

The ***Power*** of Storytelling



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Communicating impact through multiple lenses

*Crafting compelling
narratives to
communicate impact
and **connect with
clients***

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October 2023

A different point of view can change your world

When **Dr. Martin Luther King Jr.** told his “*I have a Dream*” speech for Jobs and Freedom in March 1963, he used **storytelling to communicate** that there was something worth fighting for – equality amongst all people and, at its core, the fundamental belief that all men were created equal.

He shared a dream that has inspired millions of people around the world.



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Why storytelling?

- Storytelling is one of the most ancient art forms, with history's oldest known fictional story dating back to the third millennium B.C. Stories have stood the test of time. It's both an art and science, a way of **creating a deep connection** with one person or a million people.
- But when we boil down what it means to be a good storyteller, it means you're a good connector. You can find something in the **shared human experience that resonates** with other people.

You make people feel **heard**, feel **validated**, and feel **listened to**.
As a good storyteller, you make people feel like **they're not alone**.

- Today, it is still a **time-transient art** - it has stood the test of time and will **continue to deliver**.
- However, today with modern tools, **ANYBODY CAN DO IT** (using technology, social media, graphs and dashboards, infographic, etc.).
You don't have to be Dr Martin Luther King Jr.



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What are the **opportunities** with stories for Financial Advisers

- Storytelling allows us the opportunity to bring in the impact of **diverse real-life perspectives/experiences** into the advice process. The story you tell can be that of a completely different person or client, but it's relevance could be so profound for that individual
- Stories are a window to multiple viewpoints: FA's can **take a client on a journey** into the future (or past), imagining a scenario that might have never been on their mind.



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The approach needs to change



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Storytelling turns advice into a conversation of **relevance**.

It allows the Financial Adviser to display actual **evidence of success**.

It gives the opportunity for clients to **see themselves** in the **narrative**.

30 years ago, the client was homogenous: Male with a family and stable income. Today, **clients are diverse and impossible to box** and FA's must find ways to be relatable and show genuine empathy and understanding. Storytelling is one way of being authentic without self-betrayal.

The **components** of a great story and why you **need** to do it



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1.

The Components *(think of your favourite movie)*

- Characters
- Conflict
- Climax
- Structure
- Setting

2.

Why you need to do it

- Stories solidify abstract concepts and simplify complex messages
- Stories promote and shape ideas
- Stories bring people together
- Stories inspire and motivate



The Storytelling *Process*



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- Know your **audience** (*check for verbal and non-verbal cues – a story is not just words*)
 - In the early 1970s, Albert Mehrabian, an engineer turned pioneer, non-verbal communication researcher, found what is sometimes known as the **7-38-55 rule**. This means that of all messages, only **7% is verbal** (words only), **38% is vocal** (tone of voice, intonation, and other sounds), and **55% is through nonverbal** (no words) forms of communications.
- Define your **core message**
- Decide **what kind of story** you're telling
- Establish your **call-to-action**
 - Tell your story
 - Convey values
 - Foster community or collaboration
 - Impart knowledge or educate
- Choose your **story medium** (write, speak, video, etc.)
- **Plan** and structure your story
- **Share** your story



5 *qualities* of a good storyteller

- They are **enthusiastic**, energetic, and confident
- They **listen**, engage, and interact with the audience
- They **empower** others
- They are **vulnerable**, personable, and authentic
- They create **strong connections** with others



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Why you must **start** telling your stories

- Advice means nothing if you have no results (i.e. the advice hasn't been tested and trusted). We naturally **pay more attention to results** than mere words. This is why **people spend hours watching and listening to successful people** on TV and on Social media.
- Advising without an accompanying story is just a waste of time and energy. It's just human nature. We won't just listen.
- Your advice is weightier when you have tangible and commensurate results. Stop giving people advice that you haven't taken or are not taking.
- **Your stories are testimony** that you didn't cheat the process. **Your stories validate** your results.
- This means **advice needs to come from experiences.**



<https://www.youtube.com/watch?v=4jwUXV4QaTw&list=PPSV>



<https://www.drkevindutton.com/features/the-psychopath-challenge/>





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Thank you