

## Contributors

## Key Knowledge Points Developed

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- A decent story gets you an interview; a great story gets you a job.
- Own your vulnerability. Is there a hole in your resume? If so, is there a good story behind it? Tell it.
- Think about your life and career as a story; in telling your story, you differentiate yourself to others.
- It's important to check in with your own story. What is your current conflict? What challenges have you overcome in the past? Is there a common theme? This perspective can help you plan, and take control of your career.
- People are captivated by captivating stories.
- Your story can bring you closer to a person because you are opening yourself up to them. However, a story of all successes will seem like bragging and be less believable. Downs are expected. Tell your audience about your highs and lows; don't hide half of the human epic.
- The architecture of life includes stories about building something up and tearing something down.
- Advertising is commercial storytelling; storytelling can be a successful selling and marketing technique.
- A story is worthless if your audience isn't a part of it; there has to be a role for the listener. There is something infinite about a story. It can't be just about you; that's finite. Leave a portal for your audience.
- Stories change and evolve. Advertising used to tell stories to customers. Now, consumers are part of the story. Companies have had to shift to include consumer stories and learn how to manage rather than tell their stories.
- Listen to your customers. Technology allows them to have a much stronger voice. Their stories about your company can either make or break the company. Their connection and their story in relation to your company is a powerful tool.
- Every company has a story and when it misses the opportunity to shape that story, others will fill the vacuum with their versions of the story which may not align with the company's intentions.
- People are drawn to vulnerability, and companies shouldn't be afraid to be vulnerable.
- It is important and powerful for companies to admit failures and mistakes. They resonate with people and give the company and its employees a more personable image.
- People like stories about underdogs. For example, Geico's underdog is the gecko. He's the ultimate underdog, but his story elevates him. Empathy draws people in.
- Tell your story in partnership with your audience/consumers.
- Your stories are a journey for your customers, and they should be front and center of your story.
- Storytelling can compel customers if you do a good job of describing why the company's services, values, or character are important to them. What is in it for them?
- Remember all of your audiences. Tell stories about all of them whether it be your members, customers, shareholders, or employees.
- If Yelp says your bed and breakfast is not a good place to stay, then your bed and breakfast is not a good place to stay.
- Numbers can be persuasive. However, you can't differentiate yourself with numbers as well as you can with a story. There is a story in the numbers, but numbers by themselves don't tell the story.
- Storytelling is a powerful way to accomplish a variety of objectives in an organization. Whether a leader needs to ignite employee passion, entertain peers, inform stakeholders, or persuade customers—storytelling helps.
- If you are not the founder of your story, are you the founder of your role in the story? Leaders sometimes communicate a high-level version of a company's story; understand your place in that.
- Can storytelling be the source of genuine passion? Does your company fuel your passion? If you have passionate people, but no good stories, the rumors become the stories.
- Storytelling can add strength, solidity, and a personal connection to a company's values which allows customers and employees to identify and remember the company and its traits.
- Stories will change over time. People who first tell the stories may not be the ones to end them. Stories are perpetuated when the generation inheriting the story can explain what it means and how they are a part of it.
- Be mindful of how your story or your company's story will continue to evolve when you pass ownership on to someone else. What elements do you want to remain the same? What parts could improve? Does the story gain any strength when told by someone else? Does your successor believe in the story?
- Provide opportunities for your employees to live the values of your company, not just talk about them.
- What makes a story compelling is conflict. Observing struggle in a story allows others to empathize with the story and be that much more engaged. A strong story has a full topography of ups and downs. Individuals must know who they are, what they stand for and what their company stands for.
- The best way to improve on your own storytelling is to listen to stories told by others.
- Build your future story by telling it to yourself as you live it.
- The power of a story is most important when you are handing it off. The most valuable thing you can leave behind is your story.
- Steep yourself in other peoples' stories. Truths flow when you are serving, not when you are being served. When you serve your community you open yourself to others' vulnerability, and they are opening up to being served.
- A career in business is one of the most high drama environments, but we are taught to communicate with no emotion. That isn't always the best way to communicate.