



STORICATE

We help people tell their stories.

Why are stories important?





CONNECTION

INFORMATION

The process of how it works.



EXPERIENCE

The deeper meaning and impact.



**STORIES
SPEAK TO THE HEART
AND MOVE THE MIND**

PROVIDING THE ULTIMATE VALUE FOR YOUR AUDIENCE

How you tell stories directly impacts your ability to influence others.

PEERS

CLIENTS

EMPLOYEES

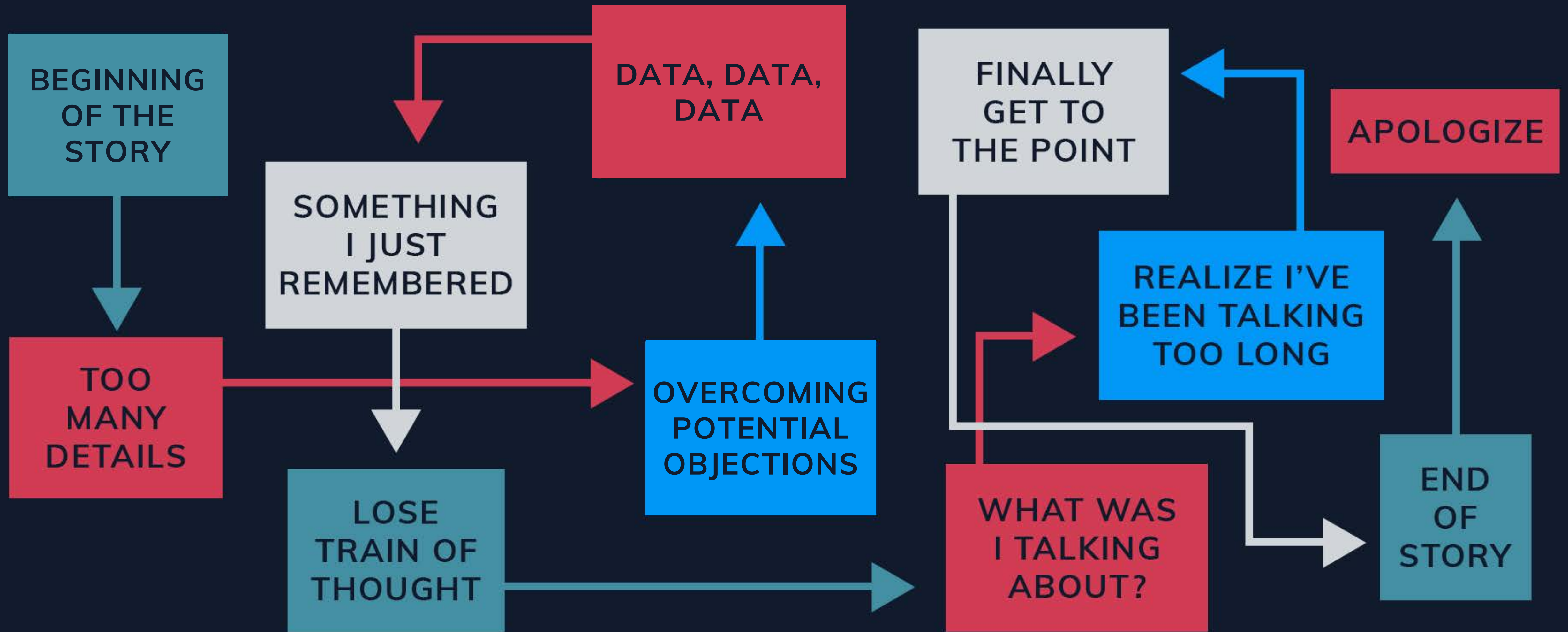
VENDORS



What you say matters.

How do you want others to experience you?

Our current reality.



INTEREST SPAN



A photograph of a campfire at night. The fire is burning brightly in the center, with logs and sticks around it. In the background, several people are sitting around the fire, their faces partially illuminated by the fire's glow. The sky is dark blue, suggesting dusk or dawn. The overall mood is warm and communal.

THE POWER OF STORY

STORICATE

**STORIES
HAVE THE
POWER
TO...**



STORICATE

Evoke Emotion

**STORIES
HAVE THE
POWER
TO...**

STORICATE

Evoke Emotion

Change Behavior

**STORIES
HAVE THE
POWER
TO...**

Evoke Emotion

Change Behavior

Capture Attention





STORY STRUCTURE

RISING ACTION

FALLING ACTION

CLIMAX

Help from a mentor

Help from a mentor

Call to adventure

Call to action

BEGINNING

TRANSFORMATION OVER TIME

RESOLUTION



RESEARCH SUGGESTS



65% of what we remember each day is presented in story.



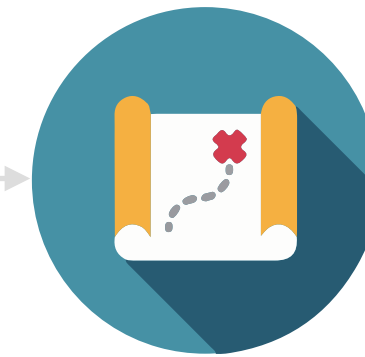
**A NEW
PARADIGM**

Protagonist meets a _____ →
Pathfinder who helps them create _____ →
Pathway leading to a _____ →

PAY-OFF

THE 4 P's OF STORYTELLING

A NEW APPROACH



PROTAGONIST



PATHFINDER



PATHWAY



PAY-OFF



THE 4 P's OF STORYTELLING

CRAFTING YOUR BUSINESS NARRATIVE



PROTAGONIST

THEM

They are the main character.
What is their desired state?
What problems are they facing?



PATHFINDER

YOU

You are the guide on the side.
Why should they trust you?
How do you empathize?



PATHWAY

SOLUTION

You brought an answer.
What are you proposing?
How can you solve their problem?



PAY-OFF

VALUE

The value you deliver.
How does the story end?
What's at stake?

Time to practice.

MY BUSINESS STORY

WRITE A CUSTOMER EXPERIENCE STORY



PROTAGONIST

Who was the client?

What did they desire?

What problems prevented their success?



PATHFINDER

Why were you qualified?

Why were you chosen to help?



PATHWAY

What was our solution?

How did you solve their problem?



PAY-OFF

How did the story end?

Did they achieve their desired state?

CAN WE GET A VOLUNTEER?

THE 4 P'S IN ACTION



IT'S TIME TO TELL A STORY



MY BUSINESS STORY

WRITE A CUSTOMER EXPERIENCE STORY



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Who was the client?

What did they desire?

What problems prevented their success?



PATHFINDER

Why were you qualified?

Why were you chosen to help?



PATHWAY

What was our solution?

How did you solve their problem?



PAY-OFF

How did the story end?

Did they achieve their desired state?

Your *story* matters.

**What questions
do you have?**

KEEP IN TOUCH!



@careerstoryteller



The Career Lab



@careerstoryteller

