

The image features a group of approximately 15 business professionals in silhouette, standing on a high-rise floor with a glass railing. They are engaged in various interactions, such as talking, looking at documents, and gesturing. The background is a bright, hazy city skyline with several skyscrapers, including one with a distinctive pointed top. The lighting is warm and golden, suggesting a sunrise or sunset. The silhouettes are reflected on the floor below. A yellow rectangular banner is positioned in the center, containing the word "Storytelling" in a bold, dark blue font.

# Storytelling

# Leverage the power of storytelling.

*“The world doesn’t need a lecture. The world needs a picture.”*

–Louie Giglio

- 1/3 of Jesus’ teaching was in parables.
- Define the story behind your company.
- Explain how your company fits in your stakeholders’ personal stories.
  - Ask questions and listen.
  - Remember that your stakeholders want to be the “hero” in their own stories.

# Leverage the power of storytelling.

- Encourage your tribe to share testimonials.
- Word-of-mouth marketing

*“Go home to your people and report to them what great things the Lord has done for you, and how He had mercy on you ... he went away and began to proclaim in Decapolis what great things Jesus had done for him; and everyone was amazed.”*

*—Mark 5:19-20*

# Draw people in.

- Let people taste before you ask big.
  - Jesus healed the lepers regardless of how they responded. (Luke 17:11-19)
  - Loss leaders, freemiums, content marketing, etc.
- Build anticipation/expectation.

*“Now after this the Lord appointed seventy others, and sent them in pairs ahead of Him to every city and place where He Himself was going to come.” (Luke 10:1)*
- Leverage the power of scheduled events.