



STORYPOWER

Influencing People Through Emotion

Shane Meeker, Corporate Storyteller & Company Historian, The Procter & Gamble Company



June 20, 2014

Conference Board Conference Center 845 Third Avenue,
(Between 51st and 52nd Streets), 3rd Floor, New York, NY 10022

Storytelling is the foundation of human understanding and defines true authenticity. As Aristotle once said, “you don’t influence people through intellect, you do it through emotion.” A good story is emotion. It is how to truly build human empathy and understanding. A great story ensures passion and memorability. The same principles that make your favorite stories on stage, page and screen can be used to develop strong branded innovations and meaningful consumer experiences. In this workshop you will learn the insights, principles and applications of storytelling as a strategic, direction setting and inspiration tool beginning with its ancient foundations to its most modern executions.

STORYPOWER is a full day course that will cover the necessary basics and principles of storytelling along with some hands-on tools to apply to your specific projects. Beginning with a basic understanding of mythology and the hero’s journey we will explore how story structures and ideas can be used across an infinite array of problems ranging from strategy, branding to overall better communication with your important stakeholders. Participants will get to try out variety of story-based, “Hollywood-esque” tools and

approaches to take their stories to the next level of depth, understanding and expression. Attendees should expect to share and present during the course – it is approximately a 70/30 split of lecture and hands-on. The course will be inspiring, provocative and fun, after all, everyone loves creating and sharing a great story.

Benefits of attending

- Better understand the role storytelling plays in both our personal and professional lives
- Better coach your teams/management on how to use storytelling to communicate, inspire and to develop/implement strategy
- Develop a common language to critique stories
- Define actionable ideas, story tools and methods to develop a variety of different business narratives
- Be able to clearly identify your audiences needs, obstacles and desires in the stories you share
- Use the content learned to deliver an action plan on where and how to most effectively employ the use of stories right after the event

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New York

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Agenda

Registration, Continental Breakfast and Informal Networking:
8 - 9 am

Welcome and Introductions of participants (*Where has everyone come from and what do we want out of this seminar?*) 9 - 9:30 am

9:30 am - 12 noon

Story 101 Module: In this first portion of the day we will cover the following areas:

- What is a good Story? The fundamentals and ingredients they all seem to share
- **STORY TERMINOLOGY** The common names and terms used in the world of storytelling and how to think of them in company/brand terms
- **MYTHOLOGY** Understanding its forms in both ancient and modern day, its role in human understanding and how the best brands use it to craft rich “stories, symbols and rituals”
- **GROUP EXERCISE** Create a great Pitch and Theme for your story (two foundational building blocks for a great narrative). Both tools will be discussed with process and examples.

Networking Lunch (Shane available for discussion) 12 - 1 pm

1 - 4 pm

Story 201 Module: In this second half of the day we will cover the following areas:

- **GROUP EXERCISE** Discuss pitch/theme work - group critiques
- **NARRATIVE RECIPE** What is the “recipe” (not formula) for telling great stories? What is “unique insight” and how do you find it? What is the Hero’s Journey and where is the consumer in it? Finally, we’ll discuss how to use key story fundamentals like meaning, conflict, genre, surprise and honesty when creating your narrative
- **GROUP EXERCISE** Create your “8-Sentence” story (using the Hero’s Journey as a guide)
- **GROUP EXERCISE** Review developed stories - group critique
- **SCIENCE OF STORY:** Discuss a variety of scientific principles (like Force = mass x acceleration) and how those relate to your stories and how to use them as evaluation tools

Closing Discussion and Review of the Day; Open Q&A: 4 - 4:30 pm

Workshop Leader

Shane Meeker, Company Historian & Corporate Storyteller,
Procter & Gamble

About the Workshop Leader

Shane Meeker has been with Procter & Gamble for 17 years and is the leader of the P&G Heritage & Archives Center where he and his team’s primary responsibilities are to research, collect, preserve and share P&G’s rich, inspirational 175 year history inside and outside the company. For the 15 years prior to this role he was an Associate Director in the P&G Design Function working on billion dollar brands like Tide, Gain, Downy, Olay, Pampers and Dawn. For several years he has also been focused on bringing the ideas, principles and processes of storytelling to life across P&G.

His storytelling work includes helping teams use narrative theory to inspire and develop brand and organizational strategies, innovations and communications. He also leads various story-based workshops to help bring ideas to life.

In addition to his work at P&G, Shane has shared his story principles and workshops at various educational institutions, design agencies, conferences and external companies. Some of the companies he has shared his story work with include Walt Disney, Columbia Sportswear, General Motors, Starwood Hotels and American Express. Shane is also an Adjunct Professor at the Illinois Institute of Technology and co-teaches a yearly story-based graduate course called Innovation Narratives. He also co-teaches at the University of Cincinnati’s DAAP School of Design in a graduate course called Design Mythography. Most recently some of Shane’s story work was featured in Jonathan Cagan and Craig M. Vogel’s book *Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation* (2nd Edition).