

THE SIGNATURE STORY

ALESSIO SARTORE, PHD

A hand-drawn sign with a light brown background and a thick black border. The sign is rectangular with slightly rounded corners and is positioned in the upper left quadrant of the image. The text is written in a simple, hand-drawn font.

I'M BLIND
PLEASE HELP

IT'S A BEAUTIFUL DAY

AND I CAN'T SEE IT

SPEAK TO PEOPLE'S EMOTIONS

: HIGHER RESPONSE

: WHAT MAKES PEOPLE DECIDE?

BUILD COMMON GROUND

: 'I' vs 'IT'S A BEAUTIFUL DAY...'

THE POWER OF CONFLICT

: 'BUT'

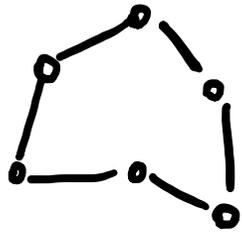
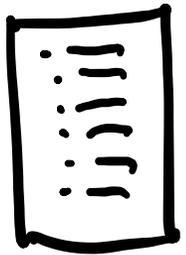
: WHAT IS → WHAT CAN BE

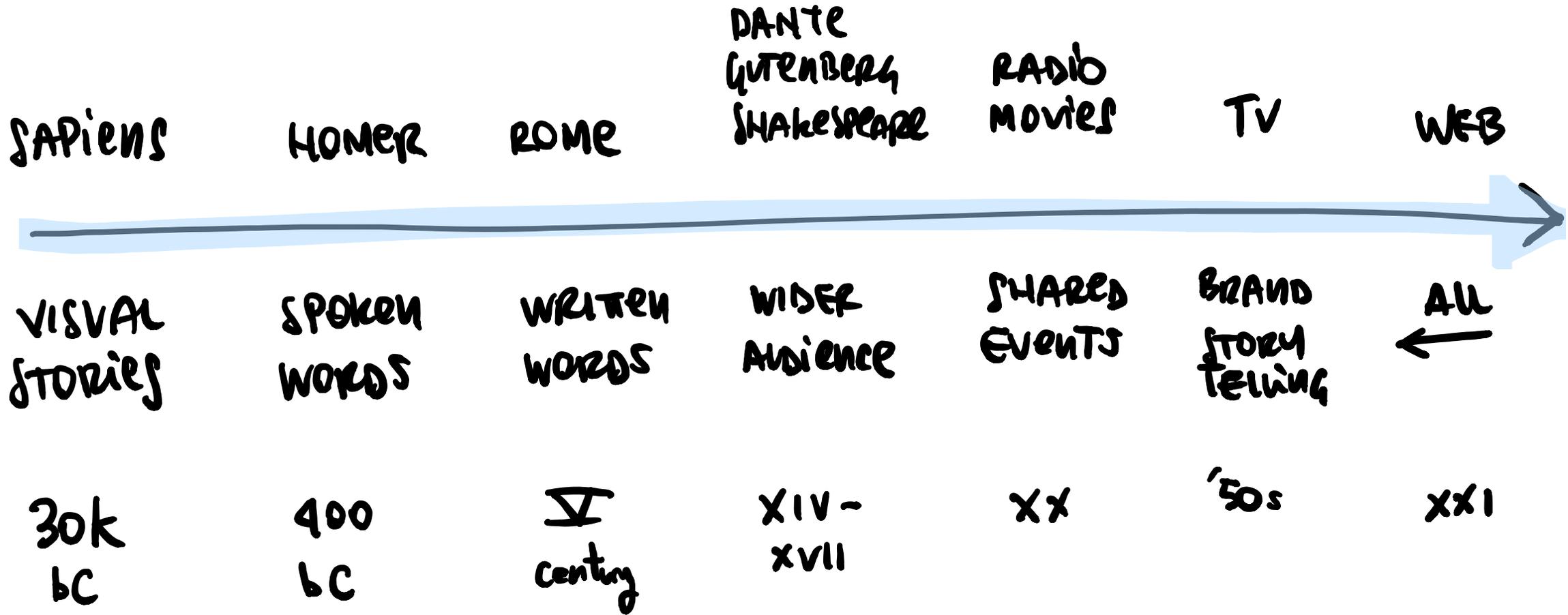
: SYMPATHY → EMPATHY

TRUTH WELL TOLD : HOW YOU SAY IT IS AS IMPORTANT AS
WHAT YOU SAY (USE METAPHORS, CONFLICTS)

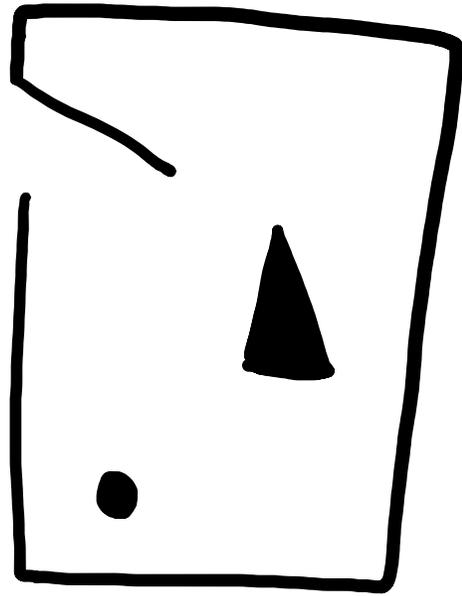
DONT STATE THE OBVIOUS : CALL TO ACTION

FACTS VS STORIES





HOW DO WE TELL STORIES?



DOVE

NARRATIVE
OF
BEAUTY

COUNTER
NARRATIVE
OF
BEAUTY

CAMPAIGN FOR
REAL BEAUTY
2004 - 2014

SIGNATURE STORY ...

SHAPES HOW OTHERS CAN SEE YOU

ARE TOOLS OF POWER

PERSUADES, INVOKES, ENABLES ACTION

FACTS
FIGURES
LISTS

VS

STORY



22 TIMES MORE MEMORABLE
THAN FACTS ALONE

SIGNATURE STORY

GOAL . . . GRAB ATTENTION . . . ENGAGE . . . ENABLE ACTION

CONSIDER THINGS NOT AS GOOD OR BAD BUT AS HIGHS & LOWS OF A STORY
SIGNALS VS NOISE

CREATE A PORTFOLIO OF STORIES

WHAT ARE THE STORIES YOU NEED TO STOP TELLING

VISION STORY : WHERE DO YOU WANT TO GO?
MOVES YOU CLOSER TO THE GOAL

GOAL : WHY ARE YOU TELLING A STORY
WHAT IS THE RESITUATION OF THE AUDIENCE
AND THE HERO'S JOURNEY

**GRAB
ATTENTION** : WHY WOULD SOMEONE LISTEN?

ENGAGE : WHAT MAKES YOUR STORY COMPELLING?
IS THERE A PROTAGONIST (ARK, JOURNEY)

**ENABLE
ACTION** : HOW THE STORY CAN BE SHARED
OR CO-CREATED?

CRAFTING STORIES

KNOW YOUR PUNCH LINE: EVERYTHING YOU SAY WILL LEAD TO IT

MAKE ME CARE: MAKE A PROLOGUE IN THE BEGINNING

ANTICIPATION: DRAMA IS ANTICIPATION
MINGLED WITH UNCERTAINTY

(WILLIAM)
(ARCHER)

ANTI'ICIPATION : HAVE YOU MADE WANT TO KNOW
WHAT HAPPENS NEXT?

- : HAVE YOU MADE ME WANT TO KNOW
HOW IT WILL ALL CONCLUDE IN THE LONG TERM?
- : HAVE YOU CONSTRUCTED HONEST CONFLICTS
THAT CREATE DOUBTS IN WHAT THE OUTCOME
MIGHT BE?
- : **CAN YOU INVOKE WONDER?**

CHARACTERS : HEROES HAVE AN INNER MOTOR,
A DOMINANT UNCONSCIOUS GOAL
THEY STRIVE FOR

TENSION : GLOBAL TENSION + SPECIFIC TENSIONS

KNOWLEDGE : USE WHAT YOU KNOW

GREAT STORIES HAPPEN
TO THOSE WHO CAN TELL THEM

IRA GLASS