



Victoria Sim / VSStory

The 3 Secrets of Power Storytelling



wifi: huonesgguest p: tryharder



3 Secrets of Powerful Storytelling

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What's my story?

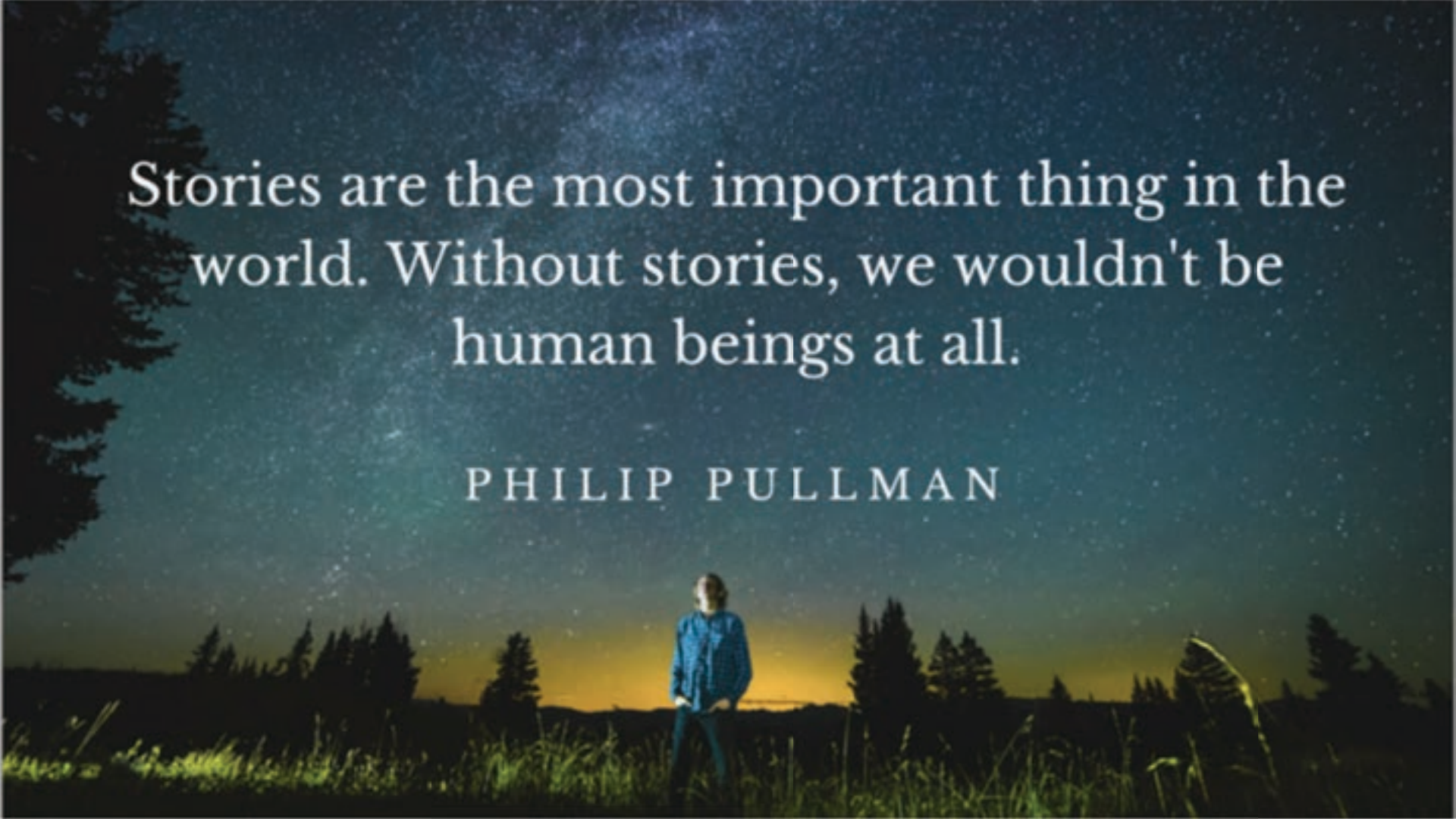
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- Creative Lead, Vision Strategy Storytelling









A person wearing a blue jacket and dark pants stands in a field of tall grass at night. The background features a dark sky filled with stars and a faint aurora borealis. The horizon is lit with a warm, golden glow, and silhouettes of trees are visible against the light. The overall mood is serene and contemplative.

Stories are the most important thing in the
world. Without stories, we wouldn't be
human beings at all.

PHILIP PULLMAN

Be Human

Engage.

We intrinsically want to feel connected and strive towards a common goal or purpose.

When you watch a movie, why do you feel like you know the characters?

Powerful Storytelling

1. Audience Triggers

- Exercise - how to craft your story

2. Story Structures

3. 4x4 Model for Knowledge Content to evaluate your story

**Start with
the audience**



Triggers

Connection/Humanity.

Connection → loyalty

What is something my audience can relate to?

How do I create empathy?

Triggers

Curiosity/Sense of Wonder

How do I pique my audience's curiosity?
How do I inspire them and ignite passion?
What picture can I start painting to guide them, yet to leave room for their imagination?

Triggers

Possibility/Hope

How can my audience be the hero?

Are the people in my story setting a good example, and need the help of the audience to join in to reach a common goal?

Exercise

So you want to engage developers.

Let's try to engage them with a story about your organisation.

→ What's your *value proposition*?



We have set ourselves a goal of reducing food waste by 30%.



Live

to Empower

Social enterprises levelling
the playing field through
education

3 Story Structures

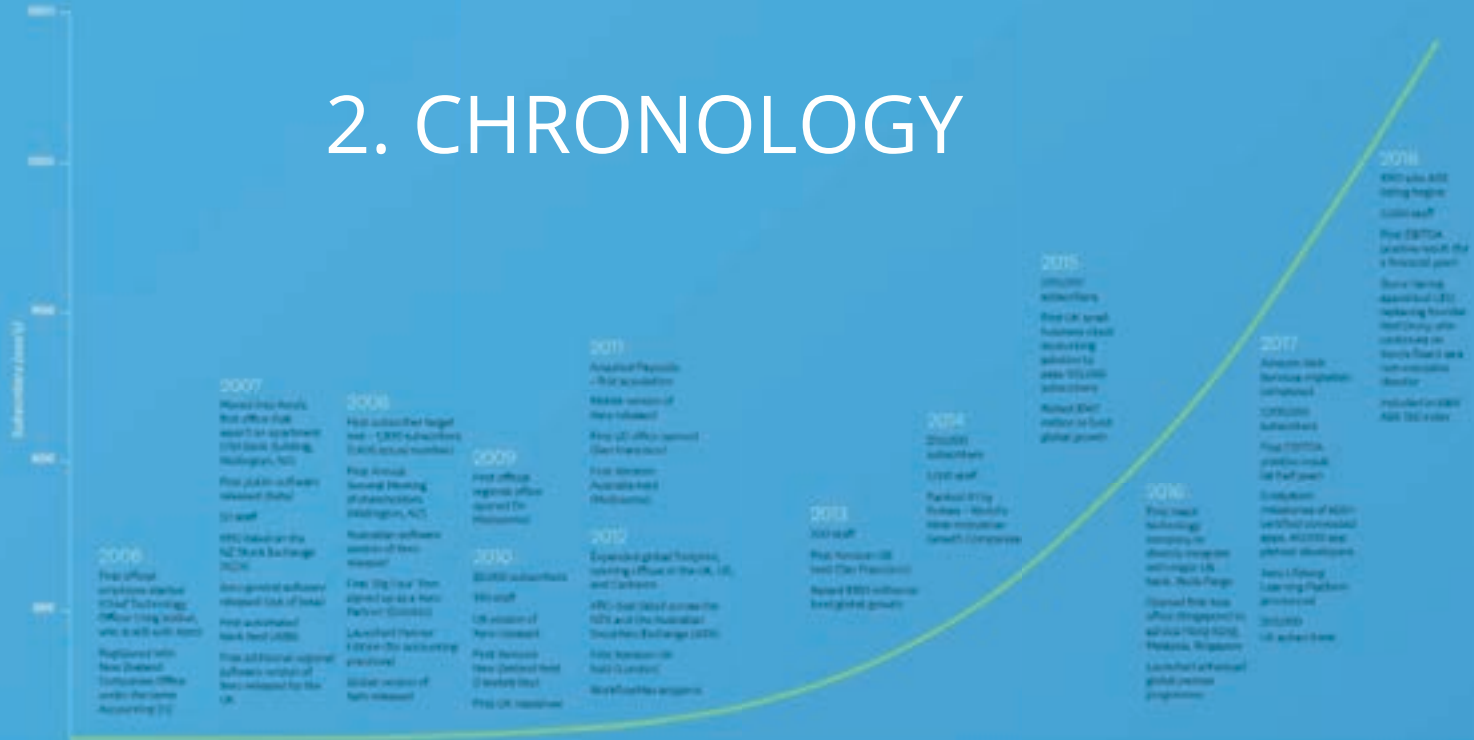
1. EXCLAIM AND EXPLAIN



The 12 year journey of a good idea to a global tech company

As we embark on the next chapter of Xero's journey it is worth celebrating some of the highlights and milestones that have brought us to this point.

2. CHRONOLOGY



3. PROBLEM / SOLUTION



4 x 4 model to evaluate your story

4x4

A MODEL FOR
KNOWLEDGE
CONTENT



THE
WATER COOLER



THE
CAFÉ



THE
RESEARCH LIBRARY



THE LAB

***Direct and
compelling***

***Explain
the idea***

Evidence!

***Interaction / Call to
Action***

***Now what can the
audience do with this
new knowledge?***

Visualization, Story-Telling, Interactivity, Shareability

Happy Storytelling!



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**Creative Lead
VSStory.com**





Dev Rel Summit

2018 - Singapore



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