

EPISODES 108 AND 109: TELL ME A STORY OR TELL ME GOODBYE INTERVIEW WITH JEROME DEROY

1. VALUE OF STORYTELLING

- At the heart of compelling content is a strong and powerful story.
- Stories humanize content, media, presentations.
- Content should have some story in it.
- Content is a story with beginning, middle, and end.

2. TECHNOLOGY AND HUMAN CONNECTION

- Reluctance to show emotion in the workspace.
- The listener is the one that feels the emotion and connection.
- Stories are ways to pass on critical data.

3. GREAT LEADERS TEND TO BE GREAT STORYTELLERS

- Not afraid to show failure and vulnerability.
- Use visual analogies.
- Sharing vulnerability makes you human and believable.

4. DATA SERVES THE STORY

- Our brains don't remember the data, but they do remember the story.

5. CRITICAL ELEMENTS IN CRAFTING A GOOD STORY

- Why am I telling this story now and to this particular person?
- What happened?
- Use senses to paint a visual picture.

6. MOST COMMON ERRORS IN STORYTELLING

- Not knowing your end.
- Getting lost in too many details.
- Lack of inserting yourself into the action.

7. WHEN IS THE RIGHT TIME TO TELL A STORY

- Innovation of idea or service.
- Time of change.

8. CRAFTING AND PRACTICING A STORY

- Practice, practice, practice.
- Inspire and teach others to tell a story.
- Think of significant learning moments in your life that allowed you to see things differently.
- Map it out.

Sources mentioned in this episode:

[Murray Nossel, PhD. “Powered by Storytelling: Excavate, Craft, and Present Stories to Transform Business Communication”](#)

[Narativ’s webinar on “Building a Storytelling Culture”](#)

Are there other communication-related topics you’d like to hear the Communication Guys address? Let us know on our [Facebook page](#).