



# Stand Out!

## How Stories Can Increase Your Business

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# Advantages

- If you learn and use the process that I'm about to show you, you'll avoid:
  - ✓ Sounding like everyone else
  - ✓ Being like oatmeal -- in bland land
  - ✓ Being confused about how to talk about you and your business



# About You

- When you are dealing with developing your unique brand, what has been the most frustrating and challenging aspect of it?



# Who Knew?

- From Mike Bosworth, Solutions Selling:
  - 13% of sales people are now selling 87% of the business
  - What are these 13% doing???!



# The Difference

- These 13% are emotionally connected
- We are all in the connection business



# What Creates Connection?

- Stories!



# Advantages

- If you follow this process you'll avoid:
  - ✓ Being in that pool of 87%



# Goal

- To connect, inspire, & influence on purpose



# Added Bonus

- You'll never forget what you are going to say!
  - Your stories are unique
  - People buy the relationship, not just price/service
  - Stories demonstrate your **VALUE**



# What Makes Stories Work?

- Empathy
- Being brought into the experience
- Sensory material
- A lesson, message, meaning



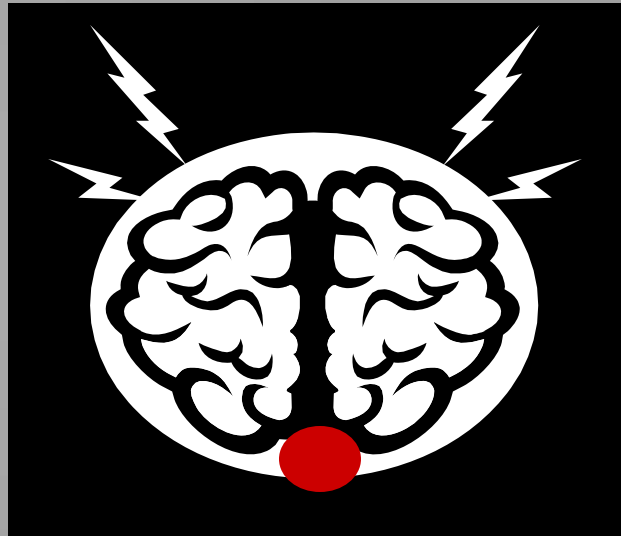
# The Poet



# The Brain

## Left Brain:

Linear  
Logical  
Language  
Reasoning  
Skeptical  
#’s & Facts  
Emotionally  
Neutral  
Needs More  
Info



## Limbic: the Emotional Brain

Where decisions are made  
Feelings of trust, loyalty, hope

## Right Brain:

Creative,  
Imaginative  
Non-verbal  
Signals  
Intuition  
Holistic  
Social  
Cognition  
Fills Gaps  
Path to Senses  
Path to Limbic



# Making Decisions

- People make emotional decisions with logical reasons
- When people hear stories, they typically feel safe, relaxed, and anticipate enjoyment



# Your Brain on Stories



# Your Brain on Data





No one ever marched on  
Washington because of charts,  
graphs, or bullet points



# So How Do You Do THAT?

- Listen for stories
- Tell your stories



# What Stories?

1. The founding of your business & the challenge
2. People & results
3. The future you are creating
4. What's my passion & commitment?



# So What Is A Story?

- At it's most basic level, every story has:
  - Beginning, middle, end
  - Problem — resolution
  - Challenges/trouble
  - Key message
  - Sensory material



# Taking Action

- Here are the 3 action steps to solve being in bland land and getting your unique brand
  - Identify your core stories
  - Pull key images and phrases from the stories to help form your look & brand (with a partner)
  - Practice telling your core stories so you'll know how to talk about you and your business at networking events (with a partner)



# How Do I Practice My Stories?

- Trusted partner
- Listening delightedly -- Suspend the critical mind – write down key phrases
- Reflective questions – to go deep
- Identify key message
- Appreciations – positive psychology



# Common Mistakes

- Telling ABOUT a story
- Not having a key message
- Not practicing with a partner



# Take Action Right Now

- Here's what to do RIGHT NOW to make sure you stand out from the crowd:
  1. IDENTIFY The 4 core stories every business needs to tell
  2. Craft and practice your core stories!
    - Expand & contract them



# What This Means For You

- You'll be able to identify key images & qualities that can help identify your unique brand
- When ever you are at a networking event, you will:
  - ✓ Know better how to pique someone's curiosity about what you do
  - ✓ Know what to evoke from them in return



# Don't Wait

- You can get started RIGHT NOW in crafting and telling your stories
  - Speed to implementation
  - Iterative process



In all of us there's a storyteller waiting to be uncovered and brought into our professional life

Each one of you has inspiring stories to tell & and I can't wait to hear them



# Your Take-Away's?



# Supporting Materials

- [www.polaris-associates.com/downloads](http://www.polaris-associates.com/downloads)
  - PPT & Recording
  - Core Stories Worksheet
  - Story Listening Worksheet
- Contact me with questions [contact-us@polaris-associates.com](mailto:contact-us@polaris-associates.com)



# Thank You!

- Individual Coaching
- Upcoming workshops
- Upcoming webinars:
  - Ditch the elevator pitch--using stories when networking
  - Make that sale—hooking stories into the sales process
  - Non-profit fundraising using stories
  - Using stories to get that job



# Contact

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Karen is an organizational development professional specializing in stories. She is a business consultant, facilitator, trainer, storyteller, story coach to senior executives, and the former Executive Director of the National Storytelling Network. She has worked with organizations for over 25 years, and clients include Fortune 500 companies, business leaders, and community advocates.

