

Module 2: Storytelling

(creating/changing social perception)

Overview:

As the title of this module suggests, our focus in this module is on storytelling so that you can influence your environment through stories. You can tell stories to potential customers and convince them that buying your product or using your service does make a difference. With the storytelling tools, you can also build a socially responsible business and influence the development of your craft, give it new life, make it interesting for the next generation. Each of us has a story to tell. And it's worth knowing how to do it well! There is no rigid recipe for storytelling, but a few ingredients have worked well for thousands of years. In this course, you'll learn how to use them.

Learning Outcomes:

After reading this chapter, you will know:

- What is storytelling and where do you use it?
- How do you create a great story using the correct principles and techniques?
- How to deal with negative reactions on social media.

What is storytelling and where will you use it?

Storytelling has existed since the dawn of time. This is how our ancestors passed on their knowledge to future generations. It was how they shared their experience and wisdom with the communities gathered around the evening campfire. Even the ancient Greeks believed storytelling is an art form that captures attention, stirs emotions, and leaves memories deep in people's minds.

A story exploits the human tendency to want to build a coherent story about the world from the information around us. A story consists of facts connected into a logical whole, which builds an engaging and orderly story. It should also have a particular emotional charge. The story is different from "just talking" as it adds emotions, characters and delightful details that stimulate our imagination. This is why storytelling grabs us by the heart, leads us along with the outlined plot and conveys its key message.

The narrative in a story is based on an event or sequence of events. The story can be true or fictional. If it is fictional, it is important that it contains elements of truth and is coherent and authentic. The storyteller conveys the message, information, and knowledge so that it reaches the audience. The feature of a story, unlike other forms of textual expression, is the construction of the plot: from outlining the initial situation, through recreating the sequence of events and describing the protagonist's actions, to the final solution.

Storytelling is a way of building stories and narratives for the story of a brand, company, event or project. It's a story that gets audiences interested, engaged and willing to get involved, such as purchasing a product or joining an initiative. Skilfully executed storytelling keeps your audience coming back to you for more stories, makes them connect more strongly with your brand, and makes them more likely to purchase your products and services. The power of storytelling is not in the story you tell, but in how you mean it.

Activity 1:

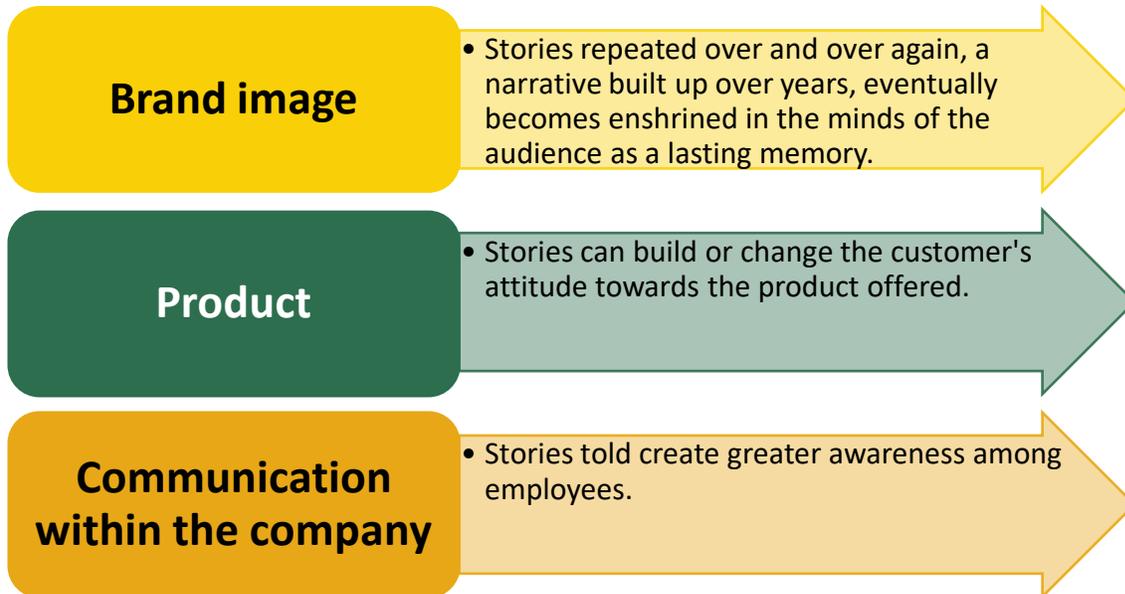
Decide whether the statements below are true or false.

Statement	True/False
1. A story is a telling of past events.	
2. A story is a narrative account that adds emotion, characters, and sensory details to ordinary facts.	
3. A story is a plain-language account that includes detailed facts and figures.	
4. The message contained in a story is not necessarily true.	

Breakdown of answers:

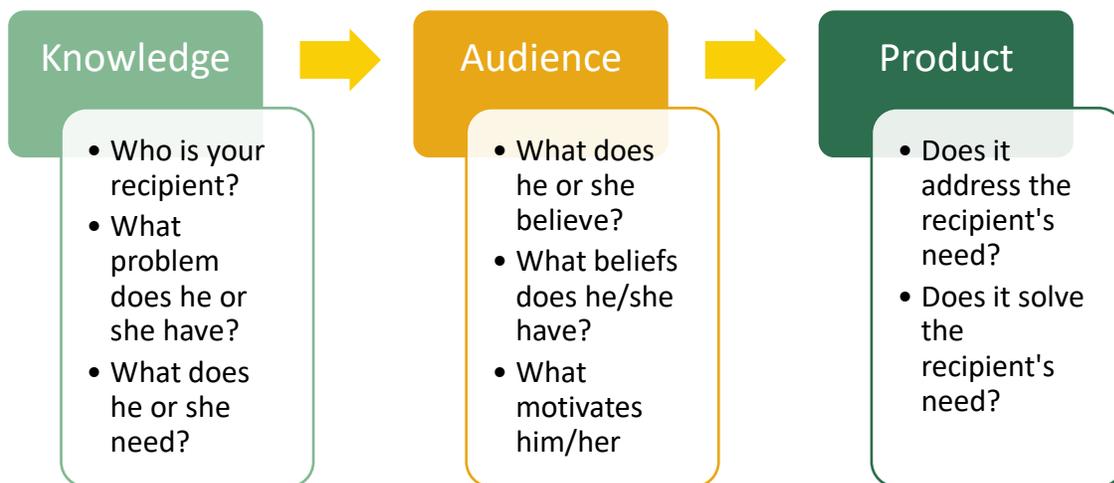
- 1. False:** You need to know that "storytelling" is telling a story versus just talking.
- 2. True:** A story adds emotion, characters, and delightful details that stimulate our imagination. That's why it grabs us by the heart, guides us along the plot outlined and conveys its key message.
- 3. False:** A plain-language account containing detailed facts and figures is not a story.
- 4. False:** The message a story carries must be true, or the recipient will not believe us.

As already said, stories have an impact on building bonds between people. They make the words describing someone else's experience become our own experience. They complement the audience's knowledge with life examples conveyed in the story, and reshape their attitudes and views. You can use stories to build business relationships with the entire company environment. Storytelling works in various areas of business management. You will find it in building brands, promoting products or managing communication within the company.



What should you know before creating a story?

Before your story can begin, you must first understand the people you want to influence and target with your message. Why? Because no one hears a message for everyone. Before you start crafting your narrative, find answers from three areas: knowledge, audience, product



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What are the characteristics of a good story?

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Storytelling is a powerful way to connect with people and encourage them to become emotionally invested in what you have to say. Storytelling has been proven to have the power to make people think, feel, and act differently. So let's take a look at the characteristics of an excellent story.



1. **A good story must be true and believable** – this is not just a matter of factual accuracy but its coherence and authenticity. Many stories seem downright unbelievable to us at times, but if you have a ready background of evidence of its reality behind you, you will be seen as a credible broadcaster. Nowadays, audiences are very sensitive to falsification and manipulation, so authenticity and truth in storytelling are of high value.
2. **A good story is a promise** – of fun, uniqueness or interesting leisure time. It is important that behind these promises lies the possibility of ensuring the "delight" of the event's participants.

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3. **A good story is subtle** – a story doesn't have to contain too many details. What matters are emotions, atmosphere, and the ability to narrate in an interesting way. Stories with surprising punch lines or sudden twists seem especially attractive.
4. **A good story gets to the audience quickly** – the key to the story is the first impression and the ability to inspire and interest the audience. A good story can be short but must have an interesting ending.
5. **A good story doesn't have to be sensible, but it does have to work on the senses** – emotions are key to building compelling content as they are the strongest appeal to us.
6. **Good storytelling is free of contradictions** – that's the difference between real, promised value and propaganda.
7. **A good story nods to the audience** – it is consistent with their worldview, values, beliefs or opinions. It makes audiences feel confident and secure because they reflect their own judgments or beliefs in it.

Activity 2:

Decide whether the statements below are true or false.

Statement	True/False
1. The key to storytelling is first impressions and the ability to inspire and interest the audience.	
2. Storytelling has the power to make people think, feel and act differently.	
3. A good story nods with the audience when it aligns with their worldview, values, beliefs or opinions.	
4. A story should contain falsification and manipulation. This increases the story's dynamic.	

Breakdown of answers:

- 1. True:** A good story is one that gets to the audience quickly. Crucial to a story is the first impression and the ability to inspire and interest the viewer. A good story can be short, but it must have an interesting ending.
- 2. True:** Storytelling is a powerful way to connect with people and encourage them to become emotionally invested in what you have to say. Storytelling has been proven to have the power to make people think, feel and act differently.
- 3. True:** A story gets a nod from the audience when it aligns with their worldview, values, beliefs or opinions. They make audiences feel confident and secure because they find their own judgments or beliefs reflected in them.
- 4. False:** Audiences are very sensitive to falsification and manipulation, so authenticity and truth in storytelling is of high value.

How do you build storytelling?

It is important that you follow the structure, that is, follow the logic in the story. Don't forget that the story should make the audience think and conclude in some way - always remember what goal you set before when adding detail.

The classic scheme in storytelling:



Always remember the ending!

Until you know how you want to end your story, don't start a story. Stories without a finale, in this case, will only cause annoyance to the viewer. The punchline is what counts.

Elements of storytelling:

The key elements of storytelling include:

1. The protagonist
2. Time, place, and context of the situation
3. The appearance of a problem, adversary, or obstacle
4. Twist, helper, support
5. Climax, solution, winning against the enemy

Mostly in business stories:

- **The customer – the hero, the product – the support.** For example: When it is a brave home cook who crowns his culinary masterpiece (dinner for friends) by serving exquisite

dishes in specially created ceramic plates (a unique and unrepeatable product of handicraft).

- **The seller – the hero, the customer – the helper, the product – the obstacle.** For example: When you are the one using your handicraft together with the customer (who gives you valuable advice about their needs), you give a second life to damaged furniture.
- **The Product – the hero.** For example: When a custom-made guitar by a luthier can't wait to get into the hands of its owner to strum its first chords and create memorable pieces with him.

When you don't know how to go about creating your story, answer the following questions:

1. What is the purpose of your story?
2. What problem does the story aim to solve?
3. Who will be the protagonist of the story?
4. How will this problem be solved?
5. What obstacle will he/she face, what will be the conflict for him/her, what will change in him/her and what will be the result?
6. What will be the core of your story?
7. What emotion do you want to evoke in your audience with your story?

Activity 3:

Decide whether the statements below are true or false.

Statement	True/False
1. To start your narrative, you need to know its punchline.	
2. The classic scheme in storytelling includes the following stages: introduction, event development, climax, conclusion, and conclusion.	

3. Your story should describe the obstacles your protagonist faces.	
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Breakdown of answers:

1. True: Until you know how you want your story to end, don't start a story. Stories without a finale only cause annoyance to the viewer. The punchline is what matters.

2. False: The classic pattern in storytelling includes the following stages: introduction development of events, climax, conclusion, and conclusion. The conclusion (punchline) is before the story ends.

3. True: Your story should describe the obstacle your protagonist will face, what will be the conflict for your protagonist, what will change in your protagonist, and what will happen as a result? This is one of the important elements of your story.

What types of stories are worth using?

There are many ways to start generating business story ideas. A good way would be to talk to people who work for your company, start conversations on social media or look at what others are saying about your industry. It is important to keep an open mind and not focus on just one idea.

Take a look at what types of stories you can draw inspiration from:

- **Who am I?** – human interest stories. They are geared toward tracking growth and transformation. Stories of this type also tell of small mistakes, failures, and lessons learned.
- **Why Am I Here?** – show ideas, concepts, cause and effect relationships, actions and solutions. They build trust with the audience.
- **Vision** – they stimulate creativity, inspire action and put new ideas into practice. They carry a large emotional load.

- **Teaching** – they bring closer the issues, collect examples that allow better understanding and remembering

And even more specific about the product:

- **Source** – is otherwise the story of how your product came to be.
- **From zero to millionaire** – is storytelling about achievements that were realised from scratch in order to build the uniqueness of the product offered.
- **Case study** – is storytelling about specific customers, employees or yourself in the context of your product.
- **Future prediction** – this type of story can work well for telling about your product from the perspective of a "prediction" about what awaits your customer when they decide to purchase your product.
- **Opposites** – this is a story based on two poles of meaning. It can be a story juxtaposing two products, one of which is yours.
- **Success and failure** – this is a story that most often results in interactions with the audience. What is most often commented on in social media? Success or failure. What succeeded, what failed in the creation of the product, and personal stories from life.
- **Something from nothing** – in this story, you can talk about how simple solutions influenced gigantic results.

How do you deal with negative perceptions on social media?

When publishing stories on social media, you need to be aware that the reactions online may differ significantly from those in the real world because the Internet gives its users a false sense of anonymity. Therefore, the statements of Internet users are often devoid of diplomacy, expressed in direct, not necessarily sophisticated language. Even innocent material can trigger an avalanche, and an accidental photo or an unfortunate statement can contribute to a network discussion.

When publishing stories on the Internet, you need to be prepared to deal with phenomena such as:

- **Flame war, flaming** – is an online argument that usually focuses on a difference of opinion and then devolves into a wave of insults or personal criticism.
- **Trolling** – trolling involves deliberately and persistently provoking an argument, causing controversy, obstructing the speech of others, confabulation, insulting others, etc.
- **Hate** – involves directly insulting someone on the Internet, using vulgarities, directing threats or particularly offensive posts.

How to react to objections and negative statements of Internet users?

- First of all, establish communication. Clarify objections, do not delete comments, even if they are critical (unless they are also offensive).
- Monitor and control posts, comment pages, and microblogs constantly.
- Ignore the phenomenon of trolling on the Internet, embrace the term "do not feed the troll".
- If a user violates all standards and rules of communication on the Internet, do not hesitate to use blocking messages, administrative blocking of the user or eliminating him from the service.

Remember also that the phenomenon of Internet hegemony should be constantly monitored and archived for possible legal action.

Activity 4:

Decide whether the statements below are true or false.

Statement	True/False
1. Hate is an online argument that usually focuses on a difference of opinion and then devolves into a wave of insults or personal criticism.	
2. Always respond to critical but cultured voices, do not delete or ignore them.	
3. The way to deal with Internet trolls is to ignore them.	
4. The phenomenon of Internet hegemony should be constantly monitored and archived for possible legal action.	

Breakdown of answers:

1. False: An online argument that usually focuses on a difference of opinion and then escalates into a wave of insults or personal criticism is called a Flame war, flaming. Hate speech involves directly insulting someone on the Internet, using vulgarities, directing threats, or making particularly offensive posts

2. True: Establish communication first and foremost. Clarify objections, don't delete comments, even if they are critical (unless they are also offensive). Just stay in touch with your audience.

3. True: The phenomenon of trolling on the Internet should be ignored, following the principle of "don't feed the troll".

4. True: If a user violates all standards and rules of communication on the Internet, do not hesitate to use the blocking of publishing messages, administrative blocking of the user or eliminating him from the service and taking the applicable legal steps.

Quiz: Check your understanding

1. What is storytelling?

- A. Storytelling is a casual correspondence in the form of a story with other users of social networking sites.
- B. Storytelling it is describing facts and data in order to convince the recipient to be right.
- C. Storytelling is one of the positive phenomena occurring on the Internet consisting in the intentional inclusion of the participant into the discussion.
- D. Storytelling is a way of building a story and narrative for a story that aims to create interest, engagement and a desire to act.

2. A good story does NOT have to be:

- A. Consistent and authentic.
- B. Devoid of internal contradictions.
- C. Based only on facts and figures.
- D. Interesting and full of twists and turns.

3. The type of story that most often causes interaction with the audience is:

- A. Something out of nothing.
- B. Success and failure.
- C. Opposites.
- D. Forecast of the future.

4. The classic scheme in storytelling consists of the following stages:

- A. Introduction, development of events, climax, new beginning.

- B. Introduction, development of events, climax, conclusion.
- C. Introduction, development of events, ending divided into several stages.
- D. Introduction, development of events, climax, conclusion, conclusion.

5. An Internet argument that most often focuses on a difference of opinion and then devolves into a wave of insults or personal criticism is:

- A. Flaming.
- B. Trolling.
- C. Hating.
- D. Battling.

Breakdown of answers:

- 1. D:** Storytelling is a way of building a story and narrative for a story with the goal of generating interest, engagement, and a desire to get involved, such as by purchasing a product or joining an initiative.
- 2. C:** The story does not have to contain too many details of facts and figures. What counts are emotions, atmosphere, ability to narrate in an interesting way. Stories with surprising punch lines or sudden plot twists seem particularly attractive.
- 3. B:** Success and failure" type of stories most often cause interaction with the viewer. Because it is the success or failure that is most often commented on social media.
- 4. D:** Storytelling begins with an introduction, describes the development of events, includes a climax, presents a punch line and gives the audience the conclusion of the story
- 5. A:** Flaming is an online argument that usually focuses on a difference of opinion and then devolves into a wave of insults or personal criticism.