

## CHAPTER 9 DRAFT BLUEPRINT: STORYTELLING WHYS

Let's move to the next level of TALKS with wise questions. A set of critical questions that can help to craft your message further and storyboard it for the inner workings of the boardroom.



### WTWN: *WHY THIS, WHY NOW?* (INFORM)

This is about continually asking the why and the why-behind-the-why so you can develop the logic to compel people to act. Consider this the side of logos, tapping into logical thinking.

- Why are you proposing what you are proposing?
- Why is it important, and why is it relevant at this time?
- Why does the organization need to act – what are the motivating factors and why are said factors important?
- Keep asking the why-behind-the-why.

*Why am I doing this?*

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*Why is it important?*

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*Why is it needed?*

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**WIIFM: WHAT'S IN IT FOR ME? (INFLUENCE)**

This is about why the audience should personally act, underlining what benefit the change holds for them. Communicate this with a smattering of ethos, by connecting the dots for rational reasoning.

- What are the organization’s objectives that align with this action that you are proposing?
- Who are the stakeholders that will be affected by this process (from start to finish)?
- What are the potential benefits and risk(s) to stakeholders from the proposed action(s), given their context(s)?
  - What do you anticipate will help you to convey the benefits to them?
  - What are the losses that they may feel, and how can these be turned into wins?

What *does the organization gain*?

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What *does the audience gain*?

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What *are any losses*?

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What *might transform into a win*?

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**WI: WHAT IF! (INSPIRE)**

This is about compelling the audience to act, despite the draw of the status-quo and

the mantle of metrics and measures in place. Relate this with a sprinkling of pathos, appealing through emotions.

- What could be a good end state or outcome you want to paint the picture of?
  - How will it make the organization 'win'?
- What will the successful outcome enable?
- Are there quotes or proverbs that can be used to inspire?

What *am I hoping*?

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What *would success enable*?

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What *words may inspire*?

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It is important to develop the skills to pull a story together as well as storytelling skills. And the effectiveness is compounded positively if the audience is more amenable to being influenced by you. That is where your positive relationships, your credibility, and your general attitude can also play a strong role.

People want to be influenced by positive messaging; often, they need social proof delivered by someone who they think they can trust.

You do. I do.

We all do.

End of story.