

Story Telling From Cradle To Corporate

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Abstract: *It is not possible to find the origin of stories perhaps people began to narrate stories thousands of years before they learned to read, write and save records. From childhood days, we were listening a lot of stories and still remember and in return we narrate the same stories many times to our kith & kin. Everybody would like to listen stories and very few are good in narrating stories. But nowadays narrating story is a pertinent skill of all visionary leaders. The "Story telling" is a buzzword right now, like "Go Digital" and Disruptive Innovation" in organizations. Storytelling is the art of persuasion, it can be exciting, emotional, fun, and poignant - but at its heart, like business, it's about moving people may be customers or team members to your way of thinking. Businesses persuade customers to buy products and services. Stories persuade people to buy an idea and convince customer in business strategy and sustain business in the competitive world. So Story telling is an effective tool which can be adopted in many corporates to impress customers and reach their potential opportunities.*

Keywords: *Storytelling, Corporate storytelling, Communication, Connection, Customers, Business*

I. INTRODUCTION

Nobody in the world hate stories. Human beings from child hood to till our end of our life we listen stories. I remember my childhood days, the time of my eating, food was taken only my mother narrated some stories to me. Otherwise I refused to take my meals. This would be the case of many children. Story telling is an art. I admired it. Starting with small incidence or event that would have been expanded to big stories till I completed my meal that particular time. This was possible because my mother was more creative by adding her imagination and able to extend the small story in to a big one. Similar method has been adopted for my children during their feeding time. So listening stories and narrating stories does not stop in childhood days and till it is continuing in our corporate working environment. Story telling workshop became a mandatory workshop in most of the IT organizations and Storytelling competency became an imperative skill for all top managers and CXOs. Start-up companies to established organization want to sustain existing customers and capture potential customers using Story telling strategy.

II. REVIEW LITERATURE

Annette Simmons in his book explains, How to Use Your Own Stories to Communicate with Power and Impact, Stories have tremendous power. In general Stories are capable of persuade, promote empathy, and provoke action. Better than any other communication tool, stories explain what organization does, what it wants ...and why it matters. Stephen Denning in his book *Mastering the Art and Discipline of Business Narrative Hardcover* explains how you can learn to tell the right story at the right time. Whoever are in the organization like CEO, middle management, or someone on the front lines can lead by using stories to effect change. He also emphasized that how storytelling is one of the few available ways to handle the principal and most difficult challenges of has come of age in the business leadership. Even Stephen Deming in his another book "*A fable of Leadership through storytelling hardcover*" says that readers will learn that the ability to tell the right story at the right time can determine the outcome of any major change effort and also explains that Story telling address leadership challenges which would help to lead organisations in to the future. *How to Win Friends and Influence People* is one of our favorite

books in that book, the author, *Dale Carnegie*, developed this simple three-step storytelling formula that can help to persuade audience in a such a way that, Open your story with a personal experience relevant to your point to grab your audience's attention. Describe the actions you took chronologically, showing that a change was needed. Wrap up the story by connecting the change to its benefits and in case some times it may be a customer's testimonial, too. *Lipman* articulates basic concepts in the use of oral language and of imagery and gestures in his book "Improving your storytelling. He believes that a story's meanings flow from the speaker's most important thing and in addition to a sensitive discussion of how to build a relationship with an audience. He focuses on the importance of warm-up techniques, and numerous anti-anxiety techniques. His book helps to develop the skill of storytelling.

III. ORIGIN OF STORY TELLING

The story telling is quite ancient practice. Nobody knows exactly when this story telling practice started. Perhaps stories might have used to motivate people to avoid failure in human life. Storytelling is the art of conveying a series of events in words, images and sounds which are often supported by creative thinking or an exaggeration. The Head of the village, Judge or Priest anybody who played important role in the society might have used stories of heroes and eradicate fear in people's mind. People found those stories were very interesting and started to listen them. Those stories were narrated orally to the crowd of the people and the same have been handed over from generation to generation. The history of storytelling says that the stories were in all kinds such as fairy tales, hero stories, ghost tales, fables and epic adventures. All of those stories reflect the knowledge and wisdom of our ancestors. It is common to believe stories of gods Such as Ramayana and bound to us to a common heritage and beliefs.

ART OF STORY TELLING

Stories have been narrating our culture as a means of educating, entertaining besides preserving our culture. It is nothing but presenting our ideas in a happy e way and helps in bringing people together and making them a part of shared experiences. A good and well-presented story is successful in reaching its objective and remembered for long years. Reaching its listeners, keeping their consistent interest and crossing all age barriers is the impact of effective storytelling. Developing the art of storytelling will not only strengthen the main story but also develop the interest in audience. The real storytelling art focuses on making the storyline brief and simple and taking the story very close to the audience. The effective story telling stimulate the senses of listeners in such a way that they are able to imagine, feel, smell, touch and visualizing pictures. Actually story telling is the contact between the storyteller and story listeners that make a story come to life.

KEY ELEMENTS OF STORY

The key elements of stories and storytelling include mainly the plot, characters and narrative point of view. The original forms of storytelling are believed to be primarily oral, while combining gestures and expressions. The ancient cultures reveal the story telling art in their times as elementary drawings scratched onto the walls of caves. People visited caves understood meaning beneath the drawings. But in general in modern world, the elements of any story, it may be short, long or film it pertains basic 5 elements.

CHARACTER: A Character is a person or sometimes even an animal that would be a part of Story. The character is central to the story which all events and happenings around him.

SETTING: The setting of a short story is the time and place in which it happens. Authors often use descriptions of landscape, scenery, buildings, seasons or weather to provide a strong sense of setting.

PLOT: A plot is a series of events and character actions that relate to the central conflict. The plot has a beginning, middle, and end. The short story usually has one plot so it can be read in one sitting.

CONFLICT: The conflict is a struggle between two people or things in a short story. The main character is usually on one side of the central conflict. On the other side, the main character may struggle against another important character, against the forces of nature, against society, or even against something inside himself or herself (feelings, emotions, and illness).

THEME: The theme is the central idea or belief in a short story. It is the author's underlying meaning or main idea that he is trying to convey. The theme may be the author's thoughts about a topic or view of human nature.

CORPORATE STORY TELLING

Nowadays Business provides with a lot of information to Customers, clients and consumers for promoting their product or services by using different platforms from email to social media. They are using stories as a way to help consumers escape their daily lives and enter their world. Well-told stories have the ability to build a following, especially when they give the audience some type of value, such as actionable items.

Many businesses utilize different storytelling techniques, such as addressing myths and drawing attention to social problems. According to my understanding, corporate storytelling simply means using a story to introduce their corporation. It also answers these questions:

- ✓ What is their company about?
- ✓ Why should they care?

The right storytelling technique is so powerful that people will naturally accept it, believe it and they revolve around it so this corporate story telling becomes so familiar and started to exist in all corporates. This corporate story telling helps to relate complex or unfamiliar information in a clear form to audience already understands. By drawing those connections would create great understanding. This can help corporates to increase sales, deep customer loyalty and increase employee morale and motivation.

GUIDELINES FOR CORPORATE STORY TELLERS

- ✓ It should not be an “imaginary story”, these type of stories will hold good when you have an idea and want to build a scenario.
- ✓ Story on a product or Service that you have in front of you are REAL!!! They are an outcome of a real “pain point” and they implemented / deployed. This should be a story that really happened in the corporate or at a Client Location or Account / Project Unit or Consumer side.
- ✓ Bring out the real story and those real hero's, then those stories will have a higher credibility.
- ✓ Stories can be told through a View Point. The possible viewpoints could be A Customer View Point / End User View Point / Innovator View Point / Interviewer or Storyteller View Point.
- ✓ Internalize the story first. You must interview the stakeholder. You should pick up the phone / VNET and speak to the respective stakeholders. Speak to as many of them.
- ✓ Story should have a section on “Setting up Stage”; in this section you will define the background, customer, project etc.
- ✓ At some point, bring in the “Conflict or Problem”. This is where, the problem or a critical situation that lead to the innovation that you will describe at a later stage.
- ✓ “What If”. This is an optional situation where you can explain “what if” Cognizant or customer or innovator did nothing about the situation. This will help you highlight the gravity of the situation.
- ✓ Insights - What insight led to this corporate story telling? While few stories about a product / Innovations can be serendipitous, most new product / innovations are from a solid insight. Say insight gained from working from client system, insights from understanding the domain or technology landscape, or deriving from other similar innovations.
- ✓ Solution – The real “IDEA”. What is the solution that the innovator came up with new product or applications? How did they develop the solution? What kind issues / hurdles they faced while developing the innovation. Example funds not available, critical resource leaving the group, non-availability of technology information, etc.
- ✓ Ending - close the story with a happy ending. You can also highlight benefits achieved by the new product or

services that you are highlighting. Please feel free to include both tangible and intangible benefits.

- ✓ Finally, what is the key message this story lead to? It can be anything as a reality status of the real product but You can also add viewpoints around How does this connect to “future of work”? also see the how this story help to RETHINK business models or REINVENT the workforce or REWIRE your operations.

IV. CONCLUSIONS

The best stories don't teach people anything new. Instead, the best stories agree with what the audience already believes and makes the members of the audience feel smart and secure when reminded how right they were in the first place. Today, many of the most successful companies use storytelling as a leadership tool. At Nike, all senior executives are designated "corporate storytellers." 3M banned bullet point's years ago and replaced them with a process of writing "strategic narratives." Procter & Gamble hired Hollywood directors to teach its executives storytelling techniques. Some forward-thinking business schools have even added storytelling courses to their management curriculum. The reason for this is simple: Stories have the ability to engage an audience the way logic and bullet points alone never could. Whether you are trying to communicate a vision, sell an idea, or inspire commitment, storytelling is a powerful business tool that can mean the difference between mediocre results and phenomenal success.

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