

PLAY
BOOK

STORY- FICATION



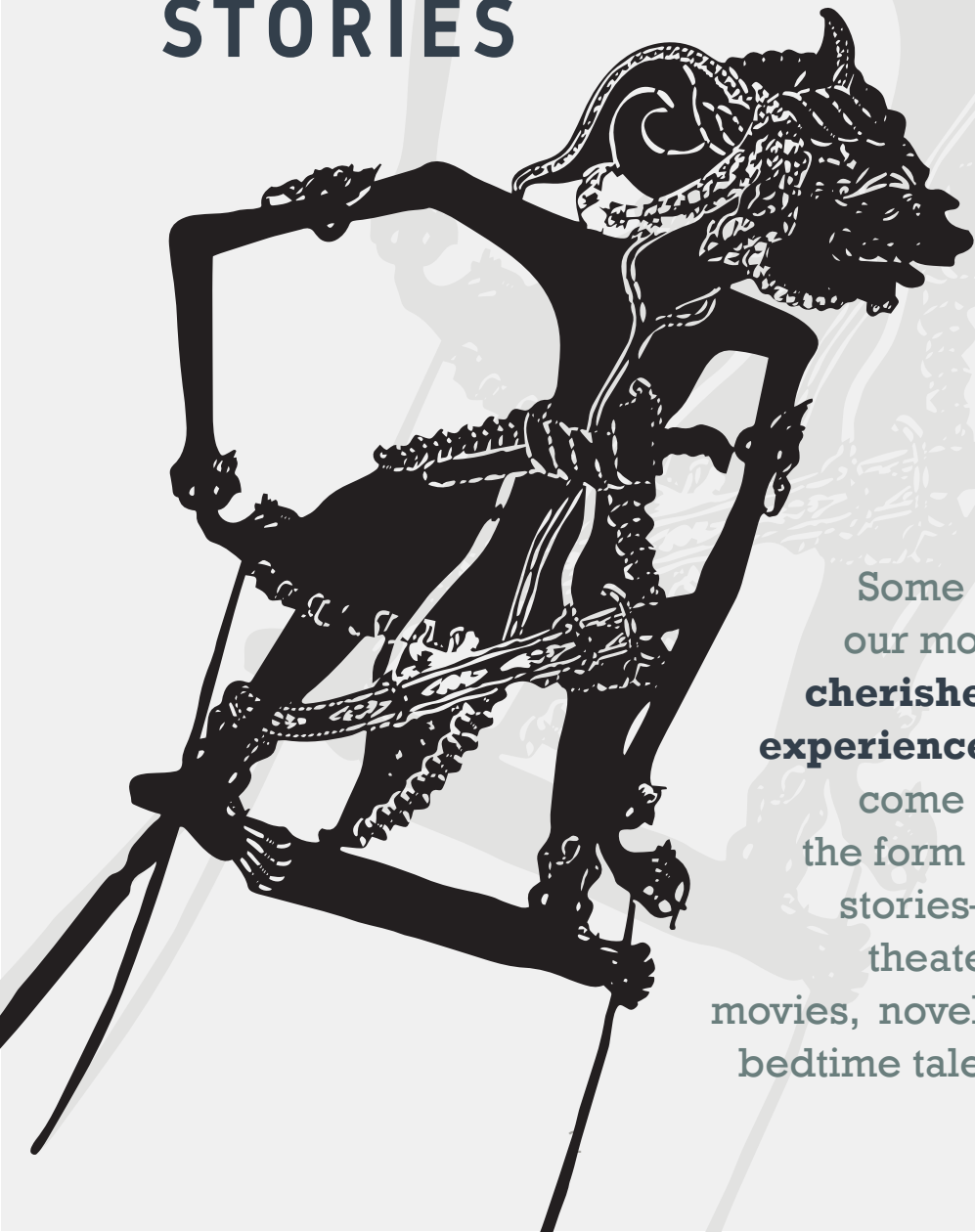
Eric Robert Morse
@FrameworksMindset

“I want to tell
you a story.”



If you want to grab someone’s
attention, there isn’t a better way to
start than with those words.

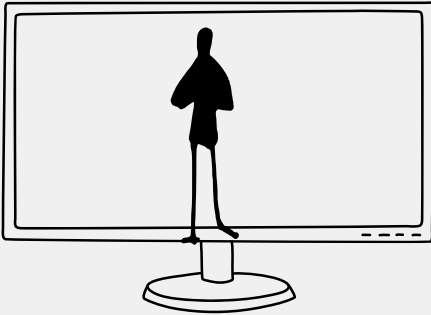
DRAWN TO STORIES



Some of
our most
cherished
experiences
come in
the form of
stories—
theater,
movies, novels,
bedtime tales.

PERSUASIVENESS

Stories are more compelling.



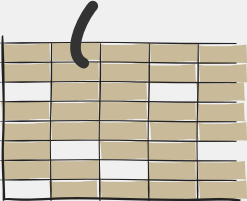
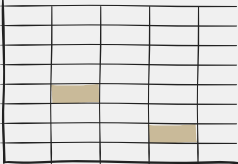
Ads are **viewed more positively** when in narrative form.

Information labeled 'fiction' **lowers critical resistance.**

Source: Escalas, Vanderbilt University; Green, University of North Carolina.

SUPERLEARNING

22x



Memory of information **without** narrative.

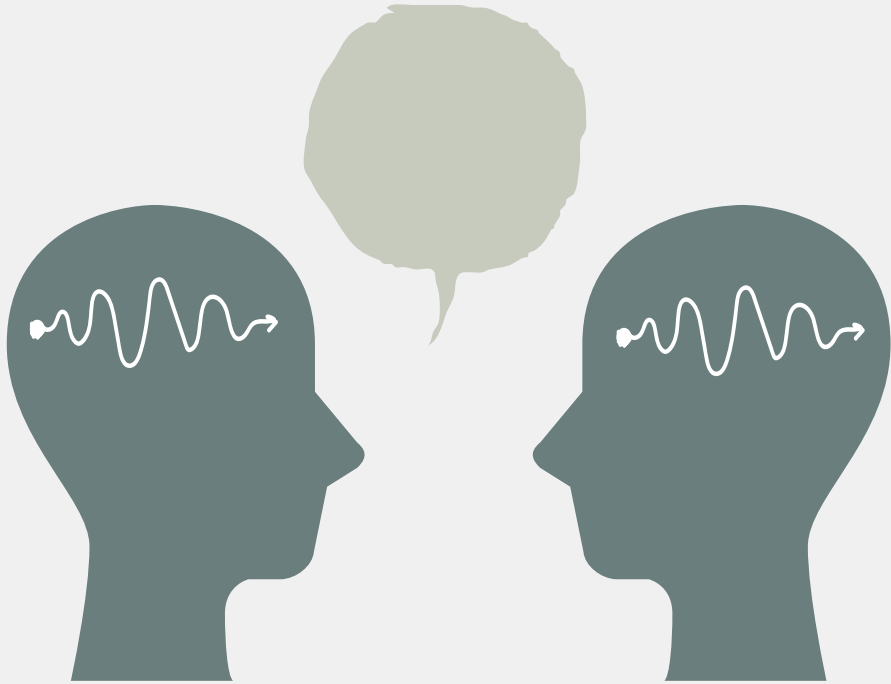
Memory of information **with** narrative.

Source: Jennifer Aaker, Stanford Business School.

"What makes
stories so good?"

(Spoiler alert.)

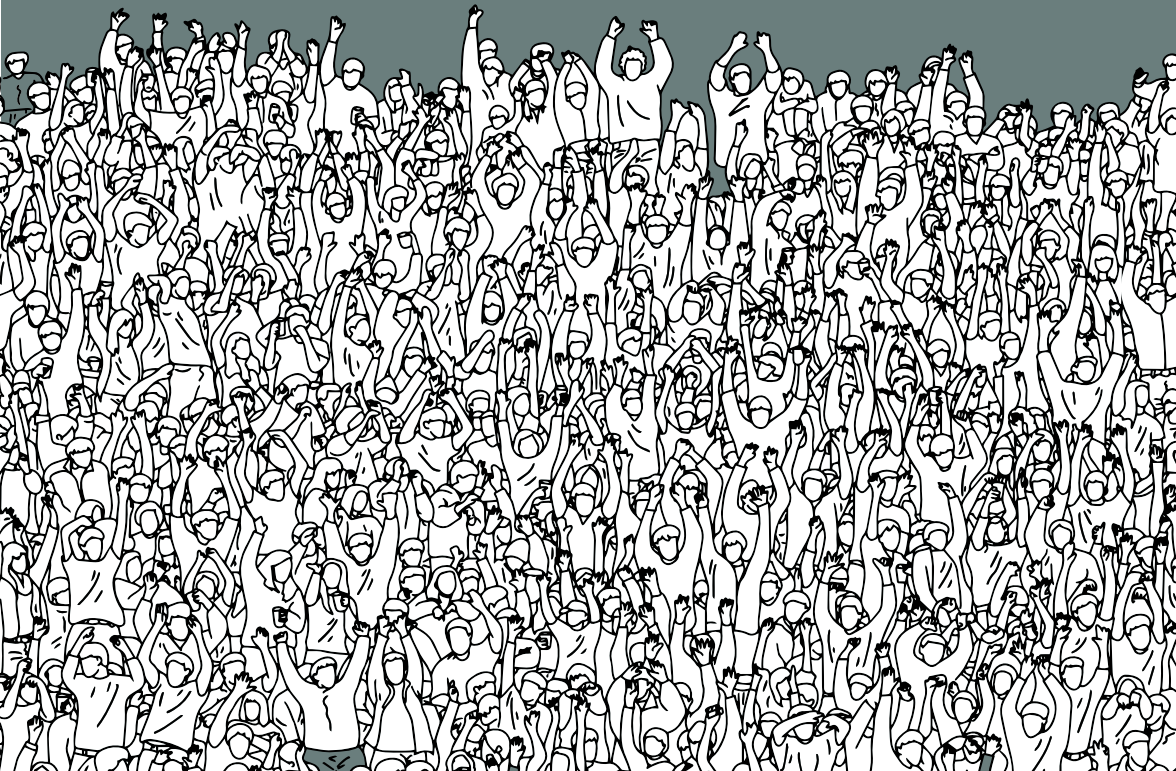
WIRED FOR STORY



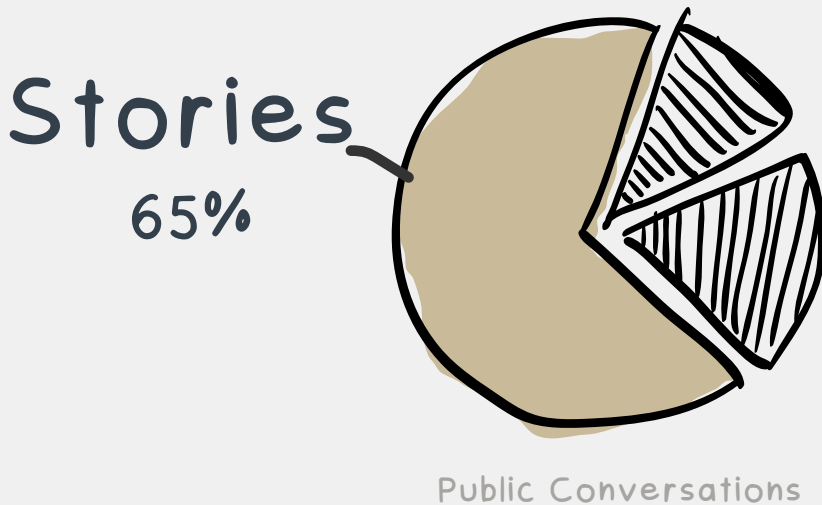
A Princeton study found that a listener's **brainwaves sync** with the speaker's when hearing a story.

Source: Hasson et al., "Speaker-Listener Neural Coupling Underlies Successful Communication".

Everyone
wants a good
story.



EVERYWHERE YOU TURN



Narrative content like **anecdotes** and **gossip** makes up the vast majority of public conversation.

Source: Robin Dunbar, "Gossip in Evolutionary Perspective".

STORYTELLING IN BUSINESS



In business, stories can:

- **Humanize** branding,
- **Communicate** strategy
- **Strengthen** corporate culture

"So, just add stories
to my presentation,
right?"

(Wrong.)

TWO STORY ERRORS

Often, adding stories results in one of two errors:

(1.)

Added stories are entertaining but **irrelevant.**



(2.)

Added stories are relevant but **mundane.**

Instead of adding stories
on top of your point,

make your point
into a story.

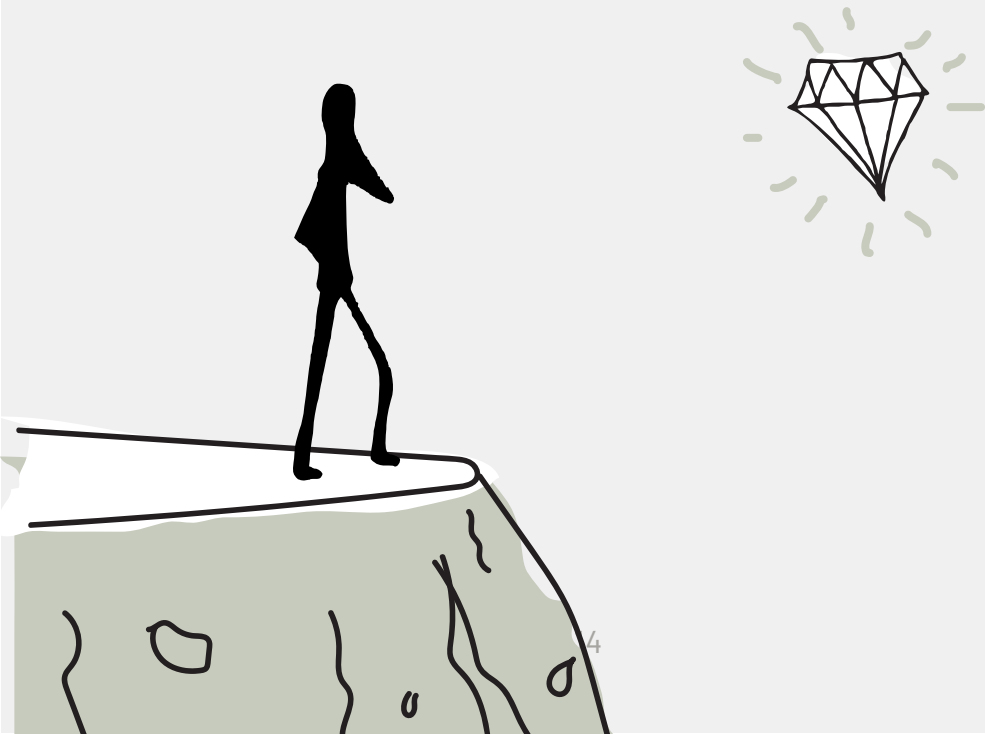
Storyfy

(n.)

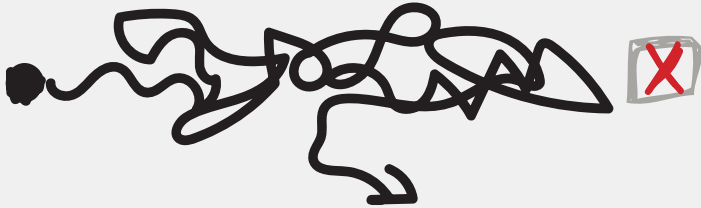
To give content the form
and character of a story.

Here's how:

To achieve the
benefits of a story,
you need to have the
right **structure**.



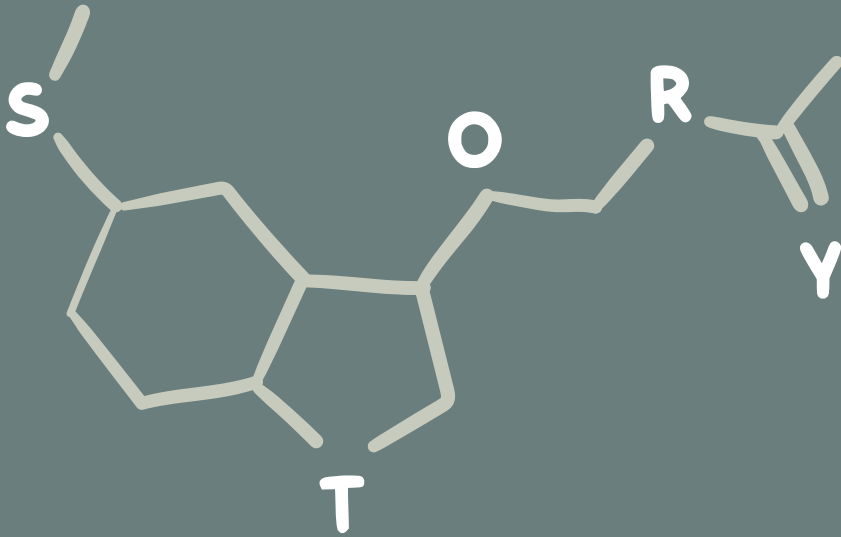
STORY PATTERN



A story is not just a series of
random events.



A story is a set of characters and
actions **arranged precisely** to evoke
an emotional response.

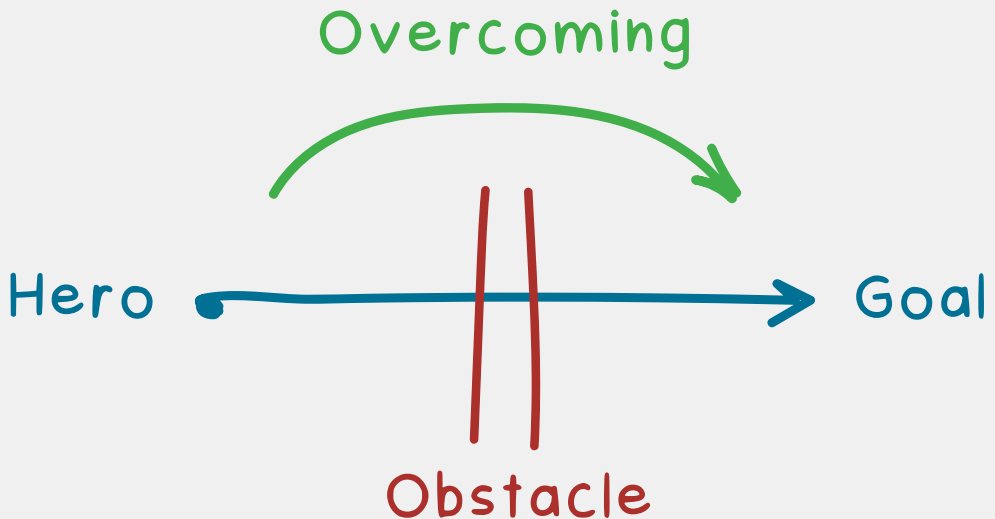


So, what is the
structure of a story?

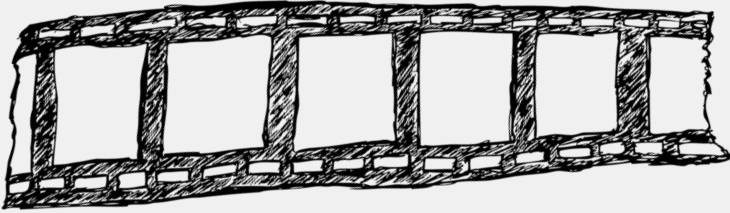
UNIVERSAL STORY

All good stories share the same core structure:

A **hero**, with a **goal**, is blocked by some **obstacle**, that he must **overcome**.



Sound familiar?



Star Wars

"A young farmer must learn the ways of an ancient mystical order to rescue a princess and help a group of rebels fight an evil intergalactic empire."

Pride and Prejudice

"The second of five sisters must learn humility and respectability to fend off disreputable suitors and win the love of a wealthy land owner."

The Godfather

"The black sheep of a crime family must assume power and levy justice to protect his family from rival families."

Every kind of story has this same basic structure:

Movies

Novels

Stage Plays

Fairy Tales

Video Games

Cocktail Party Anecdotes

New Journalism

Business Presentations

STORY FORMULA

To turn your content into a story, simply describe each of these in order:



(1) A hero



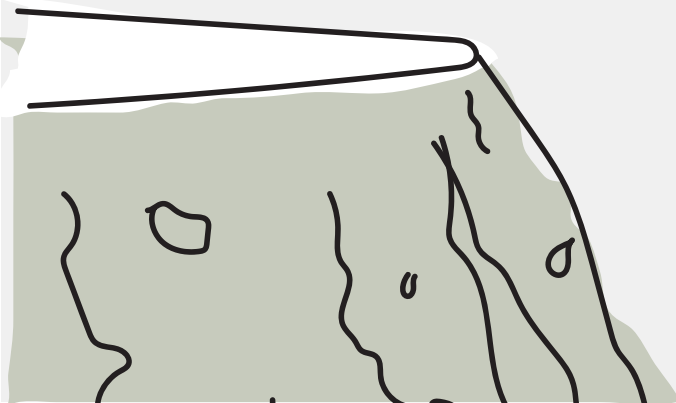
(2) with a goal



(3) is blocked by some obstacle



(4) that he must overcome



To storyfy your point in business, convert each component:

Business Context

Hero	You, your team, your boss, or your clients
Goal	An achievement that every wants to accomplish
Obstacle	Something that's getting in the way of that accomplishment
Overcoming	This is the main takeaway that you want your audience to go home with, the initiative that you want them to support, or the product that you want to launch

Use the formula to create a story about anything:

Success Story

"Sarah, armed with a killer pitch and a smile brighter than her competitors' neon signs, bartered free rent for her fledgling bakery by promising the grumpy landlord sourdough to soften his crusty heart."

Product Launch

"We want to reach a 10 on our member satisfaction survey despite major noticeable rate increases and the way we'll do that is by new benefits in our membership program."

Strategic Vision

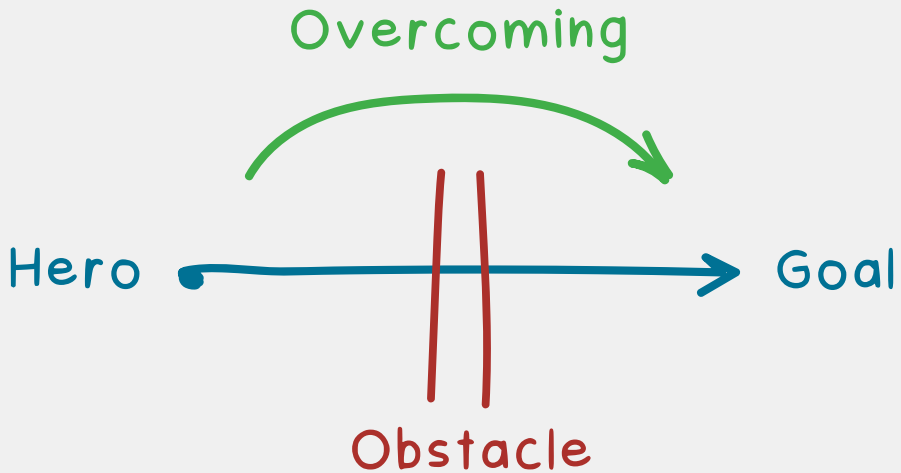
"In a world full of roses, be a sunflower."

"Structure
really makes a
difference!"

(You know it.)

MAKE IT POP

To make the most of your story structure, **emphasize each component** as much as possible:



1. Make your hero likable.

Hero

Overcoming

Goal

Obstacle

Characterize your hero with as many of these traits as possible.



Attractiveness

and desirability



Good Humor

and relatability



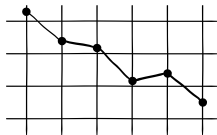
Excellence

in what he does



Subject of

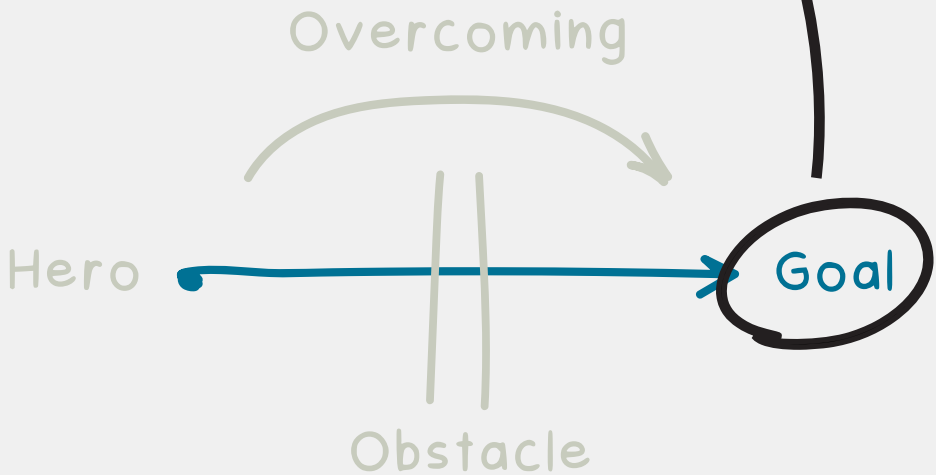
Injustice



In some sort of

Danger

2. Make your goal absolutely necessary.

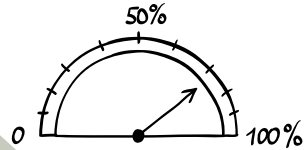


If your hero isn't **willing to give up everything** to achieve his goal, then the audience won't care.

Company
Mission



Strategic
Objectives



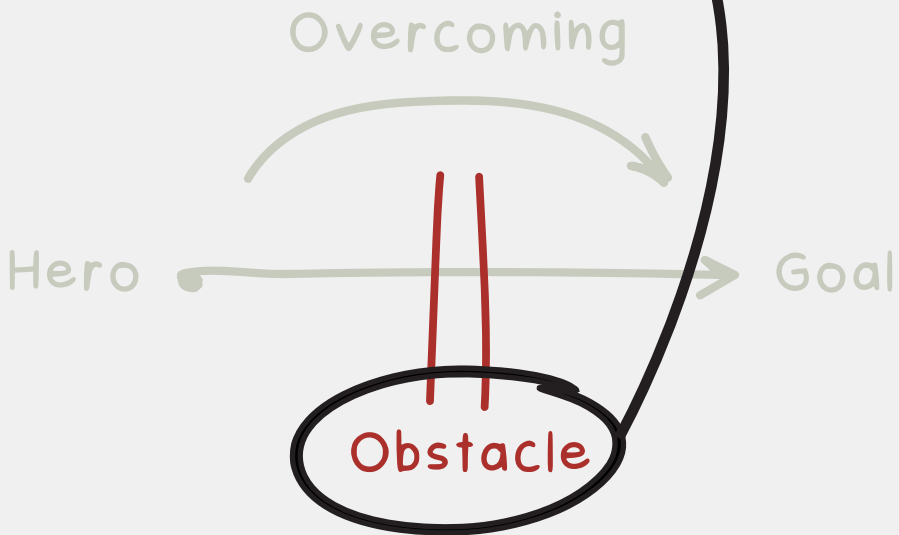
Consequences
of Non-
Achievement



Time
Crunch



3. Make your obstacle impossible to overcome.

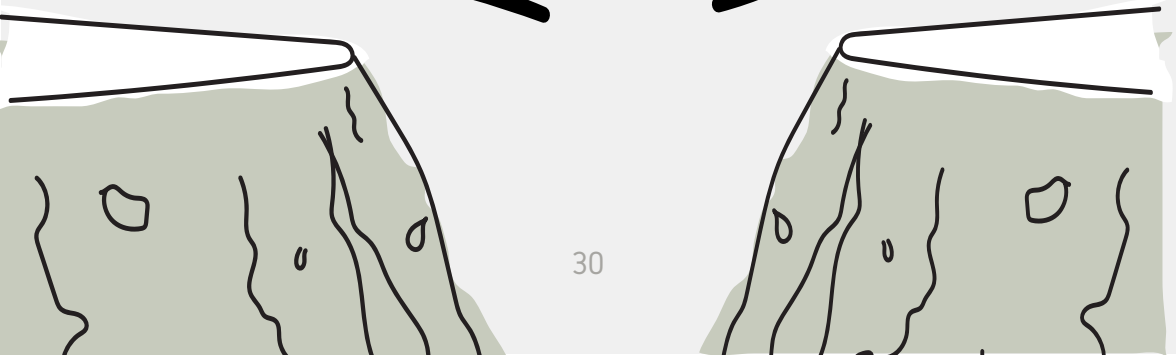


This part is **frustrating** for you and your audience.

But it's **essential**.

Without an obstacle, there is no **tension**, and there is no story.

Make this gap as wide as possible



4. Make your
overcoming
awesome.

Overcoming

Hero



Goal



Obstacle

Aristotle said that an ending must be both **unexpected** and **inevitable**.



Make it inevitable by having it **follow logically** from the setup.

Make it unexpected by doing so **in a creative way**.



Remember:



(1) Make your hero likable.

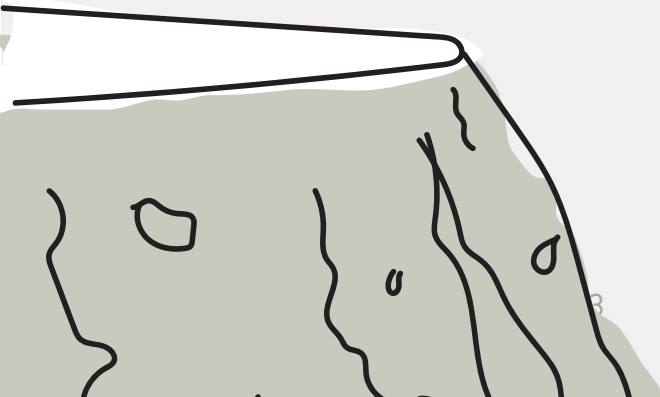


(2) Make your goal absolutely necessary.

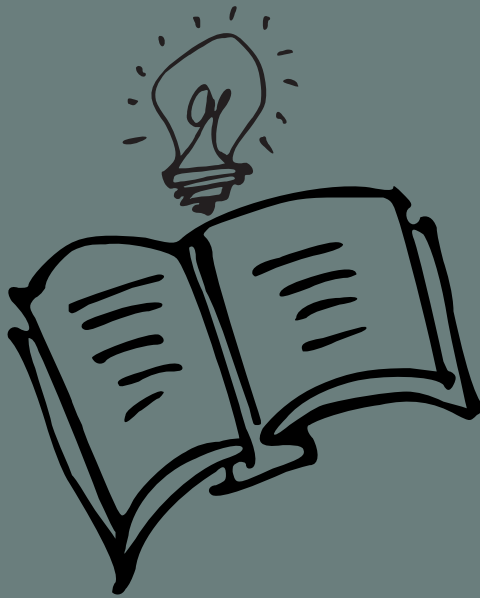
(3) Make your obstacle impossible to overcome.



(4) Make your overcoming awesome.



Now it's your
turn.



Go forth and
storyfy.

Thanks for reading!

Want to learn how the best thinkers & doers are **using frameworks to shape the world?**

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