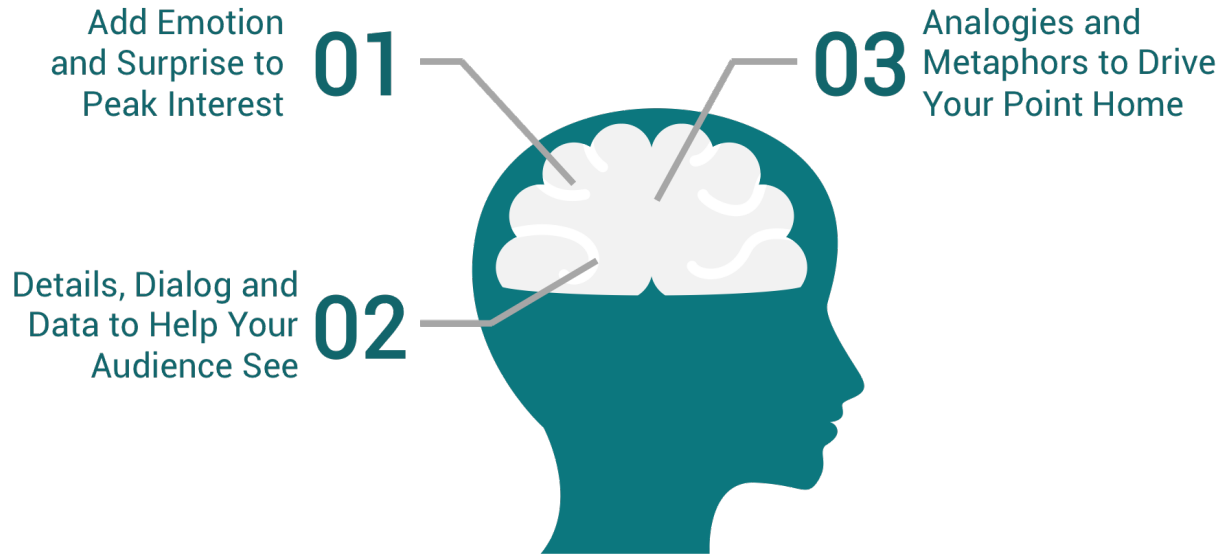


## GOOD TO GREAT

### THREE TECHNIQUES TO MAKE GOOD STORIES GREAT

Getting your stories in the right structure will get you part way there.

To make your story great, add these three elements:



NOTES

Empty dotted-line box for notes.

## GOOD TO GREAT

### ADD EMOTION AND SURPRISE TO PEAK INTEREST

Stories work best when they pack an emotional 'punch.' Three approaches to adding emotion to your story:

1. Tell Me - "She was excited." "He was mad."
2. Show Me - "She jumped up and down." "He yelled and kicked his chair."
3. Make Me Feel - Audience follows along with the hero and experiences the same emotions

If the story you're trying to tell is what your client is expecting to hear, he or she is more likely to tune out early. To make a more memorable story, you've got to add a surprise, something unexpected to keep the listener off balance and intrigued. If it's predictable, they'll disengage. Great stories have twists and turns that not only raise the stakes of what's involved, but they challenge the natural assumptions of the audience and make them reevaluate the potential outcome.

- Lead with the most unusual event
- Use flashback
- Skip one element in the Setting and let your audience figure it out
- Create an 'obstacle within an obstacle'
- Create surprise ending

NOTES

## GOOD TO GREAT

### DETAILS, DIALOG AND DATA TO HELP YOUR AUDIENCE SEE

Strategic details engage your audience, convey a larger purpose and leave a lasting impression.

Find the critical details about your story.

- Find the 1 or 2 critical details that you want to get across
- If they only remember 1 or 2 things, what do you want them to remember?

Add something sensory.

- Visual, Audio, Tactile, Smell
- Using clear and concrete examples makes for a more compelling story

## GOOD TO GREAT

### ANALOGIES AND METAPHORS TO DRIVE YOUR POINT HOME

An Analogy is a comparison in which an idea or a thing is compared to another thing that is quite different from it. It aims at explaining that idea or thing by comparing it to something that is familiar.

For example:

- Just as a sword is the weapon of a warrior, a pen is the weapon of a writer.
- The structure of an atom is like a solar system.
- You are as annoying as nails on a chalkboard.

Using an analogy to link an unfamiliar or a new idea with common and familiar objects makes it easier for your audience to comprehend a new idea. In addition, you catch their attention and help increase their interest as analogies help them relate what they read to their life.

Metaphors and similes are tools used to draw an analogy.

- A Metaphor is a figure of speech that makes an implicit, implied, or hidden comparison between two things that are unrelated, but which share some common characteristics. In other words, a resemblance of two contradictory or different objects is made based on a single or some common characteristics.
- A Simile is a figure of speech that makes a comparison, showing similarities between two different things. Unlike a metaphor, a simile draws resemblance with the help of the words “like” or “as.” Therefore, it is a direct comparison (e.g., Her cheeks are red like a rose, The land was as dry as a bone, He is as cunning as a fox).

## GOOD TO GREAT

### COMMON METAPHORS AND ANALOGIES

#### Time = Money

- 'Buy some time,' 'saving time,' 'spending time,' 'wasting time,' 'affording the time,' 'running out of time,' 'living on borrowed time,' 'fix the roof when the sun is shining,' 'belt tightening,' 'can't have your cake and eat it too'

#### Organizations = Machines

- Organizational diagrams = blueprints, departments = components, job specifications = functions

#### Products = Clothing

- 'Off the shelf vs. tailor made,' 'bespoke' or 'made to measure'

#### Products = Tools

- Suited to a particular job

#### Products = Buildings

- 'Foundation,' 'architecture,' 'platform,' 'flexible platform'

#### Products = Organisms

- 'Product lifecycle,' 'product families,' 'next generation'

#### Progress = Elevation

- 'Taking it to the next level,' 'onwards and upwards,' 'bigger is better'

#### Work = Sport

- 'High' or 'peak' performance, 'get up to speed,' 'left behind,' 'zero-sum game,' 'level playing field,' 'final lap,' 'play off the front foot,' 'see who's been swimming naked'

#### Strategy = Chess

- 'Opening gambit,' 'good (or bad) move,' 'endgame,' 'play within the rules,' 'playing checkers while opponent playing chess'

#### Processes = Journeys

- 'Going over the top,' 'the way ahead,' 'planning a route,' 'on the horizon' and 'wrong turning,' 'milestones,' 'gates,' '...as a jungle,' 'long hard slog'

#### Processes = Chains

- 'Supply chain,' 'chain of command,' 'a chain is only as strong as its weakest link'

#### Processes = Cycles

- 'Sales cycle,' 'a round trip,' 'a lap around a circuit'

## GOOD TO GREAT

### COMMON METAPHORS AND ANALOGIES (CONTINUED)

#### Ideas = Boxes

- 'Thinking outside the box,' 'think different,' 'inside the box'

#### Business = War

- 'Campaign' (often used in marketing), 'gaining ground' (e.g. on a competitor), 'reinforcing' (e.g. a firm's public image), 'joining forces,' 'regrouping,' 'rallying the troops,' productive 'alliances,' a 'truce' with their 'enemies,' 'co-opetition,' good ideas coming from those 'in the trenches,' 'a ... Pearl Harbor,' '... of mass destruction'

#### Situations = Weather

- A perfect storm, ride out the storm, 'keep one's head above water'

#### Situations = Medical

- '... on a life support,' 'always be on call,' '... on steroids'

#### Companies = Ships

- 'Captain and crew,' 'cabin boy,' 'navigate the hazards,' 'come on board,' 'shown the ropes,' 'run a tight ship,' 'plot a course,' 'stormy waters,' 'batten down the hatches,' 'rising tide floats all boats,' 'navigate the rapids/treacherous waters'

#### Economies = Aircraft

- 'Get up to speed,' 'experiencing turbulence,' 'goes into a spiral,' 'crashed and burned,' 'stabilize things,' 'get back on course,' 'soaring,' 'flying high'

#### Business = Farming, Gardening

- 'Sowing seeds,' 'ploughing' (investing money), 'current crop' (e.g. of recruits), 'dead wood,' 'all dried up,' 'bear fruit,' 'cross-fertilization,' 'uprooting,' 'spadework,' 'growth,' 'all rosy in the garden,' 'green shoots'