

## 5 Reasons Why Storytelling is the Key to Unlocking Business Transformation

*Abracadabra.*

It's believed that this word comes from an ancient Aramaic phrase, translating to "I will create as I speak." That's the magic of words. They have the power to conjure up visions that were inexplicable before. Words create reality.



*Now, imagine you find yourself in one of these positions (which perhaps you're already sitting in):*

- Leader that must unify a team/organization under a common understanding
- C-suite executive that needs to reframe a world-changing initiative
- Director of Product that must translate a service roadmap for executive leaders
- Director of Design that needs to communicate the value of strategy design
- CMO that must humanize complex technical solutions
- Founder that needs to raise the next level of funding

You're sitting in front of the audience you must win over, about to speak words that could make the difference between success and failure. You have five minutes to get 90% of the room on your side.

Are you confident with the story you're about to share?

That's the magic of storytelling. Know how to change the story, and you can change anything.



For 15+ years, I've personally worked with hundreds of organizations in 34 industries and 15 countries. I'm obsessed with telling stories of innovation, and I've devoted my time to cracking the code.

At Storied, we humanize your vision and tell the story of innovation. We're a strategic messaging firm focused on tech disruption, advising executives at Facebook, Google, Uber, Hulu, USAA, NASA, and hundreds of product/design/marketing teams in narrative intelligence.

**Here's how storytelling and narrative thinking will unlock successful change in your organization:**

## **1. Narrative Establishes Meaning**

I often use storytelling as the default label, since it's the term we're all most familiar with. Still, there's an important distinction between story and narrative.

A story often describes the past, with characters and things that happen to them. Infinite stories lie within a business, so what aligns all these stories into the forward trajectory?

There lies the purpose of narrative: to concisely provide strategic sense and establish a framework of meaning, so the message isn't lost in translation.

## 2. Numbers and Data Don't Speak for Themselves

In this new age of communications, we must emotionally and empathetically resonate. Authentic connection is the essential currency of our times.

Data doesn't speak for itself, and OKRs alone aren't propelling sources of inspiration for employees. A compelling vision is needed to give rise to a team. Who are we, where are we going, and how will that happen?

Everyone wants to be a part of the story, and no one wants to be left behind. Simply put, with a strategic narrative, you can:

- ✓ Create alignment
- ✓ Navigate uncertainty
- ✓ Secure capital
- ✓ Convey value
- ✓ Humanize data
- ✓ Transform the impossible into the inevitable

## 3. Innovation Introduces Resistance

Innovation is inherently disruptive. Most people aren't willing to take-off with your disruptive idea from the get-go. Your new ideas challenge the old story, and will likely trigger a fear response that resists the new.

Still, future progression depends on these disruptive stories—the ones that examine human experience, inspire possibility, and further human potential. What can you say to make people feel good and hungry for more? How can you show what needs fixing, without making people feel like they are wrong?

You must craft an *Undeniable Story*.

**Great Leaders Are Great Storytellers**

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## 4. The Future Must Be Irresistible

Your disruptive idea must present a strategic narrative that is captivating, compelling, and convincing. My book, [Story 10X](#), goes into depth on teachings of how to craft an *Undeniable Story*. Your disruptive idea must present a strategic narrative that is captivating, compelling, and convincing.

In short, your audience wants what you're selling because they can feel it and it's true. Your story aims for 10x growth, and it becomes impossible to reject.

## 5. It's Time to Embrace A new Kind of Storytelling

Traditional storytelling is a morality tale of who's right or wrong—an outdated method when it comes to telling the story of innovation. The stories of innovation are amongst the hardest to tell.

In order to evolve with the age of disruption, you must be able to think in narrative. An *Undeniable Story* can get 90% of your audience on your side in five minutes, without triggering fear.

With an *Undeniable Story*, no challenge is too huge. No hurdle is insurmountable.

Maybe you're hoping to align your team under a unified vision. Or you need to humanize and simplify innovative technical solutions. Perhaps you're challenging your industry, paving the way of the future, and you're lost in translation.

Want to learn more about narrative strategy and crafting your *Undeniable Story*? We're excited to work with you. Visit [www.getstoried.com](http://www.getstoried.com).

- Michael Margolis, CEO and Founder of Storied