

A Tale of Two Stories

Although it is tempting to be expedient and prepare just one story for multiple audiences, there are times when this does not get you the results you seek.

When a decision is particularly critical and / or your audiences' needs, interests and levels of engagement are different you often get the results you seek more quickly if you prepare separate stories.

This module describes such a situation where two different audiences needed very different stories. To learn more, we encourage you to:

1. Explore the approach and lessons learned from the Tale of Two Stories case study
2. Explain how you can decide what approach to use with your audience
3. Test your thinking and point you to where you can learn some more

We encourage you to read on, watch the video, complete the challenge and enjoy putting these ideas in to practice.

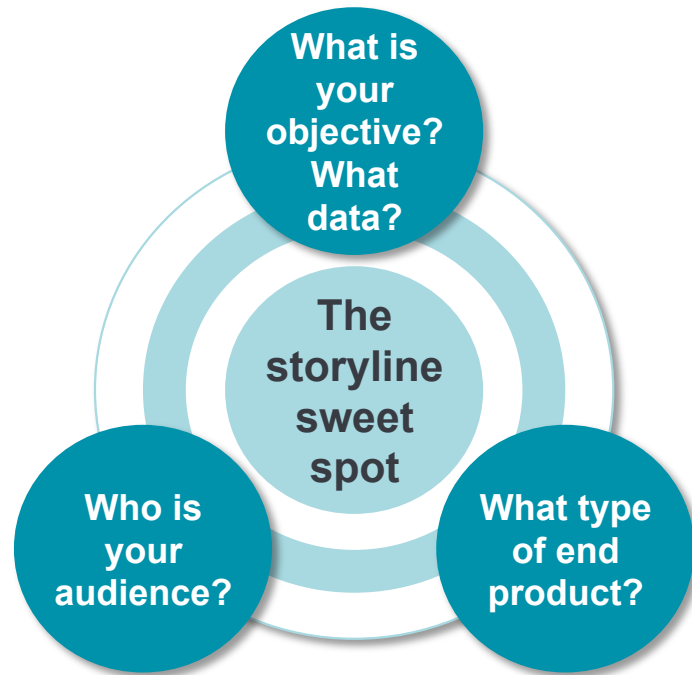
A Tale of Two Stories

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2. Explain how you can decide what approach to use with your audience
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We worked our way through the Clarify process



We needed to find the “sweet spot”



Your objective and data

1. Explain the Company strategy
2. Gain sign off – high level from Board and detailed from senior team

Your audience

1. The Executive team – strategies, actions, budgets, resources and KPIs
2. The Board – the strategic journey, high level strategies, checkpoints and KPIs

Your end product

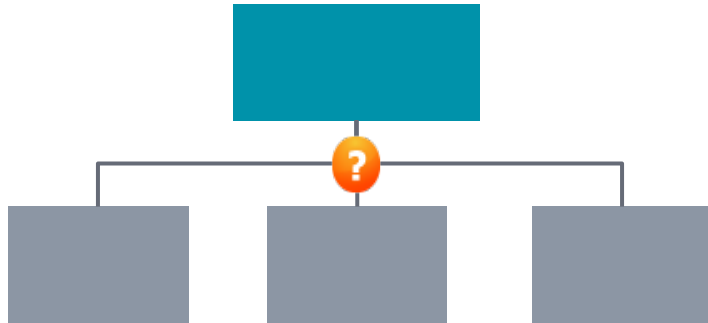
1. A strategy document
2. A presentation pack
3. A Board paper (prose document with supporting charts)

In Search of Clarity



There are two broad storyline options

Logical grouping



- Ideas are of the same logical kind
- Conclusion probable
- Items are MECE

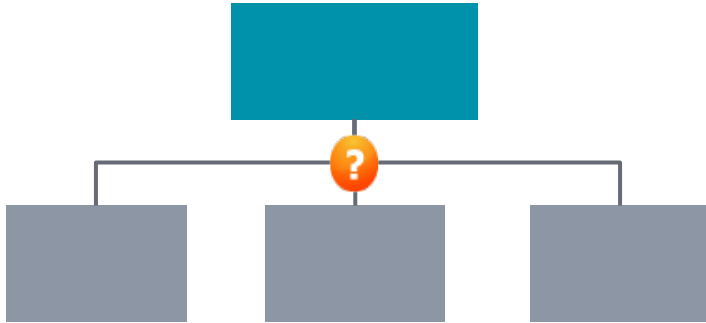
Deductive reasoning



- Conclusion certain
- Major premise, minor premise, conclusion

Two stories

Executive - Logical grouping



- Core strategies
- Detailed

Board - Deductive storyline



- The strategic journey
- Include rationale and core strategies

Engaging the Executive team

Context

As you know as part of our strategic review we identified that we face a long term strategic problem as returns decline in our core business areas

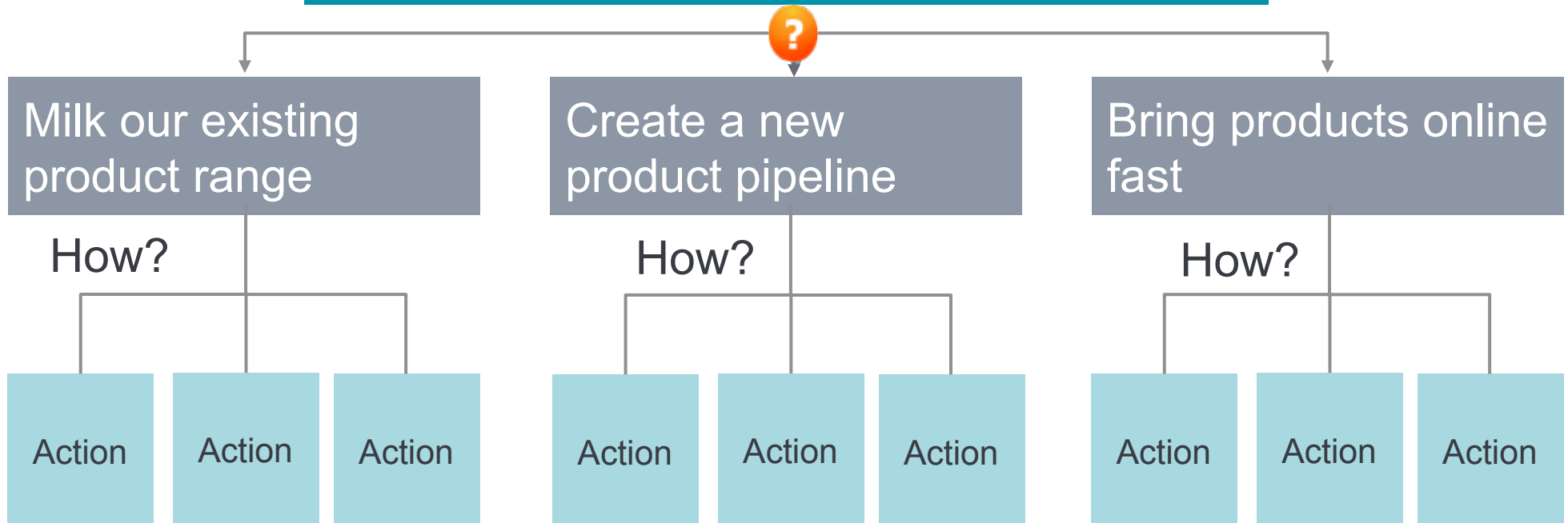
Trigger

We have identified that we need to take three key actions to build a sustainable position

Question

How do we make that happen?

We need to bring online new products fast while milking our existing range



Engaging the Board

Context

As you know the leadership team has been undertaking a review of our exiting strategy

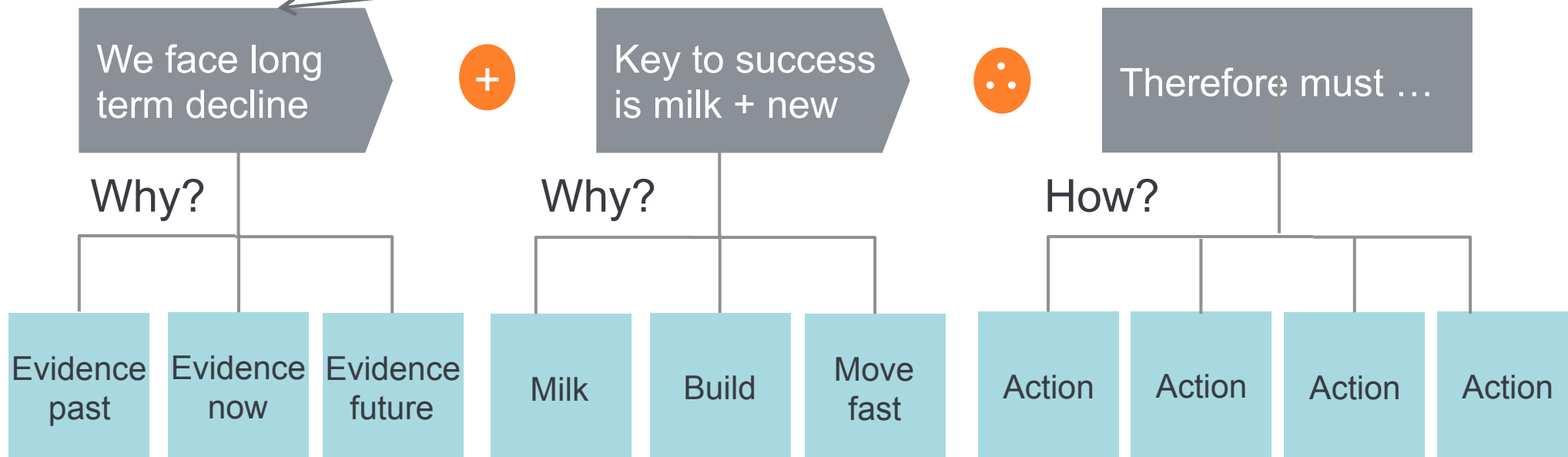
Trigger

We have looked at our historical performance and future projections

Question

What actions do we need to take to create long term success?

We need to bring new products online fast while milking our existing products to create sustainable success



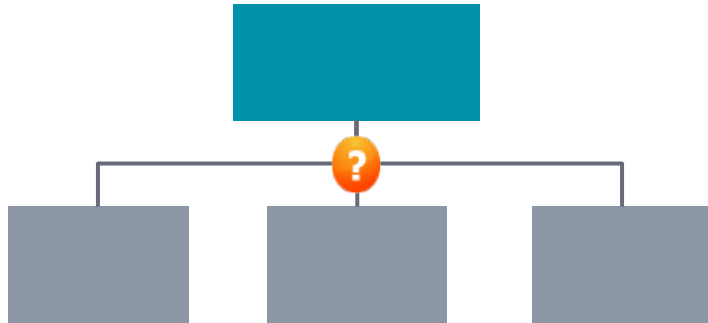
In Search of Clarity



- Is the story complete?
- Is the logic tight?
- Does it flow?

Two stories – a deductive storyline for the Board

Executive - Logical grouping



- Core strategies
- Detailed

Board - Deductive storyline



- The strategic journey
- Include rationale and core strategies

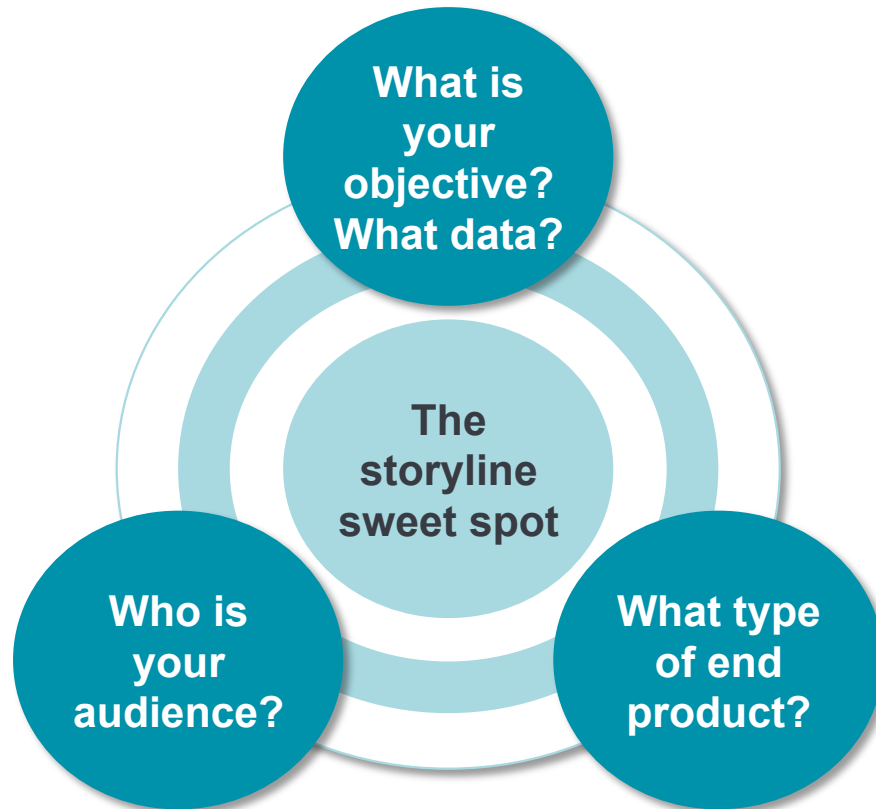
Tailoring storylines – A Tale of two stories

1. Take you through the tale of two stories case study
2. Explain how you can decide what approach to use with your audience?
3. Test your thinking and point you to where you can learn some more

First: Follow and trust the process

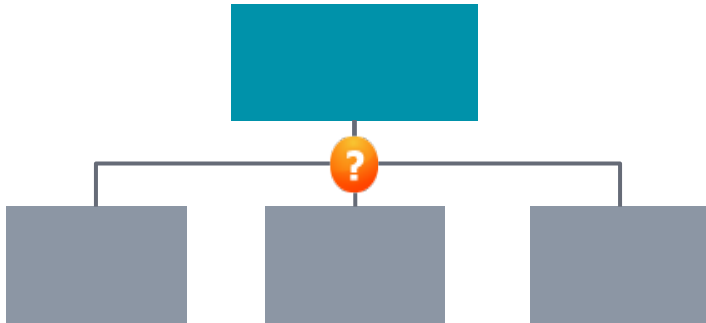


Second: Ask the core questions



Third: Map alternatives before you leap

Executive - Logical grouping



- Core strategies
- Detailed

Board - Deductive storyline



- The strategic journey
- Include rationale and core strategies

Tailoring storylines – A Tale of Two Stories

1. Take you through the tale of two stories case study
2. Explain how you can decide what approach to use with Who is your audience?
3. Test your thinking and point you to where you can learn some more

Next steps

1. Take the challenge
2. Learn some more
3. Think through an upcoming communication

Learn some more...

- ✓ Aristotle's *Poetics*
- ✓ Ken Watanabe's *Problem Solving 101*
- ✓ www.neosi.co (to learn more, explore the power of storylining patterns and trial the software)
- ✓ Barbara Minto's *The Pyramid Principle*
- ✓ Linda Long's *The Power of Logic in Problem Solving and Communication*

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