



# Storytelling

## Living to tell the tale



*Why stories are important and how to use them in our best interest*



Silviu Tolu



# Agenda

29.05.2020

01 **Storytelling: an overview**  
Introduction, About me & My Journey

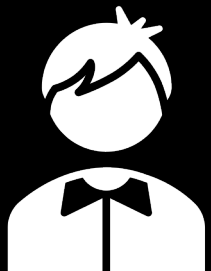
02 **Storytelling in business**  
Why tell stories?

03 **Storytelling for your personal brand**  
How you can use stories to build a personal brand

04 **Discussion**  
Sharing is caring



How about an ice-breaker first?



## Creative Writing Course

This is where the previous story was taking place

## Journalism at University?

I had the chance – and what did I do?

## Journalism course in highschool

Written press + Radio and Acting in the high-school group

## Newspaper for kids

A newspaper fully written and managed by kids between 8-15 y.o.

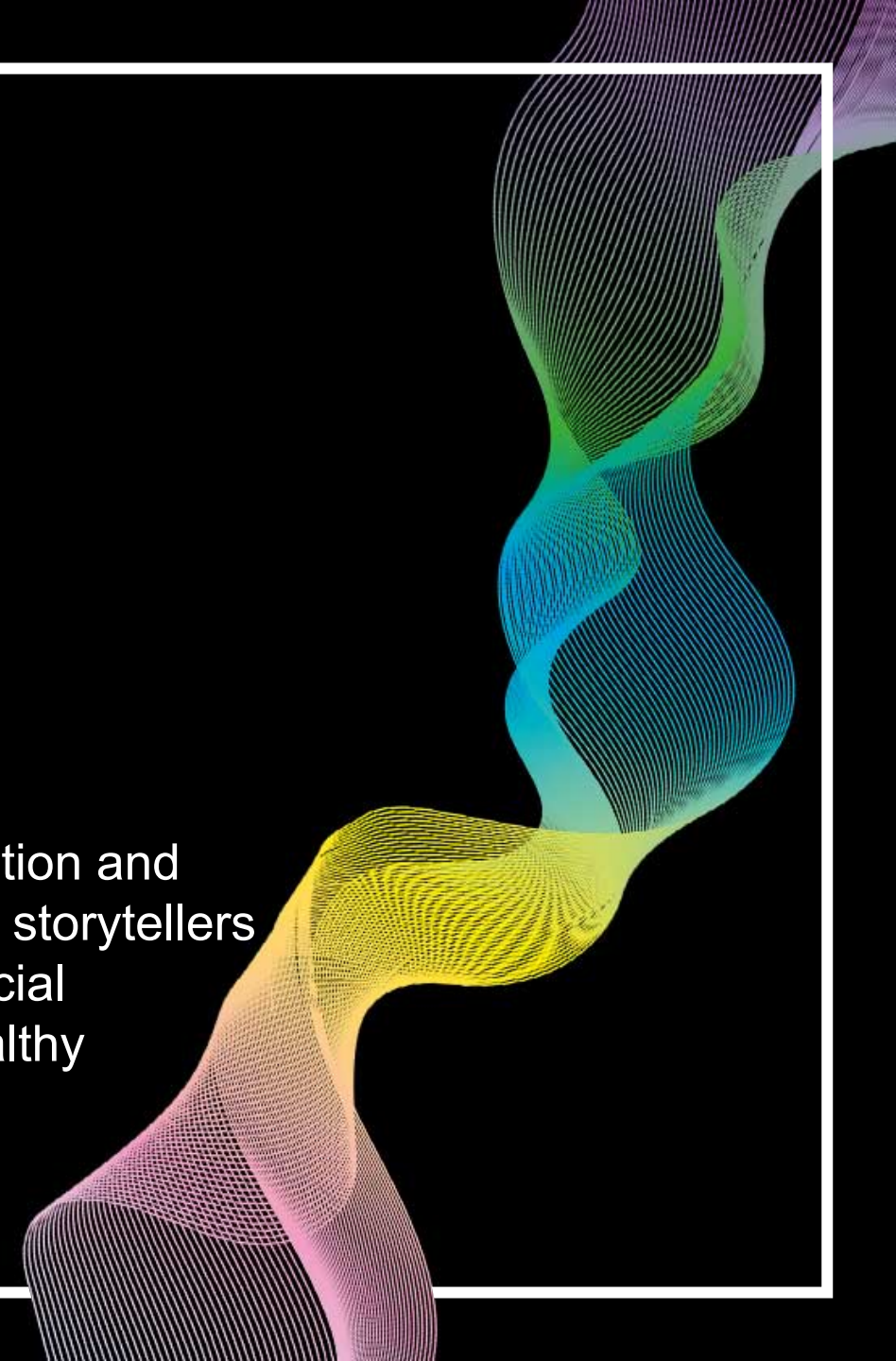
# Over the years

My continuous relationship with storytelling in one way or another

# 01 Storytelling: an overview

- A catalyst for human evolution
- A facilitator of "meta-knowledge"
- Control and organizing behaviour

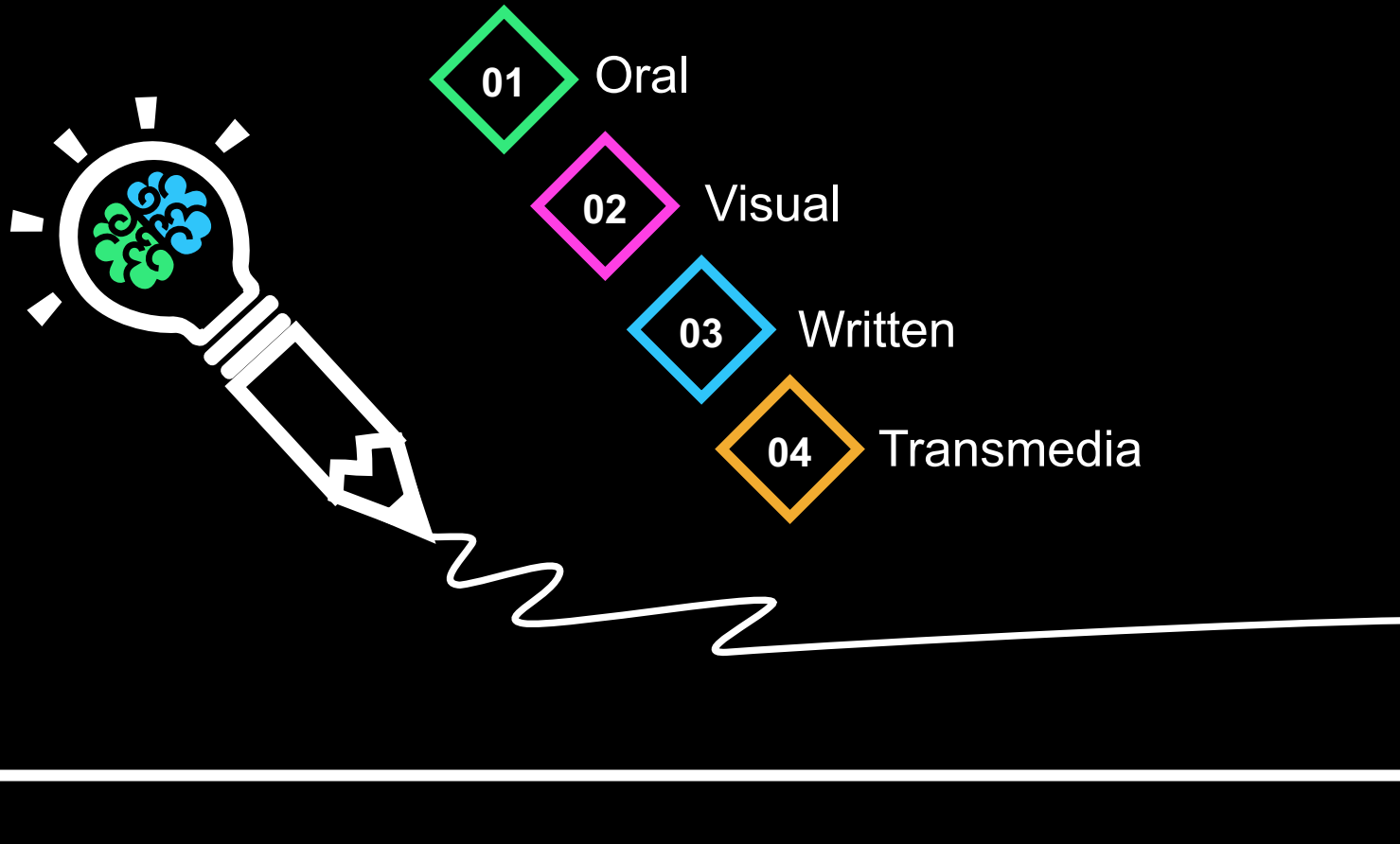
"Storytelling is a powerful means of fostering social cooperation and teaching social norms, and it pays valuable dividends to the storytellers themselves, improving their chances of being chosen as social partners, receiving community support and even having healthy offspring." (study in Nature Communications)





# 01 Storytelling: an overview

Everything around us is a story: The Allegory of the Cave by Plato



# Framework: some practical advice

## The Golden Questions

When?

Where?

What?

Why?

How?



## Narrative Structure

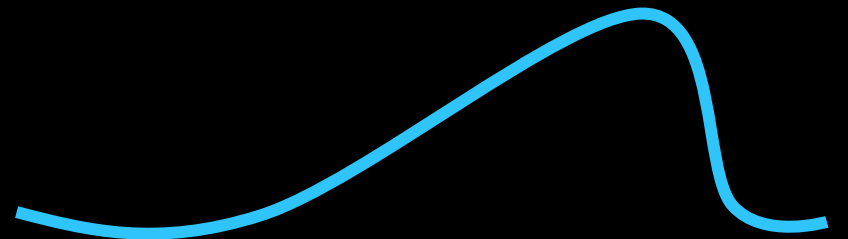
Exposition

Intrigue

Development

Climax

Resolution



# Framework: some practical advice

## **Disruption: technology & style**

(James Joyce's *Ulysses*, Hunter S. Thompson's *Gonzo Journalism*, GG Marquez's magic realism, Ernest Hemingway – iceberg theory (theory of omission))

## **KISS – “Keep it stupid simple”**

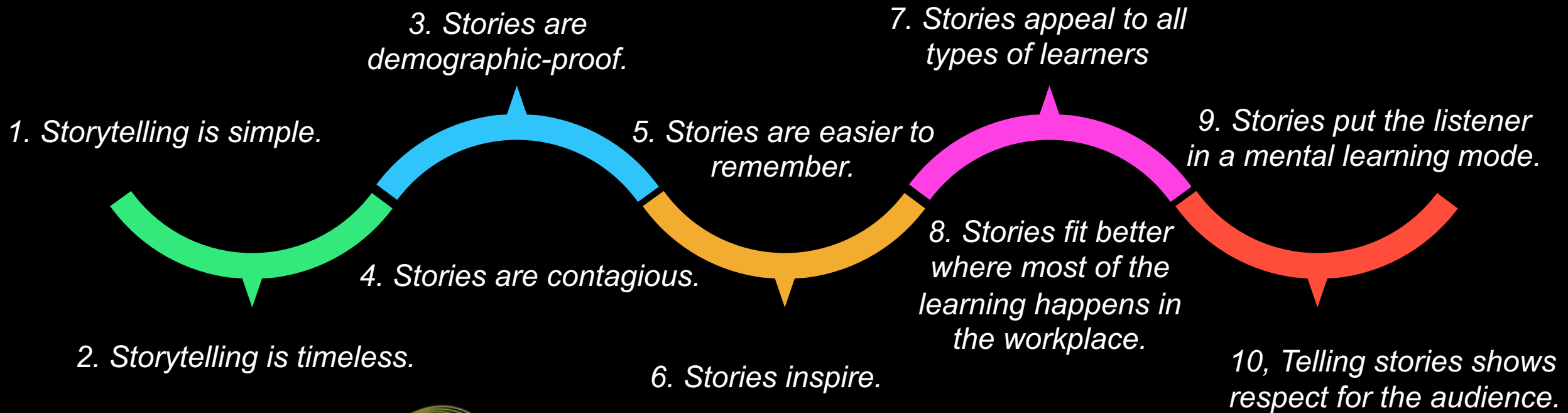
“It was a very simple story called “Out of Season” and I had omitted the real end of it which was that the old man hanged himself. This was omitted on my new theory that you could omit anything if you knew that you omitted and the omitted part would strengthen the story and make people feel something more than they understood.”

“If I started to write elaborately, or like someone introducing or presenting something, I found that I could cut that scrollwork or ornament out and throw it away and start with the first true simple declarative sentence I had written.” – Ernest Hemingway

Understanding the customer: **GO OUTSIDE**



## 02 Storytelling in business – “Why tell stories?”



## 02 Storytelling in business

“The most powerful person in the world  
is the storyteller.”

—Steve Jobs”

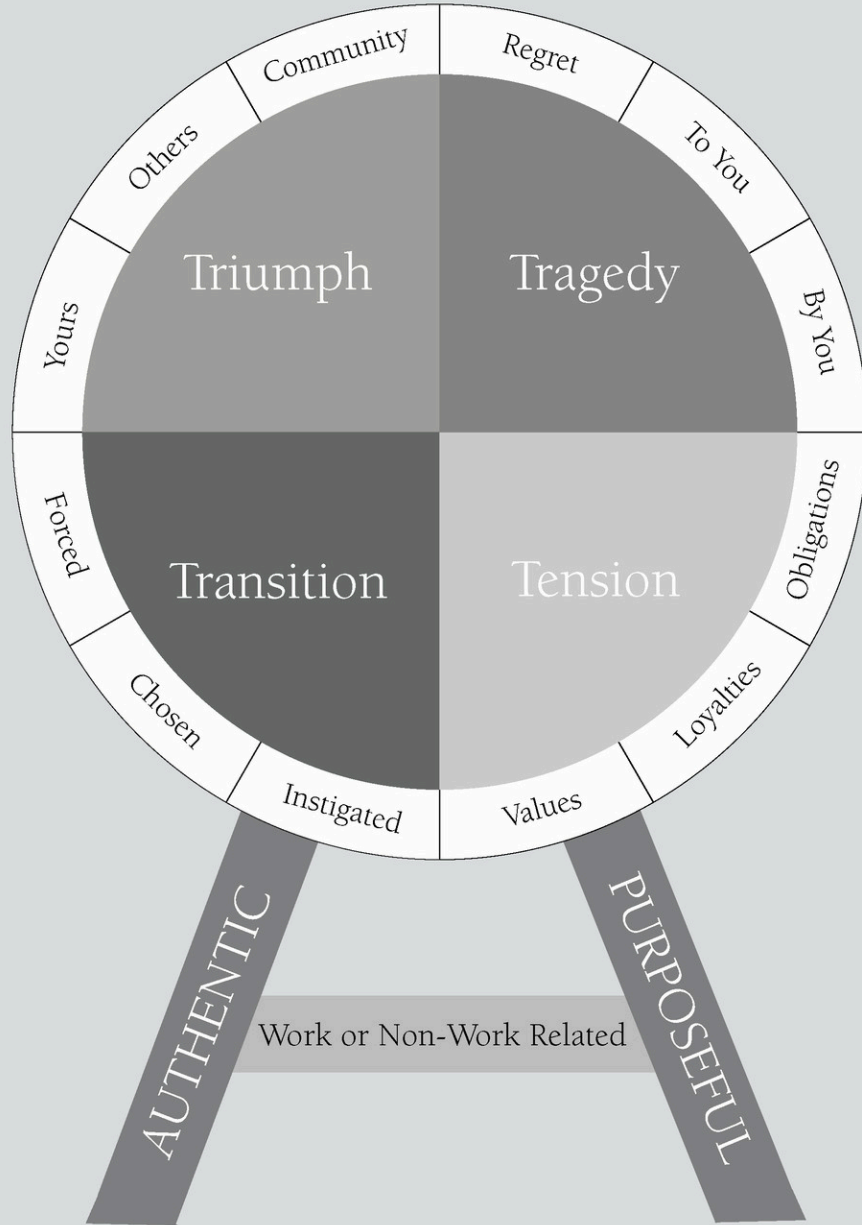


## 02 Storytelling in business – “The Story Driven Framework”



Story Driven – You don't need to compete when you know who you are – Bernadette Jiwa

# Your Story Wheel



## 02 Storytelling in business

To be successful, each and every story in your personal Story Wheel must demonstrate two things:

- authenticity
- purpose

Stories for work: The Essential Guide to Business Storytelling –  
Gabrielle Dolan

## 03 Storytelling for your personal brand



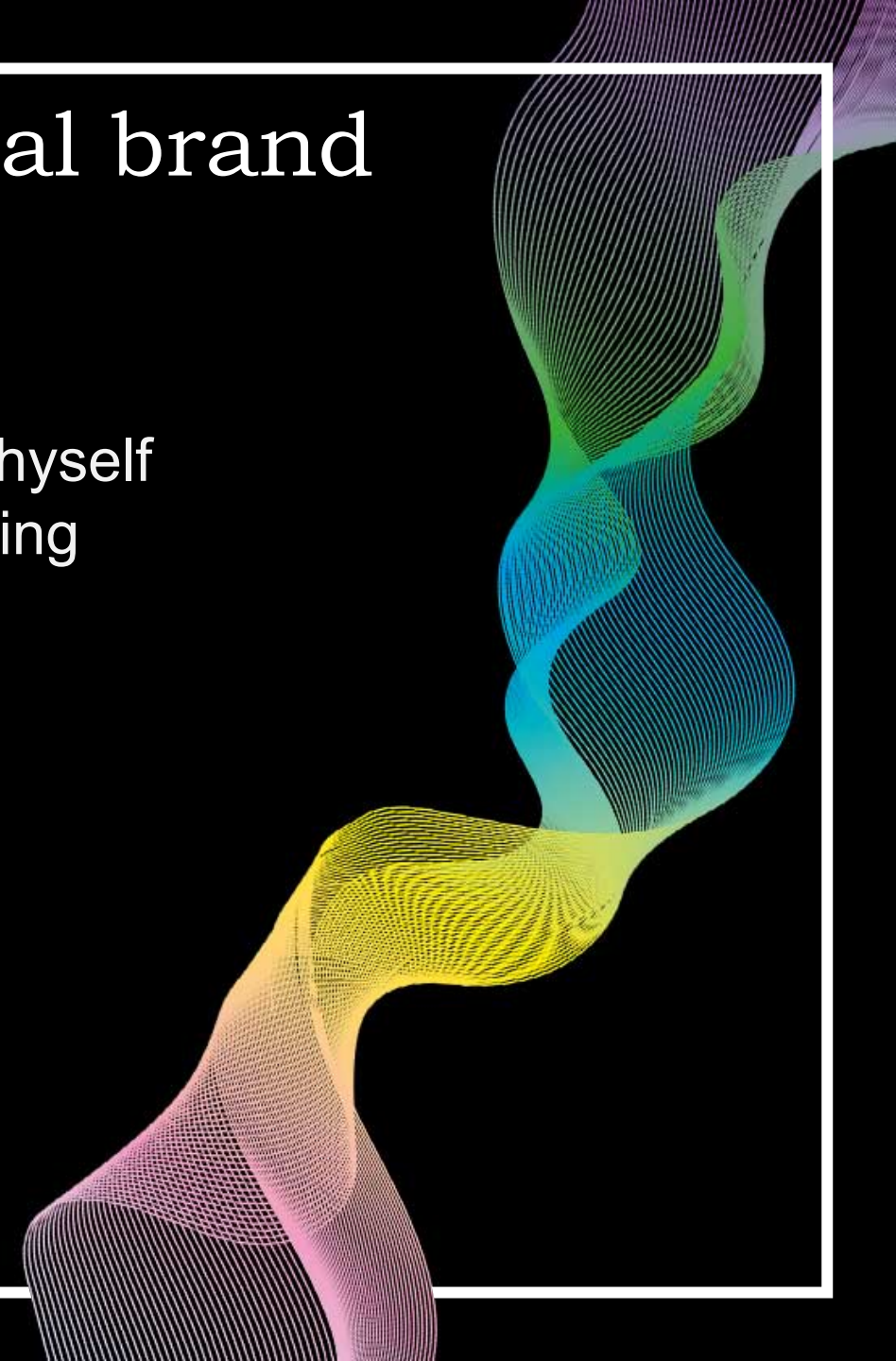
**Consistency is key!**

**+ Pick a niche**



## 03 Storytelling for your personal brand

- Think about your daily experiences → Know thyself
- Choose your platforms and curate your following
- Get inspired
- Engage in conversations
- Use mobile tools to take notes in real time
- Give yourself time to be creative
- Create content with a personal touch
- Practice, practice, practice!
- Experimentation







## 03 Storytelling for your personal brand

*Entrepreneur at Silviu Tolu*

*“I’m not a businessman, I’m a business, man!”*

Think of your personal brand as a startup

# 04 Discussion

**What's your story?**



# Some parting thoughts

“Your positions on EVERYTHING are based on the story you tell yourself and not some universal fact from the universal fact database.”

— Seth Godin





The background features a series of overlapping, wavy lines in shades of purple, green, blue, yellow, and pink, creating a sense of motion and depth. Six small, hollow diamond shapes in various colors (green, blue, red, pink, orange, and cyan) are scattered across the composition. A white rectangular frame is positioned in the center, enclosing the text.

THANK YOU