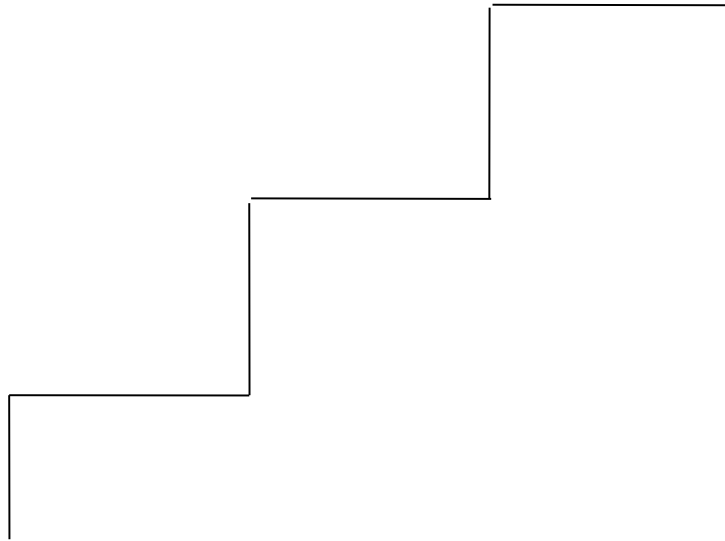


The Story Transformer -

3 Steps for Sustainable Changes



by Svend-Erik Engh, Business Narrative Expert

The Story Transformer -

3 Steps for Sustainable Changes

*based on Narrative &
understanding of Narrative Principles*

by Svend-Erik Engh, Business Narrative Expert

The Story Transformer
3 Steps for Sustainable Changes



**Step 1:
Desire for
Change**

The Story Transformer
3 Steps for Sustainable Changes



**Step 1:
Desire for
Change**

A Story of Delight

The Story Transformer
3 Steps for Sustainable Changes



The Story Transformer
3 Steps for Sustainable Changes



**Step 3:
Spread the Word**

Listen to Stories
Retell Stories
Inspire Through
Actions
and Stories

What Story?

Outcome of Story

Storytelling Skills

*Tells what kind of
Story you need for
your Purpose*

What Story?

Outcome of Story

Storytelling Skills

*What do you want
to achieve with
your story?*

What Story?

Outcome of Story

Storytelling Skills

*What skills do you
need to tell the
Specific Story?*

What Story?

Outcome of Story

Storytelling Skills

What Story?

Outcome of Story

Storytelling Skills

What Story?	Outcome of Story	Storytelling Skills

What Story?

Outcome of Story

Storytelling Skills

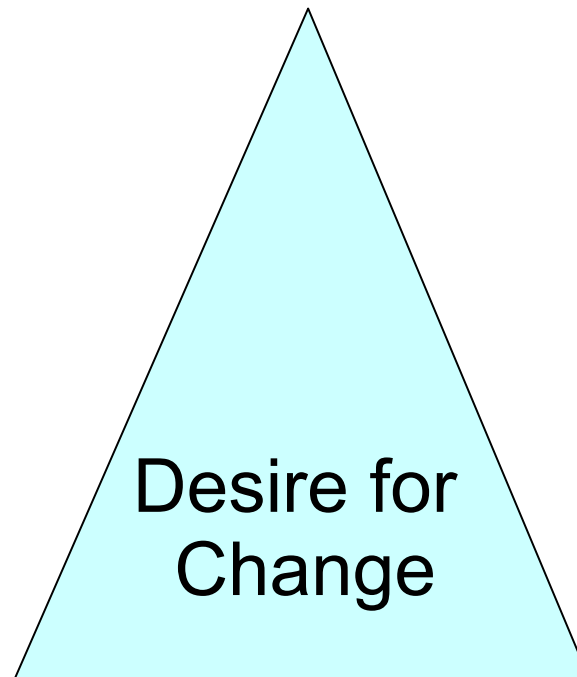
Step 1:
Need for Change
A Story of Delight

What Story?

Outcome of Story

Storytelling Skills

Step 1:
Need for Change
A Story of Delight



What Story?

Outcome of Story

Storytelling Skills

Step 1:
Need for Change
A Story of Delight

Personal Stories
Threats /
Possibilities

What Story?

Outcome of Story

Storytelling Skills

Step 1:
Need for Change
A Story of Delight

Create Trust

Personal Stories
Threats /
Possibilities

What Story?

Outcome of Story

Storytelling Skills

Step 1:
Need for Change
A Story of Delight

Personal Stories
Threats /
Possibilities

*Depends on the
audience*

What Story?

Outcome of Story

Storytelling Skills

Step 1:
Need for Change
A Story of Delight

To tell personal stories you need details

Personal Stories
Threats /
Possibilities

Activate senses

What Story?

Outcome of Story

Storytelling Skills

Step 1:
Need for Change
A Story of Delight

To tell about the possibilities of the Future you need details

Personal Stories
Threats /
Possibilities

Activate senses

What Story?

Outcome of Story

Storytelling Skills

Step 1:
Need for Change
A Story of Delight

Personal Stories
Threats /
Possibilities

Activate senses

What Story?

Outcome of Story

Storytelling Skills

Step 1:
Need for Change
A Story of Delight

Personal Stories
Threats /
Possibilities

Desire for
Change

Activate senses

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Personal Stories
Threats /
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Activate senses

What Story?

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Storytelling Skills

Step 2:

Stories to Spark Action

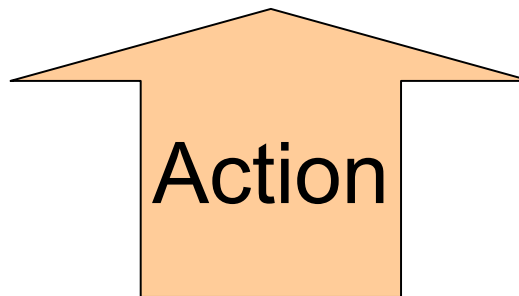
What Story?

Outcome of Story

Storytelling Skills

Step 2:

Stories to Spark Action



What Story?

Outcome of Story

Storytelling Skills

Step 2:

Stories to Spark Action

Springboard
Stories

What Story?

Outcome of Story

Storytelling Skills

Step 2:

Stories to Spark Action

Springboard
Stories

- 1. What is your change idea?*
- 2. Tell a story from the past where the change idea is implemented*
- 3. Link it to the present*

What Story?

Outcome of Story

Storytelling Skills

Step 2:

Stories to Spark Action

Springboard
Stories

No Details

What Story?

Outcome of Story

Storytelling Skills

Step 2:

Stories to Spark Action

Springboard
Stories

No Details

*To tell a Springboard
Stories you don't need to
be a good storyteller*

What Story?

Outcome of Story

Storytelling Skills

Step 2:

Stories to Spark Action

Springboard
Stories

Action

No Details

What Story?

Outcome of Story

Storytelling Skills

Springboard
Stories

Action

No Details

What Story?

Outcome of Story

Storytelling Skills

Springboard
Stories



Action

No Details

What Story?

Outcome of Story

Storytelling Skills

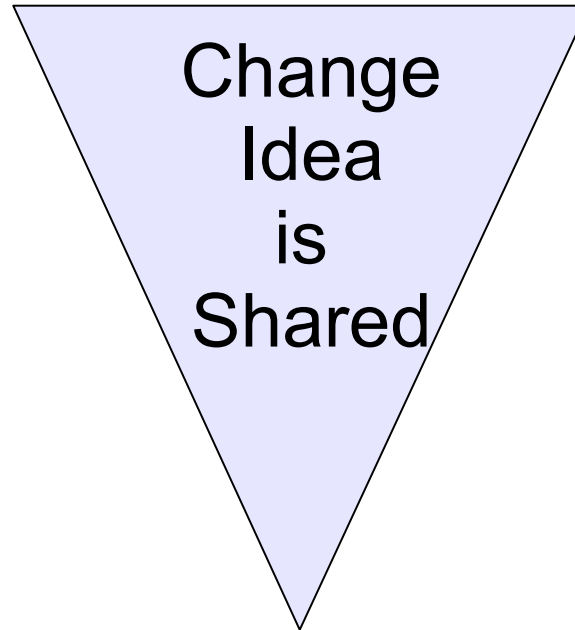
Step 3:

Spread the Word

What Story?

Outcome of Story

Storytelling Skills



Step 3:

Spread the Word

What Story?

Outcome of Story

Storytelling Skills

Common
Goal Stories

Step 3:

Spread the Word

What Story?

Outcome of Story

Storytelling Skills

Common
Goal Stories

*Inspire Through
Actions
and Stories*

Step 3:

Spread the Word

What Story?

Outcome of Story

Storytelling Skills

*Listen to Stories is
a Leadership Skill*

Inspire others –
listen and retell

Step 3:

Spread the Word

What Story?

Outcome of Story

Storytelling Skills

Common
Goal Stories

Change
Idea
is
Shared

Inspire others –
listen and retell

Step 3:

Spread the Word

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Personal Stories
Threats /
Possibilities

Desire for
Change

Activate senses

What Story?

Outcome of Story

Storytelling Skills

Springboard
Stories

Personal Stories
Threats /
Possibilities

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