Storytelling: Planting the Seeds that Grow

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The most powerful person in the world is the storyteller. The storyteller sets the vision, values and agenda of an entire generation that is to come.

— Steve Jobs —
Points along the way...

• The Power of Story
• Stories that Stay
• The Arc of the Hero
• Storytelling – digital and verbal
• Your friend, the G.A.P.
• Planting deep
The Power of Story
The Power of Story

- Attraction to story is in our DNA
- We want to feel
- We pursue catharsis
- We like rooting for the hero
- We enjoy hating the villain
- We love nostalgia
- We seek inspiration
- Story lets us more broadly explore human experience
### The Power of Story

**Fundamentals**
- Character
- Setting
- Plot
- Conflict
- Resolution

**Critical factors**
- Purpose
- Passion
- Authenticity
- Believability
- Integrity
- Focus

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Always honor the donor or customer.
Stories that Stay
Stories that Stay
The Arc of the Hero
Digital Storytelling
Digital Storytelling

Process:
• Script
• Storyboard
• Rehearse
• Assess
  o Trajectory
  o Efficiency
• Prune
• Rehearse
• Assess
  o Head/Heart Ratio
Digital Storytelling

Other bits:
• Form & format
• Snack-bite attention
• Word economy
• Don’t bury the lead
• Brief bookends
• Brand consistency
• Humor
• A/V quality
• Graphics
• MUSIC!
Verbal Storytelling

Dwight gave a great speech. That’s the word on the street, anyway. And I entertained Dwight to no end with my bar story.

So I captivated the guy who captivated a thousand guys. Can you believe that? A thousand guys.
Verbal Storytelling

Important Questions:
• What is your purpose?
• What is your objective?
  o Call to action
• Who is your audience?
  o And how many?
  o And how familiar?
• What time of day?
• How much time?

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

maya angelou
Verbal Storytelling

Other bits:
- Laser Focus
- Dynamic
- Tone
- Inflection
- Volume
- Proximity
- Eye contact
- Humor 🎉
Verbal Storytelling

Be honest. Be real. Be present.

- Connect the success directly to your donor or customer – *not* your organization or company
- Progress: Need → Solution → Vision
- Be prepared to “wing it!”
- Dig deep

*Always lead with passion.*
Verbal Storytelling

“Marketing is no longer about the stuff that you make, but about the stories you tell.”

seth godin
Getting into the G.A.P.

• Gratitude
• Authority
• Passion

“I SPEAK NOT FOR MYSELF BUT FOR THOSE WITHOUT VOICE”
- MALALA YOUSAFZAI
Getting into the G.A.P.

- **Gratitude**
  - Honoring the opportunity

- **Authority**
  - Acknowledging that, most likely, you are the leading expert in the room – it’s your content!

- **Passion**
  - Liberated by gratitude and emboldened with authority – you dig deep and burn bright
Q&A

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