Storytelling Isn’t Just for Bedtime Anymore

The Power of Personal Storytelling at Work to Spark Insight, Inspire Change and Innovation

goLEANsixSIGMA.com
About Our Presenters

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Who Is GoLeanSixSigma.com?

- **GoLeanSixSigma.com** makes it easy for everyone everywhere to build their problem-solving muscles.
- We provide the most practical, easy to understand and enjoyable Lean and Six Sigma resources available.
We’ve Helped People From...

- Lenovo
- Disney
- amazon.com
- Comcast
- intel
- FedEx
- Coca-Cola
- verizon
- U.S. Army
- State Farm
- Bank of America
- City of SeaTac
- HSBC
- Blue Cross Blue Shield
- American Cancer Society
- Citi
- U.S. Air Force
- Deloitte
- eBay
- Blizzard
We Treat All People with Respect

Customers Matter to Us

We Align Around a Common Purpose

Problem Solving and Improved Processes

We Treat All People With Respect
Share Your Name and Job Title
What’s an Interesting Personal Fact About You?

- Hobby
- Achievement
- Brush With Fame
- Something Bizarre
Why Did I Get Into Storytelling?
Storytelling Is Your Hidden Tool
Stories Communicate Tacit Knowledge
Storytelling Reduces Resistance to Change
Why do Lean Six Sigma practitioners struggle telling their stories?
1. No self-image as storytellers
2. Don’t know their core message
3. Don’t tune into their audience
4. Choose the wrong story
5. Become too preachy
6. Don’t practice
7. Tell their story in a boring way
8. Don’t understand story structure
Storytelling Is Tribal – It Builds Community!
What Is the **Structure** of Story?
5 Elements of a Good Story

1. Character
2. Setting
3. Plot
4. Obstacles
5. Resolution

The Hero’s Journey!
Interact!

Pair Up With a Partner!

1. Expand on your interesting personal fact
2. This time, use the 5 elements of a good story
3. Switch roles
5 Elements of a Good Story

1. Character
2. Setting
3. Plot
4. Obstacles
5. Resolution
The 18th Camel
10 Storytelling Tips

1. Realize you already know how to tell a story
2. Find a story you love to tell
3. Identify the core message of your story
4. Decide how you want your story to make people feel
5. Tune into your audience
6. Add colorful details and images
7. Remember to include the “Big Bad Wolf” obstacle
8. Practice! Get feedback!
9. Be animated in the telling of your story
10. Read my book and subscribe to my blog
How Do You Identify the Best Story to Tell?
• You already have a technique to encourage storytelling
• It works remotely too
• Make it part of your daily activity
• Build community, networks and build your problem solving ability
Questions to Encourage Storytelling

- What is your **greatest adventure**?
- What is your **birth order**?
- Where is the **coolest place** you’ve been to?
- Tell us about the **first car** you’ve owned?
Questions to Encourage Storytelling With Lean

• What would you have done differently?
• What was the best thing that happened during your improvement effort?
• What was an unexpected benefit that happened?
• What were some of your a-ha moments?
• Who did you connect with as a result of the improvement?
• What did you learn that will change the way you approach things in the future?
“He that tells the story rules the world.”

- Hopi Saying

www.ideachampions.com
Podcast – Just-In-Time Cafe

Improving Government Performance Using Lean Six Sigma

With Brian Elms from Denver's Peak Academy

Tracy O’Rourke
Brian Elms
Elisabeth Swan

Podcast – goLEANSIXSIGMA.com
A State of Inspiration

1. **How Lean Six Sigma Makes It Easier for Veterans to Be Suppliers for Government**
   - With Jim Shoemaker | Lean Six Sigma Success Story
   - Tracy O'Rourke | Jim Shoemaker

2. **King County Walks the Talk**
   - With Chris Franco | Lean Six Sigma Success Story
   - Tracy O'Rourke | Chris Franco

3. **Streamlining the Architectural, Engineering and Professional (AEP) Procurement Process**
   - With Kara Cuzzetto | Lean Six Sigma Success Story
   - Tracy O'Rourke | Kara Cuzzetto

4. **Improving Position Eligibility by Identifying & Reducing Waste**
   - With Kimberly Fleming | Lean Six Sigma Success Story
   - Tracy O'Rourke | Kimberly Fleming
Lots of Free Resources!

- Free Tools and templates
- Free Webinars
- Free Videos
- Free Success Stories
Thank You for Joining Us!

Download the slides and video recording at:
GoLeanSixSigma.com/Washington