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 into practice.
A Tale of Two Stories

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 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

- Get started
- Build Introduction
- Articulate Answer
- Map Storyline
- Test logic
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.

Milk our existing product range

How?

Create a new product pipeline

How?

Bring products online fast

How?

See Barbara Minto, ‘The Pyramid Principle’
Engaging the Board

<table>
<thead>
<tr>
<th>Context</th>
<th>As you know the leadership team has been undertaking a review of our exiting strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trigger</td>
<td>We have looked at our historical performance and future projections</td>
</tr>
<tr>
<td>Question</td>
<td>What actions do we need to take to create long term success?</td>
</tr>
</tbody>
</table>

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

We face long term decline

Key to success is milk + new

Therefore must ...

Why?
- Evidence past
- Evidence now
- Evidence future

Why?
- Milk
- Build
- Move fast

How?
- Action
- Action
- Action
- Action

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

We have looked at our historical performance and future projections.

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.

Why?
- Evidence past
- Evidence now
- Evidence future

Why?
- Milk
- Build
- Move fast

How?
- Action
- Action
- Action
- Action
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

Get started → Build Introduction → Articulate Answer → Map Storyline → Test logic
Second: Ask the core questions

- What is your objective? What data?
- Who is your audience?
- What type of end product?

The storyline sweet spot
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](http://www.neosi.co) (to learn more, explore the power of storytelling 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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