

# Storytelling Isn't Just for Bedtime Anymore

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The Power of Personal Storytelling at Work  
to Spark Insight, Inspire Change and Innovation



*go*LEANSIXSIGMA.com



# ●●● About Our Presenters




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# ●●● Who Is GoLeanSixSigma.com?

- **GoLeanSixSigma.com** makes it easy for everyone everywhere to build their problem-solving muscles
- We provide the most practical, easy to understand and enjoyable Lean and Six Sigma resources available



# ●●● We've Helped People From...



# ●●● The Shingo House

**Customers**



**Customers Matter to Us**

**Strategic Alignment**



**We Align Around a Common Purpose**

**Lean Tools**



**Problem Solving and Improved Processes**

**Culture**



**We Treat All People With Respect**





# Share Your Name and Job Title





# What's an Interesting Personal Fact About You?

- **Hobby**
- **Achievement**
- **Brush With Fame**
- **Something Bizarre**



# ●●● Why Did I Get Into Storytelling?





●●● Storytelling Is Your Hidden Tool

**FedEx**



●●● **Stories Communicate  
Tacit Knowledge**



●●● **Storytelling Reduces Resistance  
to Change**





**Why do Lean Six Sigma practitioners struggle telling their stories?**





1. No **self-image** as storytellers
2. Don't know their **core message**
3. Don't tune into their **audience**
4. Choose the **wrong** story
5. Become too **preachy**
6. Don't **practice**
7. Tell their story in a **boring** way
8. Don't understand story **structure**



# ●●● Storytelling Is Tribal – It Builds Community!



# ●●● What Is the **Structure** of Story?



# ●●● 5 Elements of a Good Story

1. Character
2. Setting
3. Plot
4. Obstacles
5. Resolution

The Hero's Journey!





# ●●● Interact!



## Pair Up With a Partner!

1. Expand on your interesting personal fact
2. This time, use the 5 elements of a good story
3. Switch roles



# ●●● 5 Elements of a Good Story

1. Character
2. Setting
3. Plot
4. Obstacles
5. Resolution



# ●●● Stories Travel



## The 18<sup>th</sup> Camel



# ●●● 10 Storytelling Tips

1. Realize you already **know** how to tell a story
2. Find a story you **love** to tell
3. Identify the core **message** of your story
4. Decide how you want your story to make people **feel**
5. Tune into your **audience**
6. Add colorful details and **images**
7. Remember to include the “Big Bad Wolf” **obstacle**
8. **Practice!** Get feedback!
9. Be **animated** in the telling of your story
10. Read my **book** and subscribe to my **blog**



●●● **How Do You Identify the Best Story to Tell?**



# ●●● Reflections



- You already have a technique to encourage storytelling
- It works remotely too
- Make it part of your daily activity
- Build community, networks and build your problem solving ability



# ●●● Questions to Encourage Storytelling

- What is your **greatest adventure**?
- What is your **birth order**?
- Where is the **coolest place** you've been to?
- Tell us about the **first car** you've owned?



# ●●● Questions to Encourage Storytelling With Lean

- What would you have done **differently**?
- What was the **best thing** that happened during your improvement effort?
- What was an **unexpected benefit** that happened?
- What were some of your **a-ha moments**?
- Who did you **connect** with as a result of the improvement?
- What did you learn that will change the way you **approach** things in the future?







# Questions?



# STORYTELLING AT WORK

How  
moments  
of truth  
on the job  
reveal the  
real business  
of life

MITCH DITKOFF

“He that tells the story  
rules the world.”

- Hopi Saying

[www.ideachampions.com](http://www.ideachampions.com)



# ●●● Podcast – Just-In-Time Cafe



## Improving Government Performance Using Lean Six Sigma

With Brian Elms from Denver's Peak Academy



Tracy O'Rourke



Brian Elms



Elisabeth Swan

PODCAST



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# ●●● A State of Inspiration



## How Lean Six Sigma Makes It Easier for Veterans to Be Suppliers for Government

With Jim Shoemaker | Lean Six Sigma Success Story



Tracy O'Rourke



Jim Shoemaker

SUCCESS STORY



## King County Walks the Talk

With Chris Franco | Lean Six Sigma Success Story



Tracy O'Rourke



Chris Franco

SUCCESS STORY



## Streamlining the Architectural, Engineering and Professional (AEP) Procurement Process

With Kara Cuzzetto | Lean Six Sigma Success Story



Tracy O'Rourke



Kara Cuzzetto

SUCCESS STORY



## Improving Position Eligibility by Identifying & Reducing Waste

With Kimberly Fleming | Lean Six Sigma Success Story

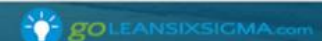


Tracy O'Rourke



Kimberly Fleming

SUCCESS STORY



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