

STORYTELLING Correctly.

The hero's journey.

Steady Success

The Hero



1.

- Search for a real or fictional person who has lived through the story.
- Describe individual details about your hero as graphically as possible.
- Tell us the story from the perspective of the hero in the present day.

The Problem



2.

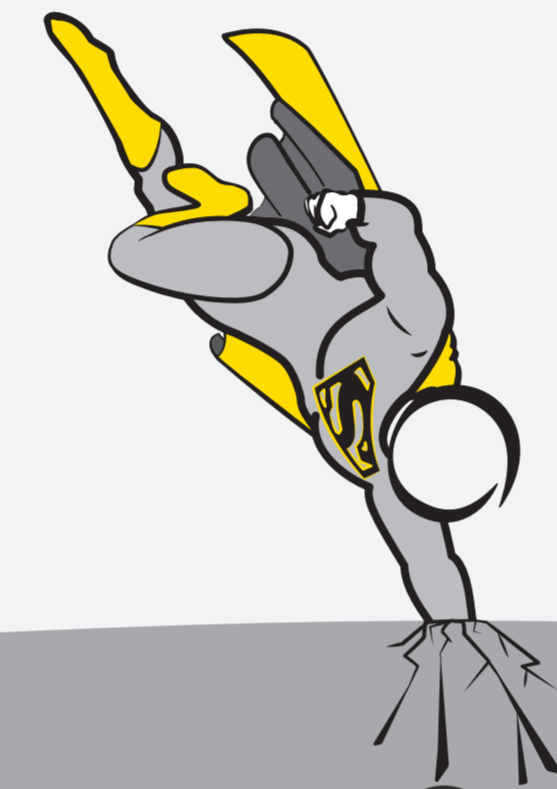
- Visualize your solution / appeal.
- Describe the disadvantages of the situation without your solution.
- Present the situation as drastically as possible without a solution.

The Failure



3.

- Describe step by step how the problem arose.
- Let us sympathize with the hero as the situation gets worse.
- Allow us to see what the hero sees.



4.

The Total Failure

- Describe the situation even more dramatically.
- Add the "straw that breaks the camel's back."
- When the hero is lying on the floor add more fuel to the fire.

Rise Up



5.

- Surprise us with the first part of your solution.
- "Do not waste all your ammunition."
- Create the first spark of hope.

Confidence



6.

- Now describe the entire solution.
- Celebrate your solution in steps.
- Create the initial "pre-excitement" for success.

First Success



7.

- Go for the effect.
- Dissolve the tension.
- Let the audience feel your complete euphoria.



8.

- Recollect your introduction and make the connection.
- Let us feel that the situation is getting better for the hero.
- Close your story with a concrete appeal.

- 1.) What is the story?
- 2.) Search for a parable.
- 3.) Define the Story-Steps.

Neural Coupling

"Your experiences become the experiences of the listener."

Emotions

"Your feelings become the feelings of the listener. Your images become a visual experience."

- 4.) Create Pictures.
- 5.) Share your feelings.
- 6.) Send the message.

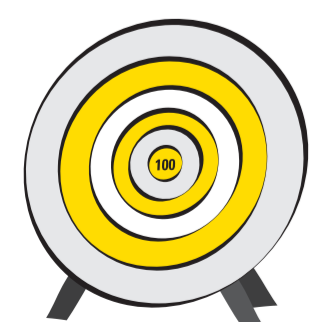
Mirror Neurons

"The listener goes along with it."

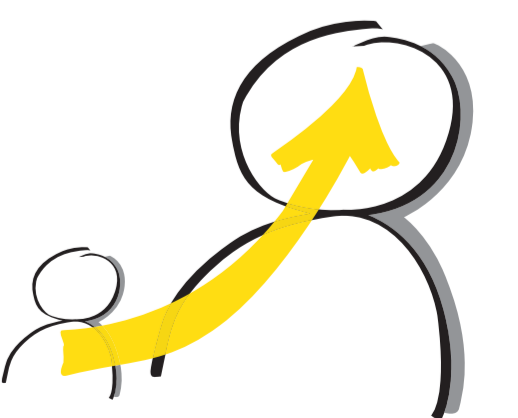
Anchoring

"What is experienced is anchored more deeply and remembered 22 times longer."

1. Clear Goals
2. Freedom
3. Feedback



Good Leadership



Make people great