

# 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.

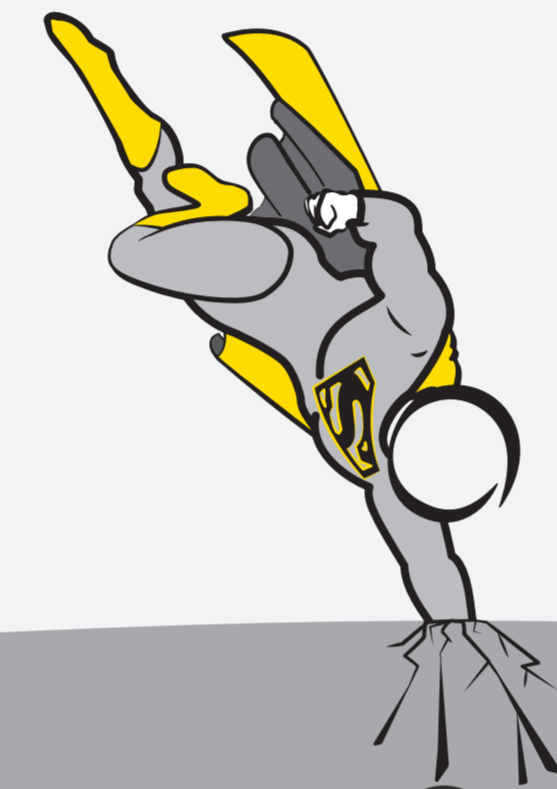
- Visualize your solution / appeal.
- Describe the disadvantages of the situation without your solution.
- Present the situation as drastically as possible without a solution.

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.

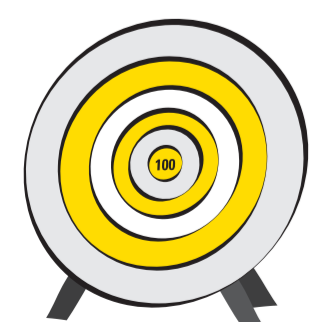
### Mirror Neurons

"The listener goes along with it."

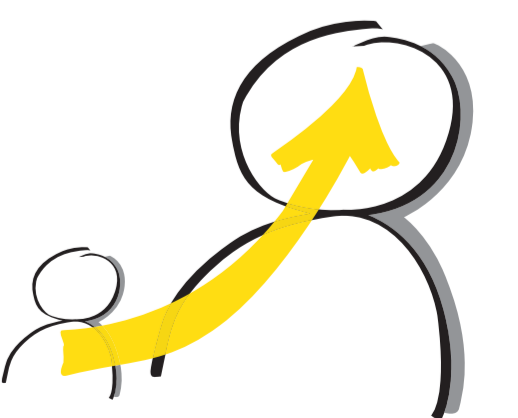
### Anchoring

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

1. Clear Goals
2. Freedom
3. Feedback



Good Leadership



Make people great