

The Actuarial Profession
making financial sense of the future

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Storytelling



Story Telling

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Quote

Storytellers use their craft to see farther, dream bigger and engage more people. In other words, they're a perfect match for an economy in which the game is evolving, the rules aren't clear and the competition is elusive.

- *Fast Company Magazine, 1998*

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Quote

To change an organization, change its stories.

- Gary Hamel, Leading the Revolution

Quote

The ultimate impact of the leader depends on the particular story that he or she relates and embodies.

- Howard Gardner, Leading Minds

Quote

The right anecdote can be worth a thousand theories.
- Warren Bennis

Quote

*The storyteller must remember that what listeners want to hear
and what they need to hear are not always the same.*
- Diane Cory, *AT&T Teaching Tales*

Quote

Leaders need to understand, that while they will be judged by the numbers in the short term, the story they have to tell and their capacity to make listeners live inside the story of their organization will determine in the long run how the numbers go.

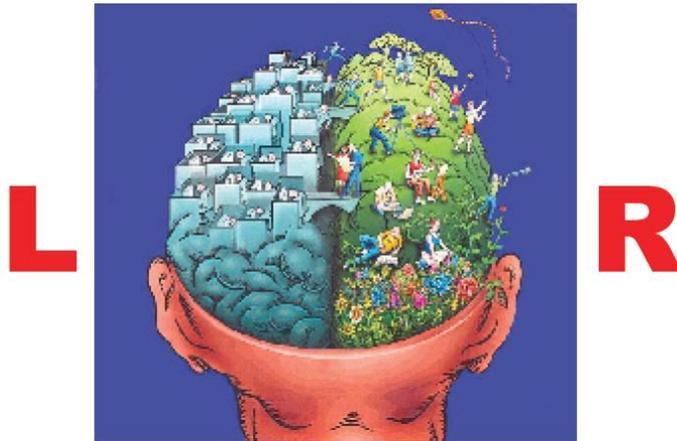
- Watts Wacker and Jim Taylor, *The Visionaries Handbook*

Quote

• People live, reason and are moved by symbols and stories.

- Tom Peters

Left / Right Brain



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Tips for Storytelling

- *Connect your story to listeners' world and goals.*
- *Keep stories short and simple.*
- *Use props and pictures to make story memorable*
- *Use body language to dramatize the story.*
- *Use sensory detail to anchor images in listener's mind*
- *Allow listeners to form their own conclusions; don't tell them what they should learn or feel.*
- *Pause to let people fill in their own details.*
- *Model the stories you tell.*
- *Keep a story notebook.*

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Values Story

*Step One: What personal qualities make you a trustworthy person?
(i.e. are you compassionate, smart, courageous, honest, etc?)*

Values Story

Step Two: Choose one of these qualities and develop a two-minute story that delivers evidence of that quality. (Since you can hardly walk into a room and expect people to believe "I am a trustworthy person"):

Your story might be about:

- *a time in your life when this quality was tested*