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*The Power of Stories
to Enhance Learning*

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"Stories ground people
to think differently---
to be able to listen and hear
things they haven't been able
to in the past."

Paula Bartholome, President, Parallax

The Benefits of Stories



- Bridge all learning styles
- Create images for the listener
- Touch your mind, heart, soul and physical being

The Benefits of Stories

- Foster creativity -
accelerate learning
- Are memorable - create
shared meaning
- Build relationships and connections
- Inspire a shared vision





“A story expresses how and why life changes... Human beings naturally want to work through stories... Stories are how we remember.”

- *The CEO as Storyteller, HBR*



Stories in Training

- Where and how are you using stories in your training?
- Where do you place stories?
- How do you lead into them?
- How do you follow-up?
- Where else might you use stories?



“Stories are tools for conveying pictures that when we all see, we can act on collectively”

- *Chip Bell,
Stories Trainers Tell*



Story Framework

- Set-up Options
- Story
- Debrief Questions
- Key Point Options
- Follow-up Activity



Set-up Options:



Provides several choices for introducing a story. Helps create a context for us to hear your story and the reason for telling it.

Debrief Questions: Three Types



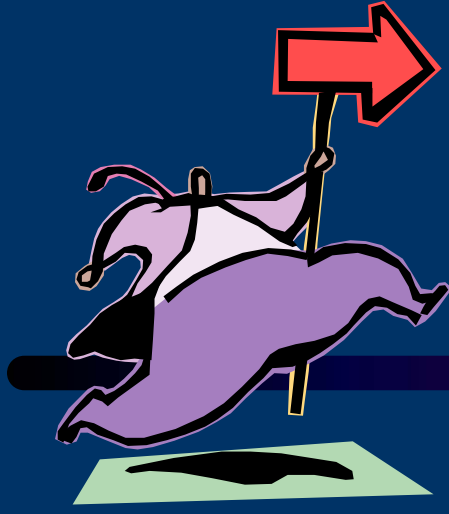
- **The Story:** What the story itself means. What the characters have experienced.
- **The Learner:** How the participant feels about the story.
- **The Organization/World:** How the story applies to the learner's work, department, organization, industry or society at large.

Debrief Questions:

7.1 on the Richter Scale

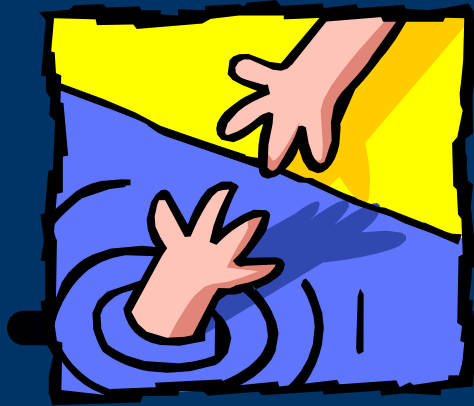


- **The Story:** What life lesson did I learn?
- **The Learner:** How many of you share that value? What are some of the ways that plays out in your lives?
- **The Organization/World:** How does the ability to ask for help build organizations?



Key Point Options:

The message, lesson or moral of the story. While you typically emphasize only one key point, a story may be adapted to serve a number of purposes.



Key Point Options: 7.1 on the Richter Scale

- Sometimes our life presents us with an opportunity to learn a valuable lesson.
- Asking for help builds connections and fosters learning.



Follow-up Activity:

Enhances the power of the story. Might include individual reflection, paired discussions or activities, role plays, and small or large group discussion or activities.



"Trainers are becoming storytellers, more than in the past. This adds to their skills and to the value of the training."

Ed Scannell, Center for Professional Development & Training



Create a Story Module



A Legacy of Generosity by Chip Bell



Set-up Options: *A Legacy of Generosity*



- Our early life experiences help shape our values.
- One truly memorable experience can forever shape our relationships with others.

Debrief Questions: *A Legacy of Generosity*

- **The Story:** What did Chip's grandmother teach him about the value of generosity?
- **The Learner:** How have your early experiences helped shape your values?
- **The Organization/World:** What are some ways you could demonstrate generosity at work? At home?

Keypoint Options: A Legacy of Generosity

- Relationships are the foundation of our lives. It is important to manage them with generosity. This is a core value of building relationships.
- People associate with organizations they feel have their best interests at heart. Organizations that communicate generosity of spirit engender customer and employee loyalty.

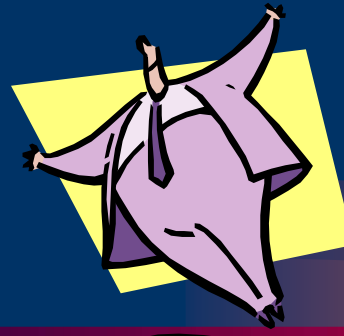
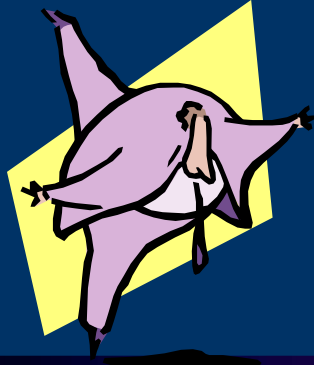
Follow-up Activity: *A Legacy of Generosity*

- Pairs: Share a time in your life when someone showed generosity to you. What impact did it have?
- Group Discussion: Share insights. Ask: How have you shown generosity to others? At work? In other parts of your life?



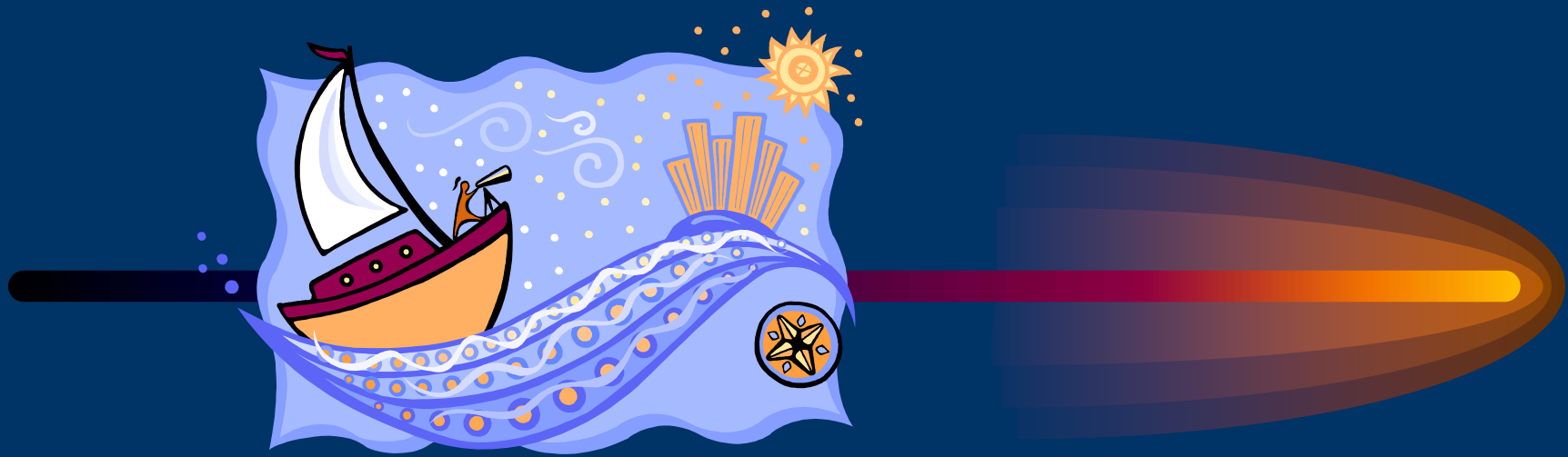
“There are two ways to persuade people. The first is by using conventional rhetoric...it's an intellectual process. The more powerful way is by telling a compelling story. In a story...you arouse your listener's emotions and energy.”

- The CEO as Storyteller, HBR



"I am a story and each of us is a story. We are each living out the story of our lives. We can only make sense of our earlier chapters by getting to later chapters. You, as the storyteller, are the one who makes it safe to be vulnerable and safe for others to tell their own stories."

Geoff Bellmen, GMB Consultants



"If you are not using stories,
you are missing the boat."

*Sivasailam "Thiagi" Thiagarajan,
QB International*