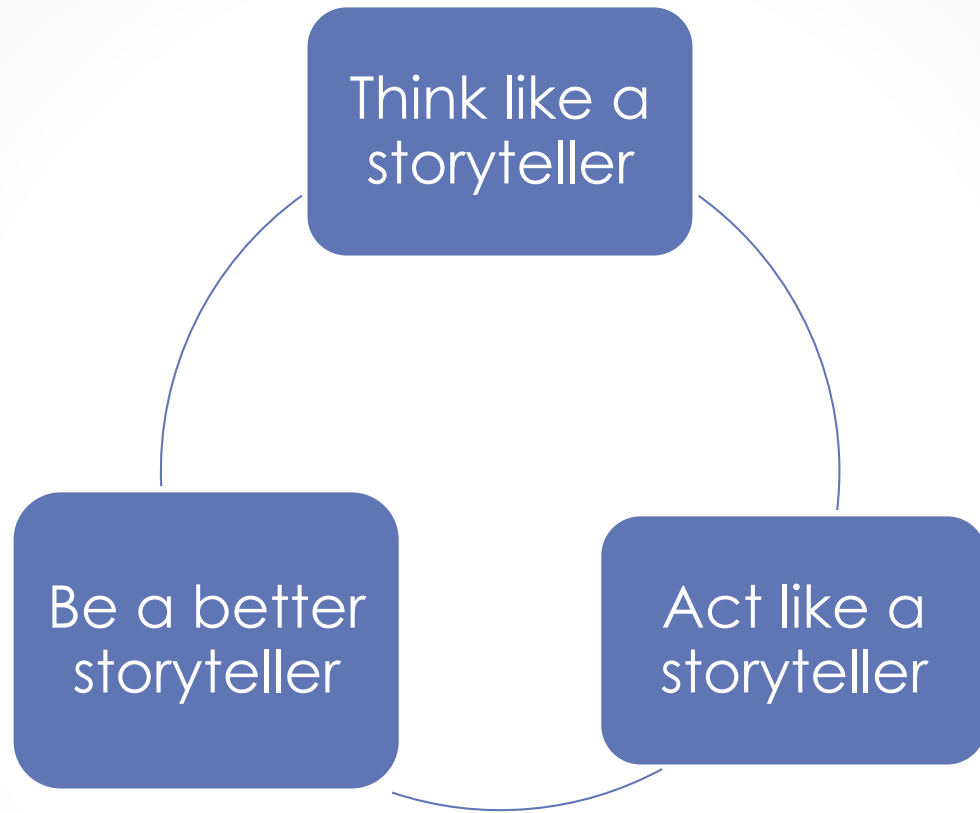
State what “we can learn” (business message)





A large library with many bookshelves filled with books. The shelves are densely packed with books of various colors and sizes, creating a rich, textured background. The lighting is warm, highlighting the spines of the books.

A **BIG** LIBRARY OF SMALL STORIES.



• The Virtuous Circle of Storytelling •

WE ARE ALL  
STORYTELLERS

# QUESTIONS?

BILL DREW

**KIPLING : ROAD**

STORYTELLING FOR BUSINESS

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