



Leading With Story: Engaging People And Organizations

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Webinar For Eaton Corporation

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During this Eaton webinar, you will:

- Apply a framework for the mining and development of stories,
- Practice mining and developing high impact stories,
- Learn to coach others to effectively use stories in their work.

At the completion of the webinar, you will be able to:

- Recognize the elements of a strong story
- Identify stories to support your initiatives
- Develop a story idea into a fine-tuned, high impact story
- Advocate the benefits of integrating story into communications

Why Use A Story?

arnzengroup



Story is the oldest tool of influence in history.

Facts v. Story

Story connects facts to emotions.

Engagement

Emotional connection

Openness

Meaning

Insight

Transformation and change

Establish leadership presence

Build a team

Develop employees

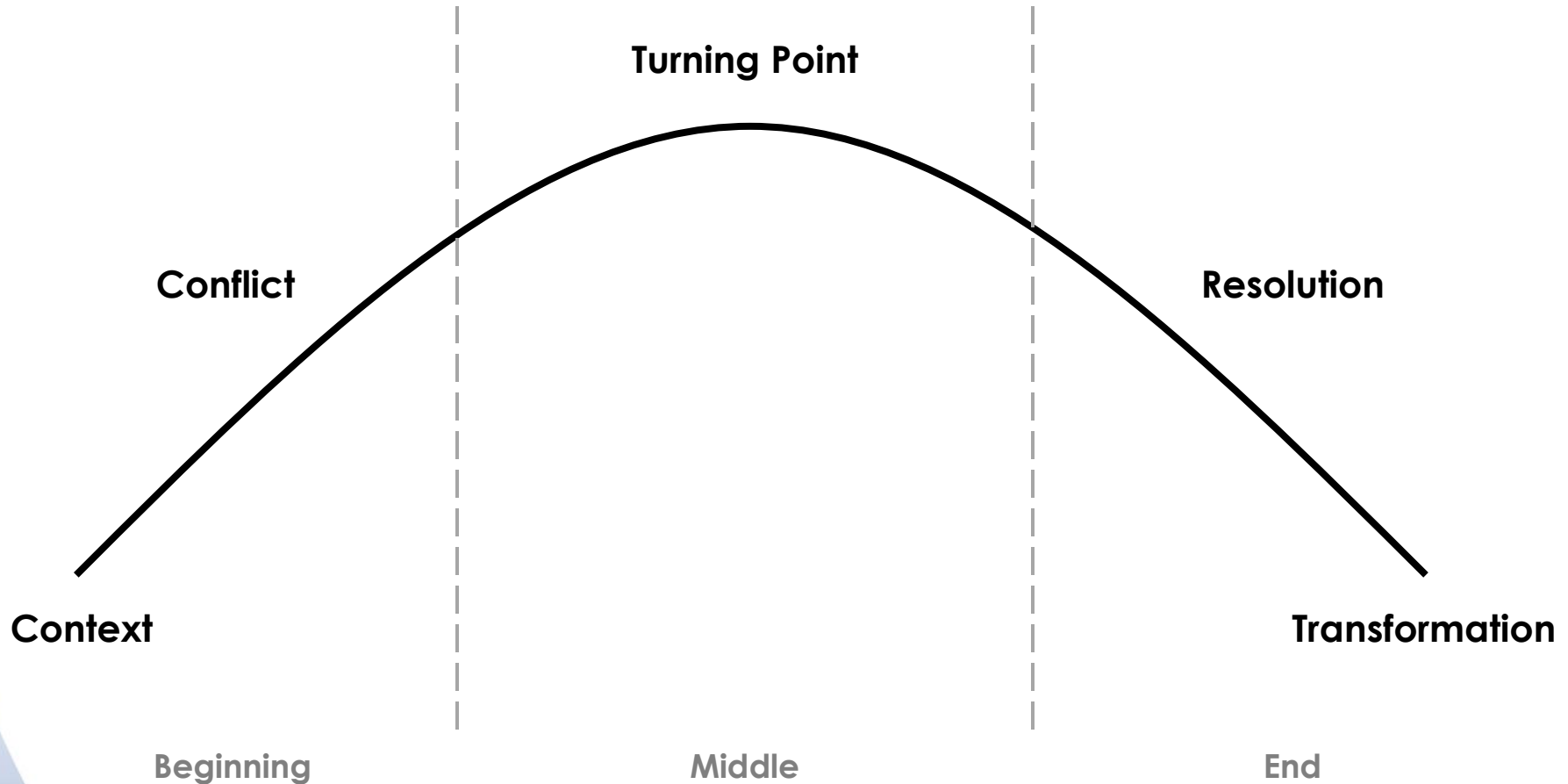
Sell an Idea/Marketing/Branding

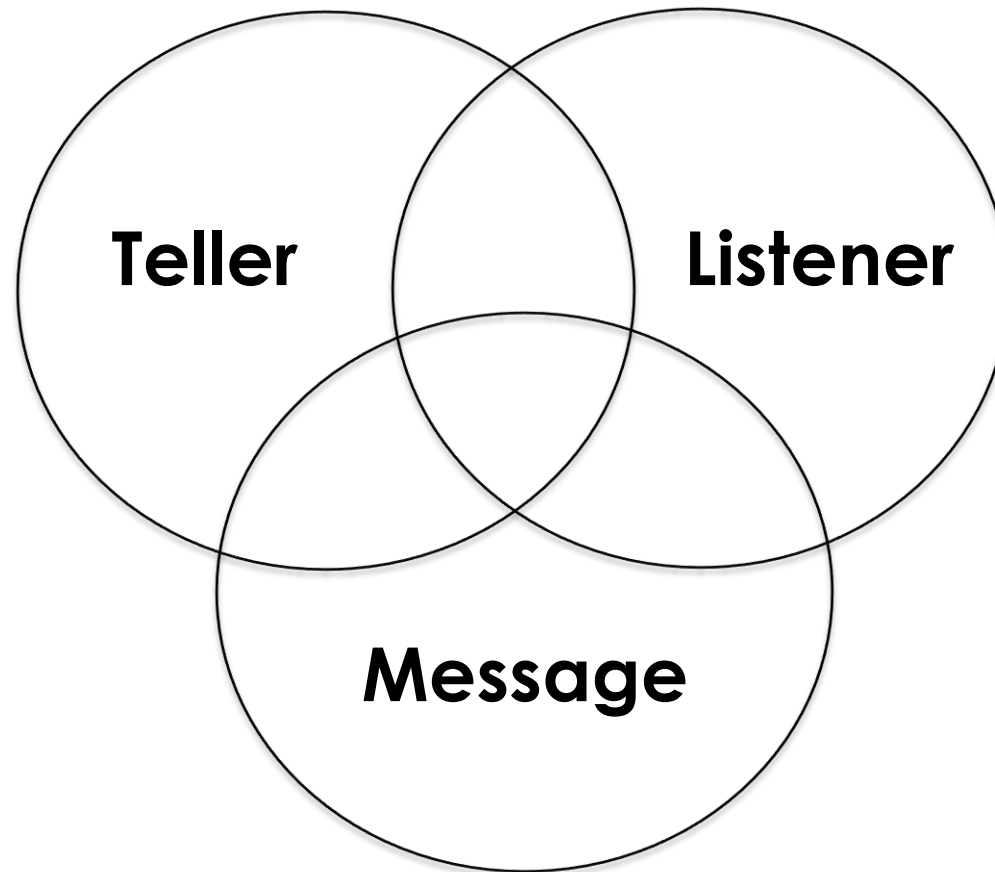
Align an organization

e.g. Strategic Imperatives

Mining		
Need		

Story Arc





Mining		
Need	Message	



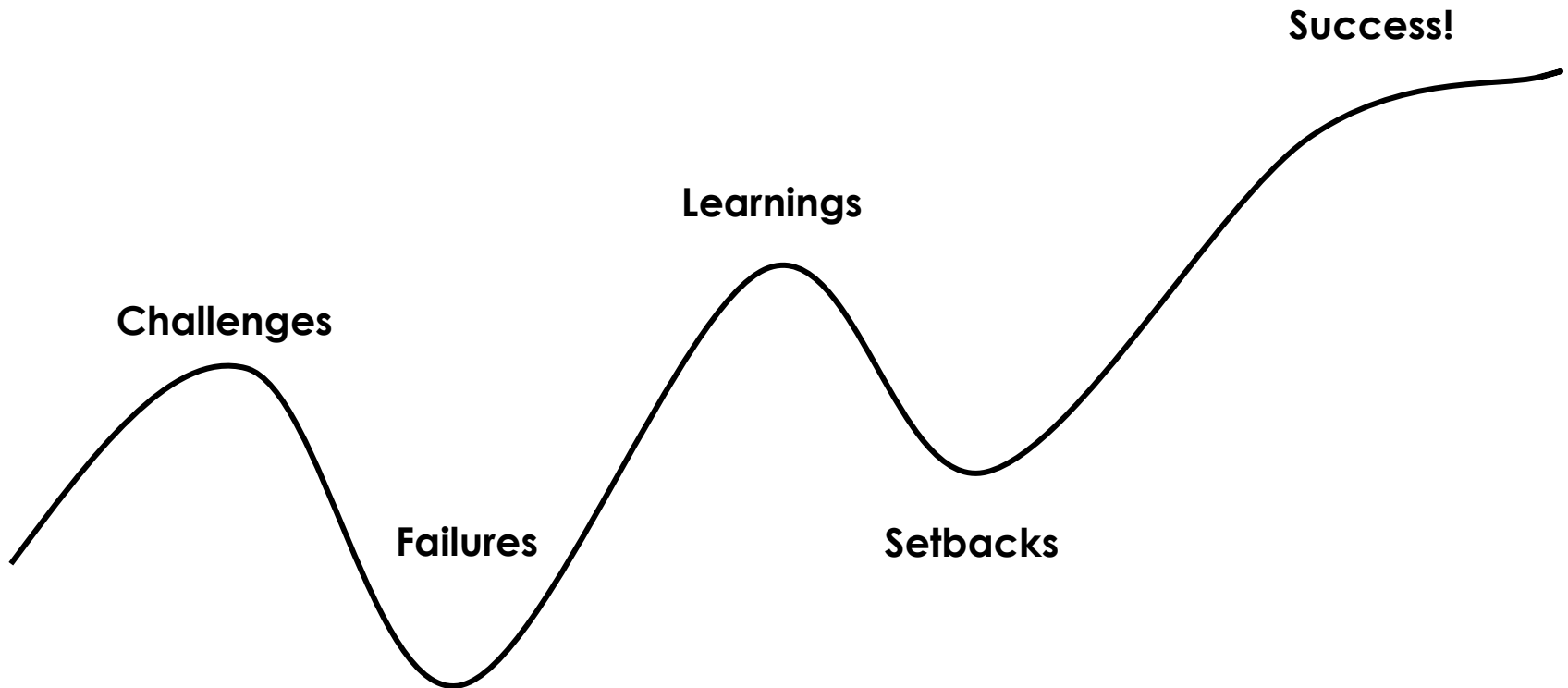
Message

Questions

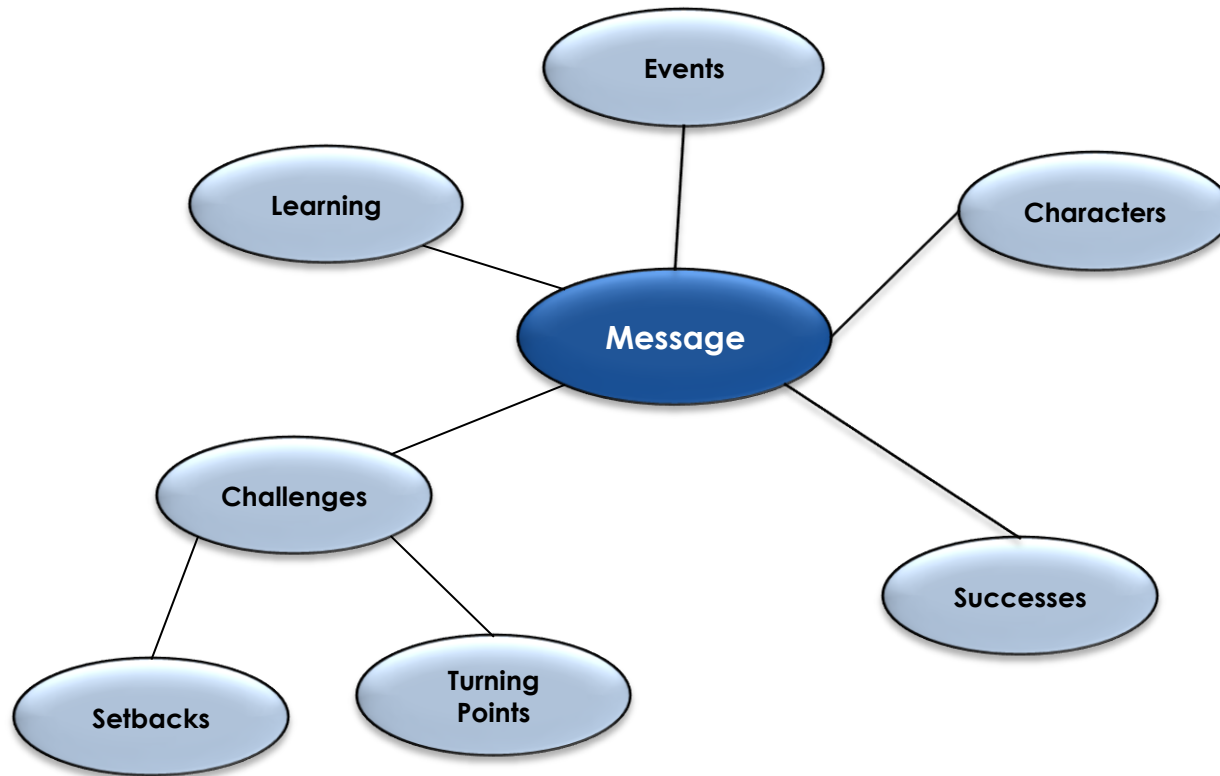
Prompts

- Beginnings and Endings
- Challenges and Turning Points
- Mentors
- Successes and Failures
- Moments of Learning

Mining		
Need	Message	Source



Mining		
Need	Message	Source



Mining		
Need	Message	Source

Most Important Message (MIM)

Mining			Focusing
Need	Message	Source	M.I.M.

Most Important Message (MIM)

Sentence

Beginning: What things were like before

Sentence

Word

Middle: What happened; the challenge, conflict or obstacle in your story

Sentence

Word

End: What things are like now; the resolution of your story

Sentence

Word

Most Important Message (MIM)

Sentence

Mining			Focusing	Developing		
Need	Message	Source	M.I.M.			

Plot

What

Story

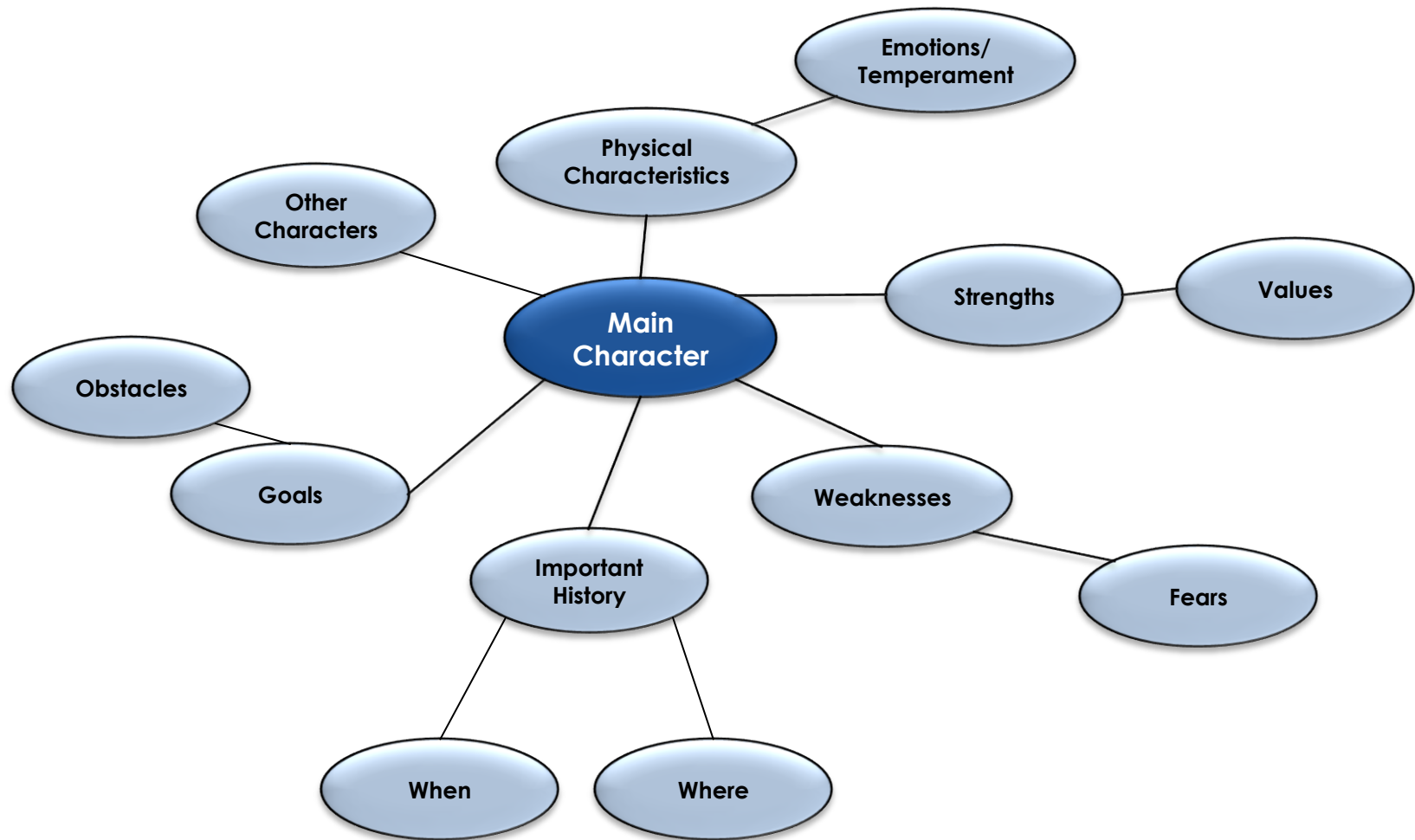
Who

When

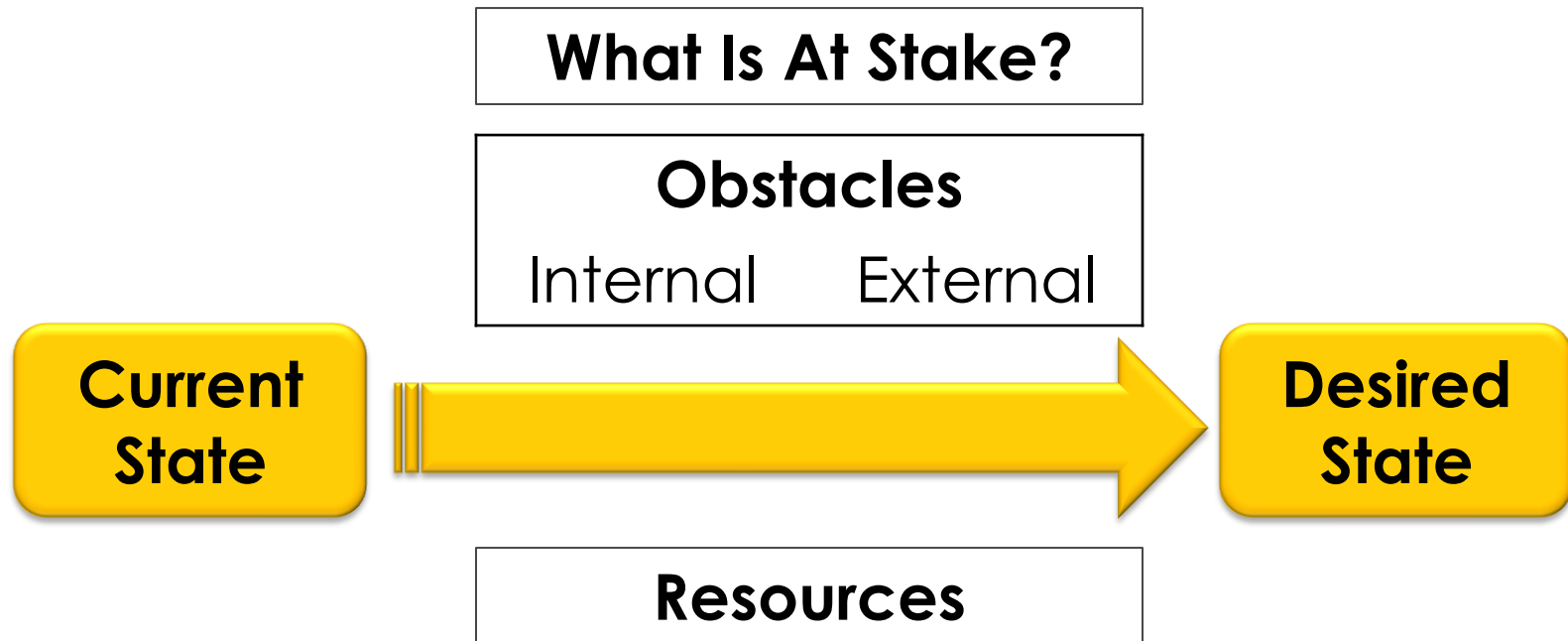
Where

Why

Mining			Focusing	Developing		
Need	Message	Source	M.I.M.			



Mining			Focusing	Developing		
Need	Message	Source	M.I.M.	Context		



Mining			Focusing	Developing		
Need	Message	Source	M.I.M.	Context	Change	

Resolution New 'Current State'

Transformation Behaviors – Capabilities

Learning Insights

Mining			Focusing	Developing		
Need	Message	Source	M.I.M.	Context	Change	Resolution

First Sentence

Last Sentence

Creating a Storyboard

First Sentence	Context	Change/Obstacles	Turning Points	Resolution/ New Current State	Behaviors and Insights	Last Sentence

Mining			Focusing	Developing			Refining		
Need	Message	Source	M.I.M.	Context	Change	Resolution	Sequence		

Use Sensory Imagery

Emotions

‘Show’, Don’t ‘Tell’

Metaphor

Language

Humor

Mining			Focusing	Developing			Refining		
Need	Message	Source	M.I.M.	Context	Change	Resolution	Sequence	Color	

Explain the Process

- Purpose: Why story?
- Story Framework
 - Mining
 - Focusing
 - Developing
 - Refining

Use your Coaching Tools

- Appreciations
- Questions
- Feedback
- Your own story

Summarize & Check

Mining			Focusing	Developing			Refining		
Need	Message	Source	M.I.M.	Context	Change	Resolution	Sequence	Color	Coaching

Books

Articles

Mining			Focusing	Developing			Refining		
Need	Message	Source	M.I.M.	Context	Change	Resolution	Sequence	Color	Coaching

Mining			Focusing	Developing			Refining		
Need	Message	Source	M.I.M.	Context	Change	Resolution	Sequence	Color	Coaching



Thank you.

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