Storytelling isn’t the mere telling of story, it’s the intentional design of story structure, attributes and elements that conjure emotion, drive inclusion and lead with empathy"
translating languages (2024)
writing high school essays (2026)
driving trucks (2027)
working in retail (2031)
write a bestselling book (2049)
working as a surgeon (2053)
amplifying human ingenuity
A PC on every desk and every home.

Bill Gates, 1990s

Empower every person and every organization on the planet to achieve more.

Satya Nadella, today
Operationalizing the cloud

The learnings, pitfalls, and compromises of operations in our expedition to the cloud

Jan 4, 2018 | Pete Apple
what is storytelling?
not storytelling

- opinions, assertions, facts, data, ideas, arguments, possibilities
- ads or marketing
- exploitation
- posting content on social channels and calling it “stories”

storytelling

the emotional transfer of information (opinions, assertions, facts, data, ideas, and arguments) through the introduction of a character, plot, and conclusion.
where to begin?
the experience of understanding another person’s...
cognitive empathy: they are human
emotional empathy: we are human
compassionate empathy:  
i am human
step one: empathize
find a universal truth
(what feeling is your story going to spark?)
designing the story
step two: define

story mission, audience, character, plot and conclusion
my story is dedicated to ________________________________________________
(persona, demographic, psychographic)

so it can help them
_______________________________________________
(mission, end goal)

and make them feel
_______________________________________________
(universal truth)
designing the story
step three: ideate

- what if you replaced a character
- what if you modified the plot
- what if you eliminated something from the message
- what if you added or replaced something in the story
- what if you combined something in the story
designing the story
step four: create concepts (prototype)

Take them through an unforgettable—but relatable—journey
designing the story
step five: test

• ask yourself: did the story evoke the emotion we wanted?
• change something
• test again
alchemy
becoming a story lord

• find the story setting
• be intentional with visual elements
• shape the brand assets
• keep conclusion inconclusive
alchemy
heroes, villains + your best storytellers

- be customer-obsessed
- practice is your offensive weapon
- Build an army of storytellers
Do it with heart.

If it doesn’t have a character, plot and conclusion, it’s not a story.

Stories are for your audience, not to your audience (empathy, authenticity).

Ideate, ideate, ideate.

Do it with heart.
BRAND STORYTELLING

PUT CUSTOMERS AT THE HEART OF YOUR BRAND STORY

MIRI RODRIGUEZ

March 2020