

Storytelling for greater impact

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Co-Founder and Director
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09 May 2016



**ADDY
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AUDIENCE
STRATEGY**

Storytelling for Greater Impact from Akas



Richard Addy,
Co-Founder
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Before I start...

**... 2 life stories.
Which one draws
you in more?**

Person 1

Person 1's story



Person 1's story



Person 1's story



Person 1's story



Person 1's story



Person 1's story



GES

GOVERNMENT ECONOMIC SERVICE

Making economists better

Making better use of economics

CIVIL SERVICE

FASTSTREAM



Person 1's story



Person 2

Person 2's story



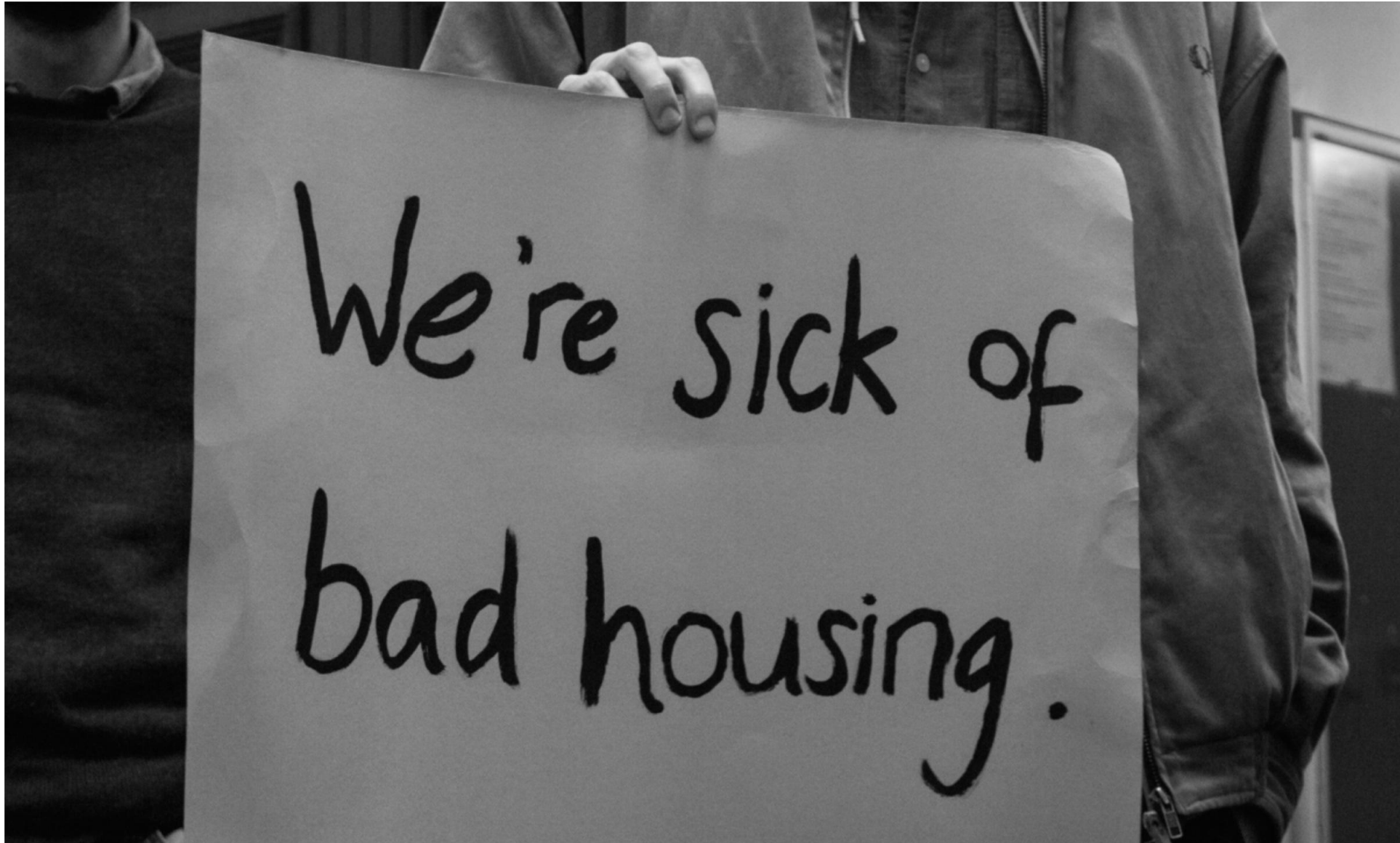
Person 2's story



Person 2's story



Person 2's story



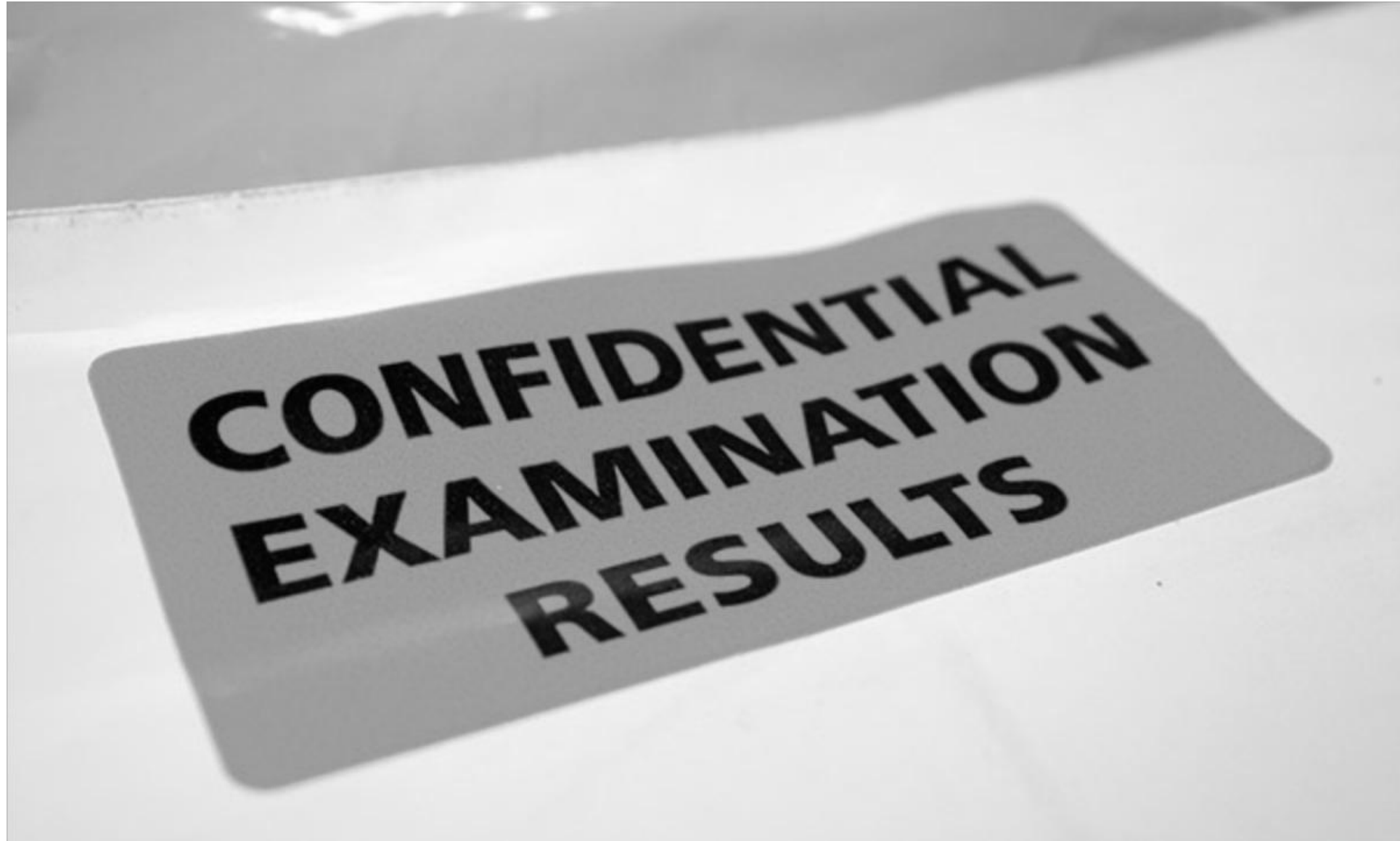
Person 2's story



Person 2's story



Person 2's story



Person 2's story

**DEBT
PROBLEMS?**

We Can Help.™



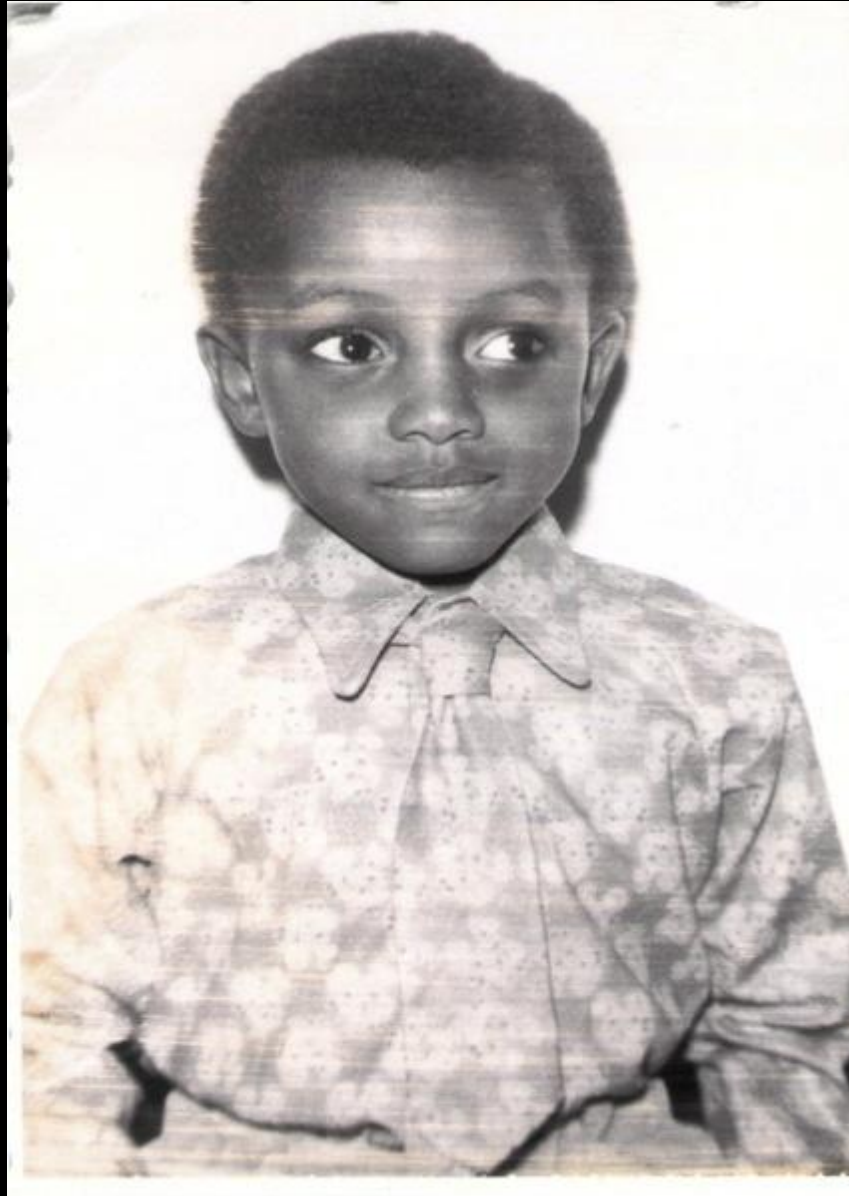
Person 2's story



Person 2's story



**... 2 life stories.
Which one draws
you in more?**



Person 1

Situation

**Lived in a
one
bedroom
bedsit
Parents
experienced
open racism**

Complication (Jeopardy)

**Father left when 7
Mother brought up 5 kids
Family became
homeless
Moved into council
property
Stopped by the police
Witnessed the Brixton
Riots
Bad A levels results
High levels of debt level**

Resolution

**Remarkably,
turned life
around
Loving
family
No debt
Runs own
business**

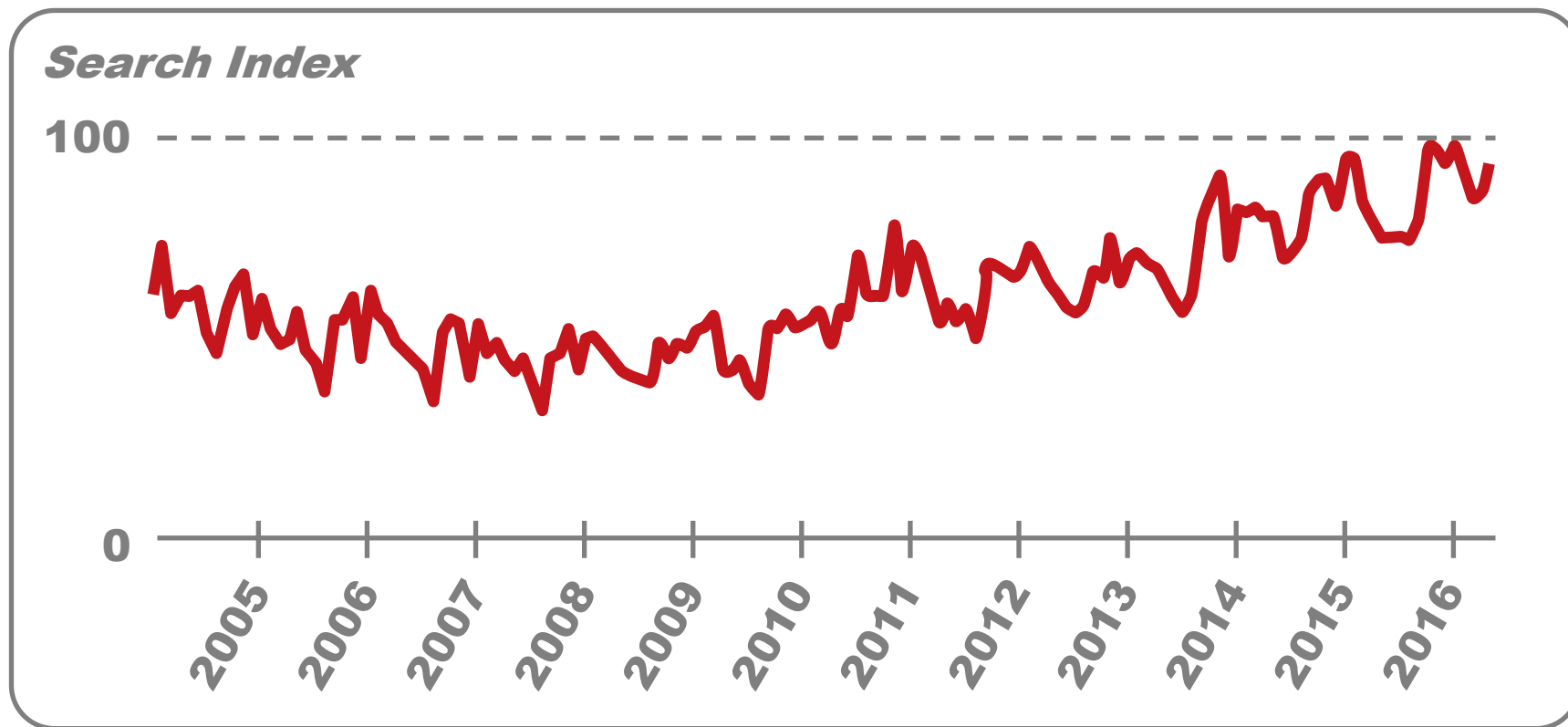
**What does this
mean for you?**



Part 1: The Good News

Businesses want more stories

Searches for “Story” in Google’s UK Business Category (2005 – 2016)



Research is backing the impact of storytelling

Harvard
Business
Review

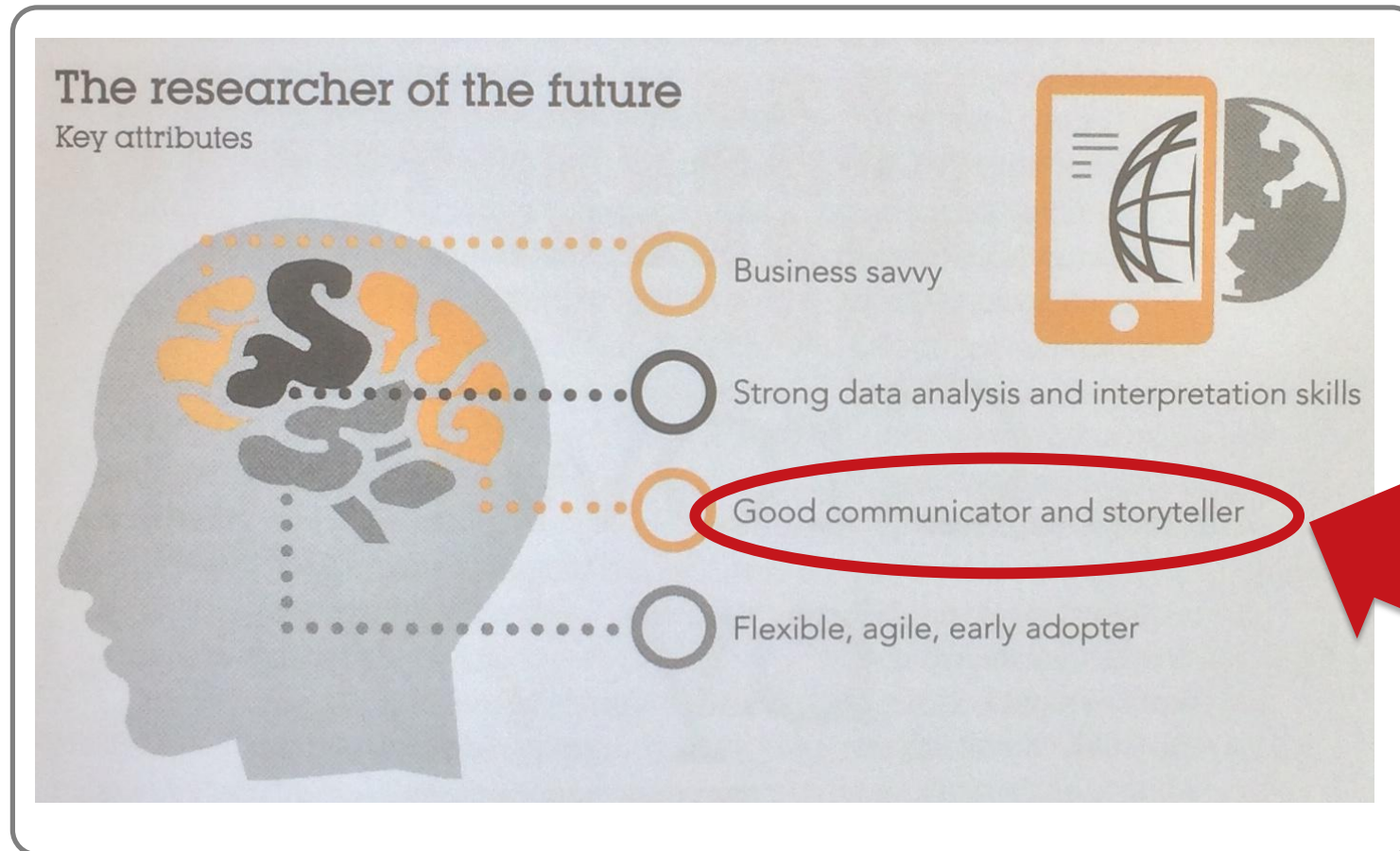
Why Your Brain Loves Good Storytelling

by Paul J. Zak

OCTOBER 28, 2014

Future researchers need to be storytellers

PwC, The Business of Evidence 2016



Everyone can learn storytelling

FINANCIAL TIMES

THURSDAY 5 MAY 2016

WORLD BUSINESS NEWSPAPER

UK £2.70 Channel Islands £3.00; Republic of Ireland €3.00

Tim Harford shares the secrets that made his own two speeches 'vastly more entertaining than the traditional lecture'

I found out the hard way that bad public speaking is contagious. As a schoolboy I was pretty good at speeches, in a schoolboyish way. I won competitions; being a sharp, witty speaker was a defining part of who I felt myself to be.

Then I grew up and started a corporate job, and something strange happened. My talks sagged into "presentations", burdened by humourless clip art and plodding bullet points. The reason? I was surrounded by people who were stuck in the same beige offices giving the same beige presentations. Like many workplaces, we had reached an unspoken consensus that giving bad talks was just the way things were done.

Aside from tradition — and it is a powerful one — why else are most talks bad talks?

One reason is fear. Being afraid does not itself make a speech bad; fear can make a talk electrifying or touching.

But most speakers take the coward's way out. Afraid of running out of words, they overstuff their speeches. And they prop themselves up by projecting their



Why everybody should give a TED talk, and how to do it



Part 2: The Bad News

Researchers Lack Confidence and are Worried



6/10

Researchers self-rating on Storytelling

Source: Akas Survey of Storytelling Clients (2013 to 2016), Sample = c100

Research needs more impact



**Take action
as a result of
research
undertaken**

Source: PwC Survey of 183 UK C-Suite executives (May 2015)

**Researchers
want to know
how to tell
simple
business
stories**

A large red circle is centered on the slide, containing the text.

Part 3: Resolution (in 6 steps)

We've taken many clients through the 6 steps with great impact

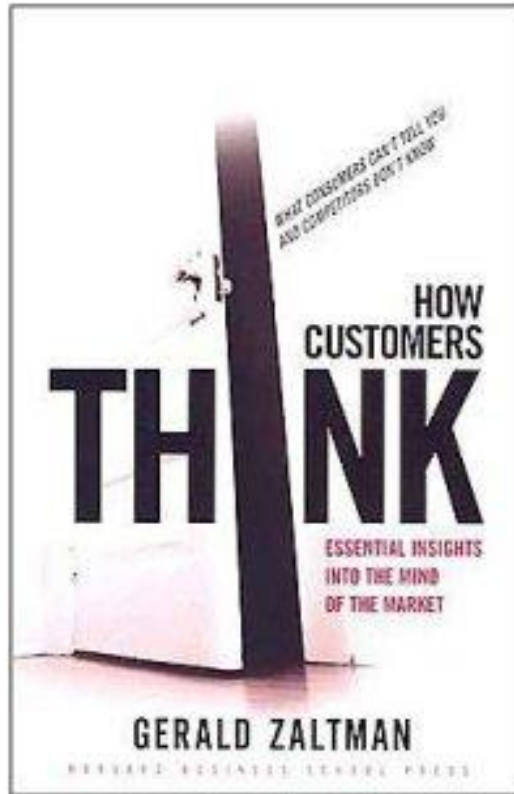


**Tim Hunt, Director of Marketing,
Guardian News and Media**

“ Akas developed the team's storytelling skills through a specific programme of training and development. This has allowed the team to bring insight to life.... During this time, we have seen a dramatic increase in performance... culminating in winning the prestigious Market Research Society's “In-house team of the year” award – a testament to Akas' contribution and commitment to excellence ”

Step 1: Use more emotion

Decision making is subconscious & emotional



95%

subconscious

5%

rational

12 Emotion-enhancing storytelling tools

- | | | | |
|---|---------------------------|----|---------------------|
| 1 | Emotional Story Structure | 7 | Colours |
| 2 | Understand the “Rational” | 8 | Metaphors |
| 3 | Pictures | 9 | Intensity |
| 4 | Videos | 10 | People’s quotes |
| 5 | Words | 11 | Activator Questions |
| 6 | Font | 12 | Personal Stories |

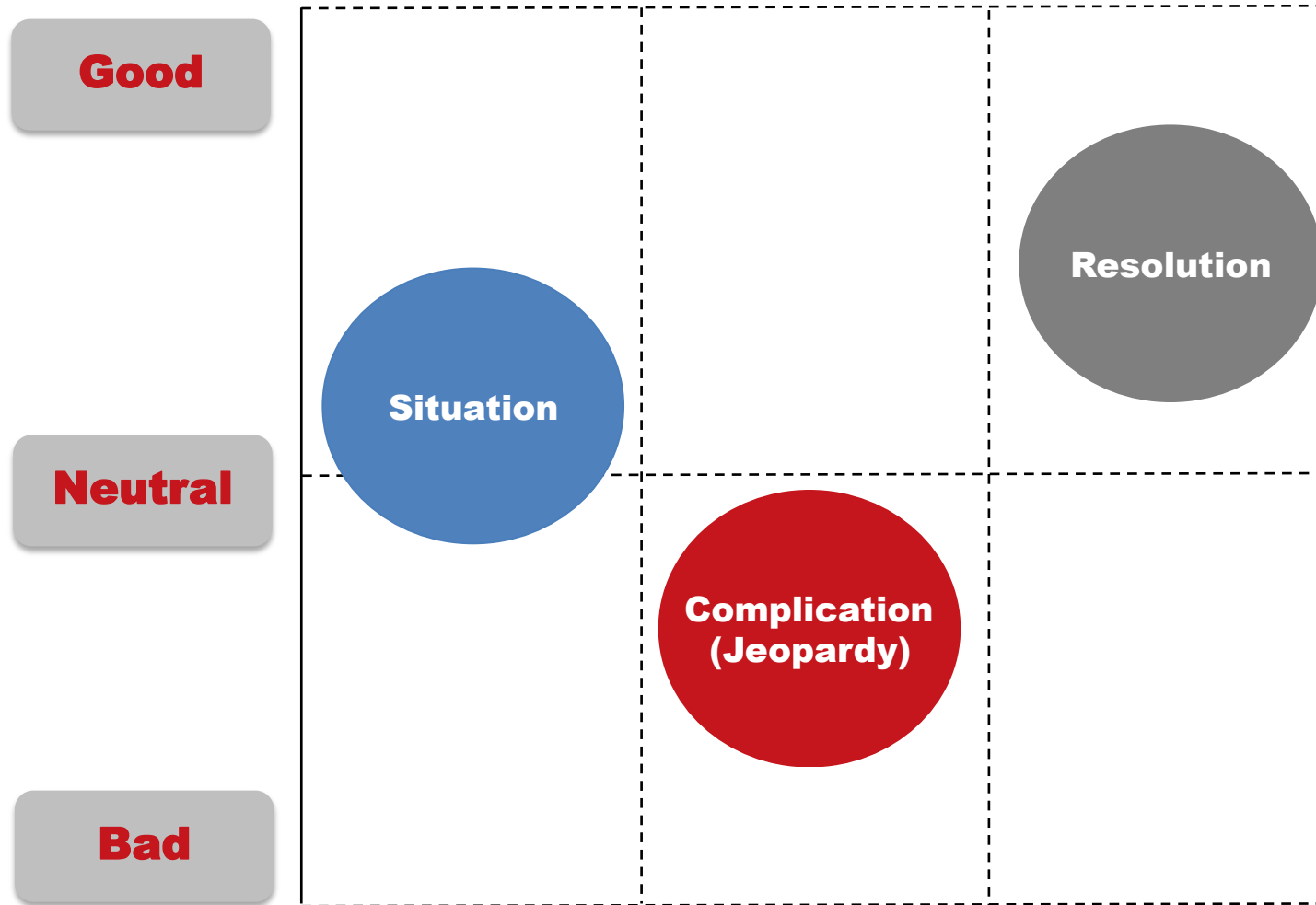
Intensity adds emotional power



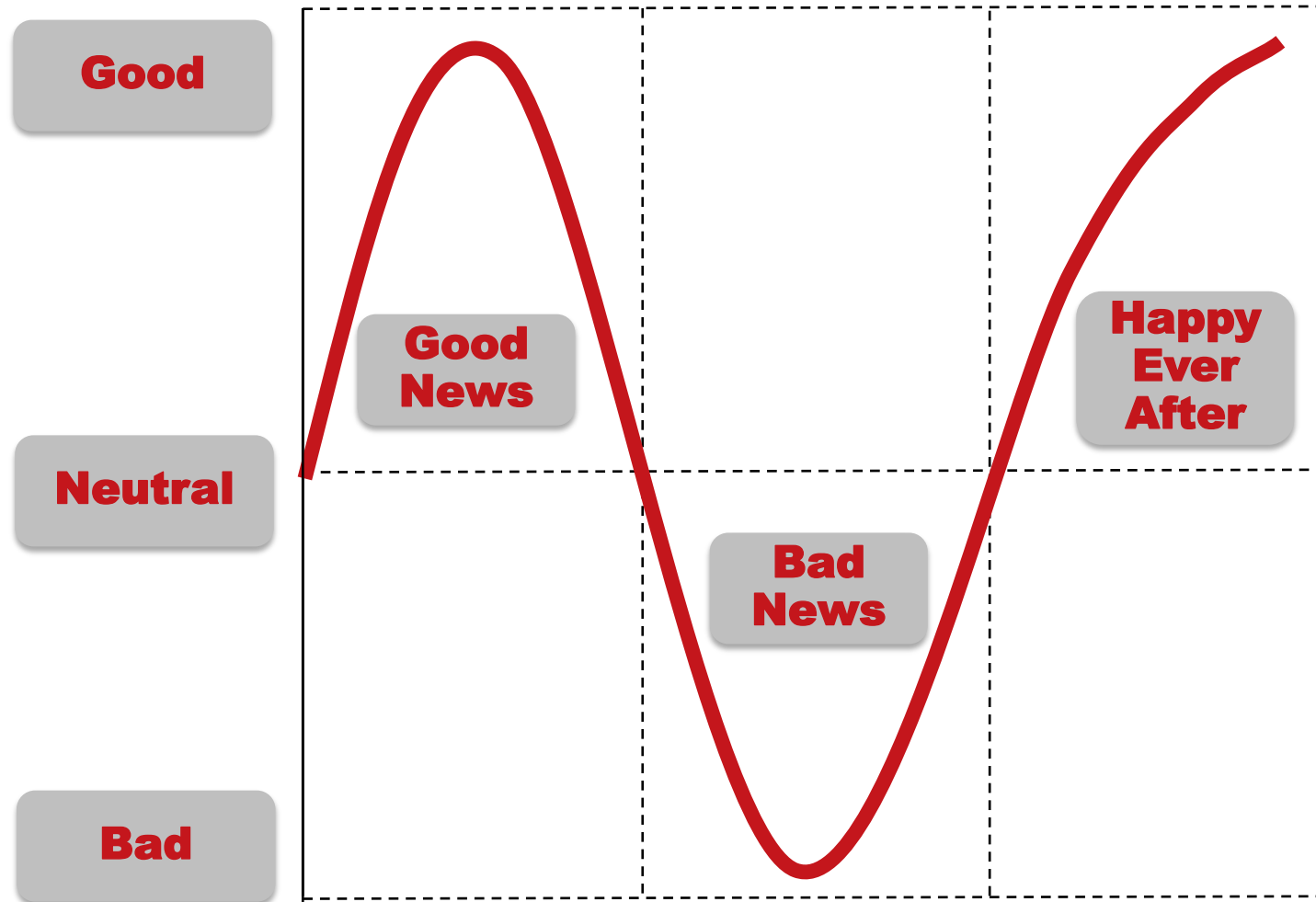
Step 2: Decide & care who the central character is. It could be...



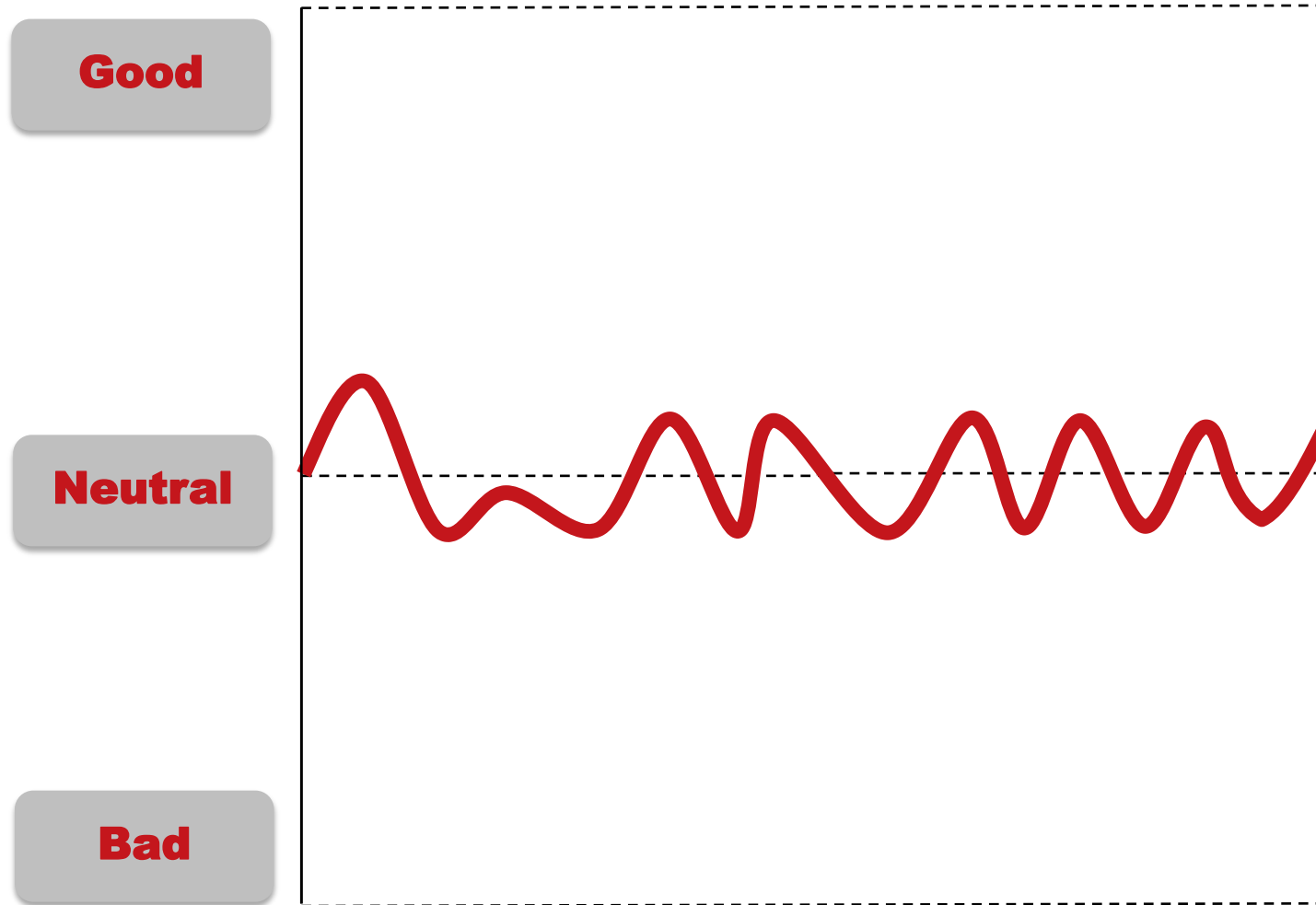
Step 3: Take your character on a journey with some jeopardy



Step 3: Take your character on a journey with some jeopardy



Step 3: Avoid letting your story meander



Step 4: Generate the material to create impactful stories

Engage stakeholders

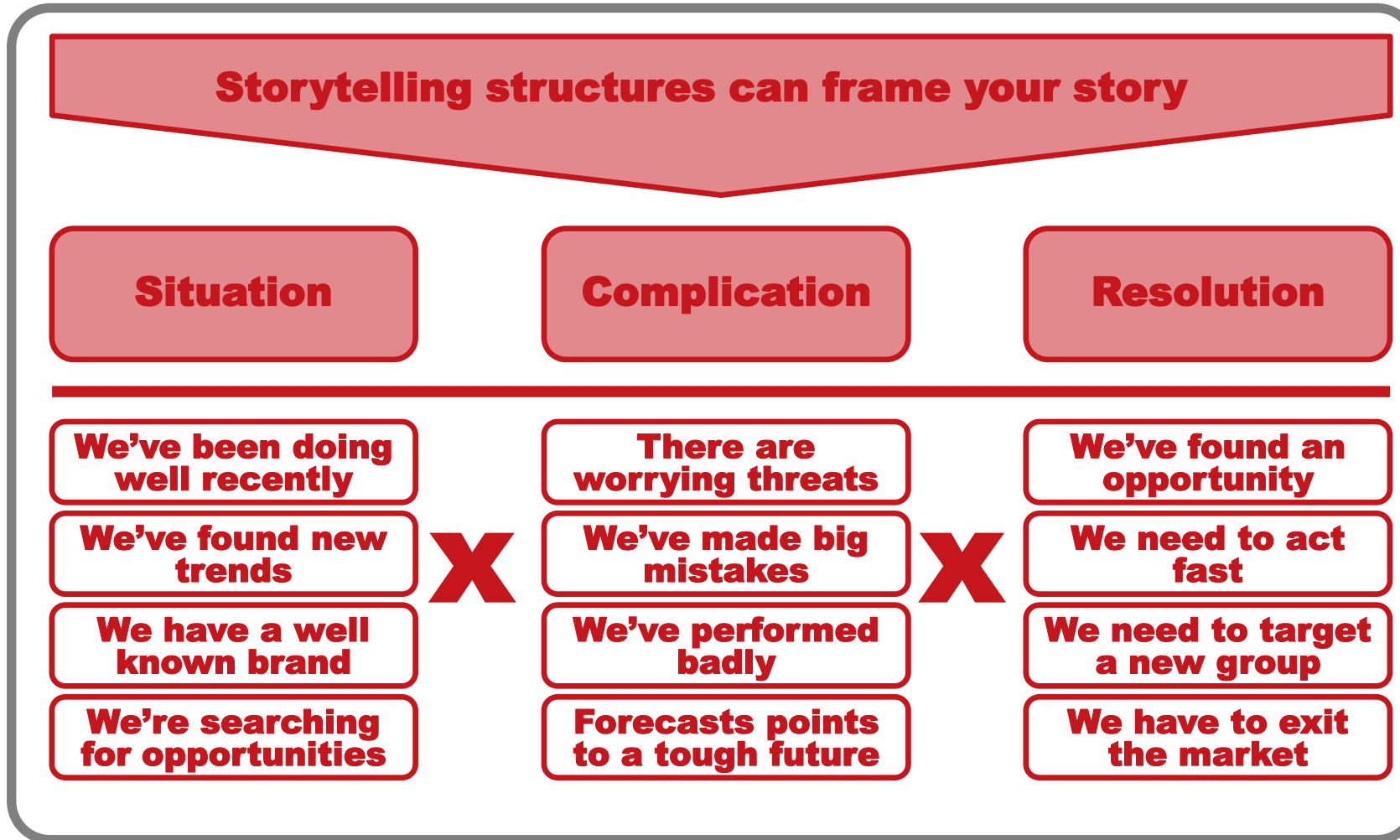
Assess existing knowledge, commission new

Unearth insights, validate hypotheses

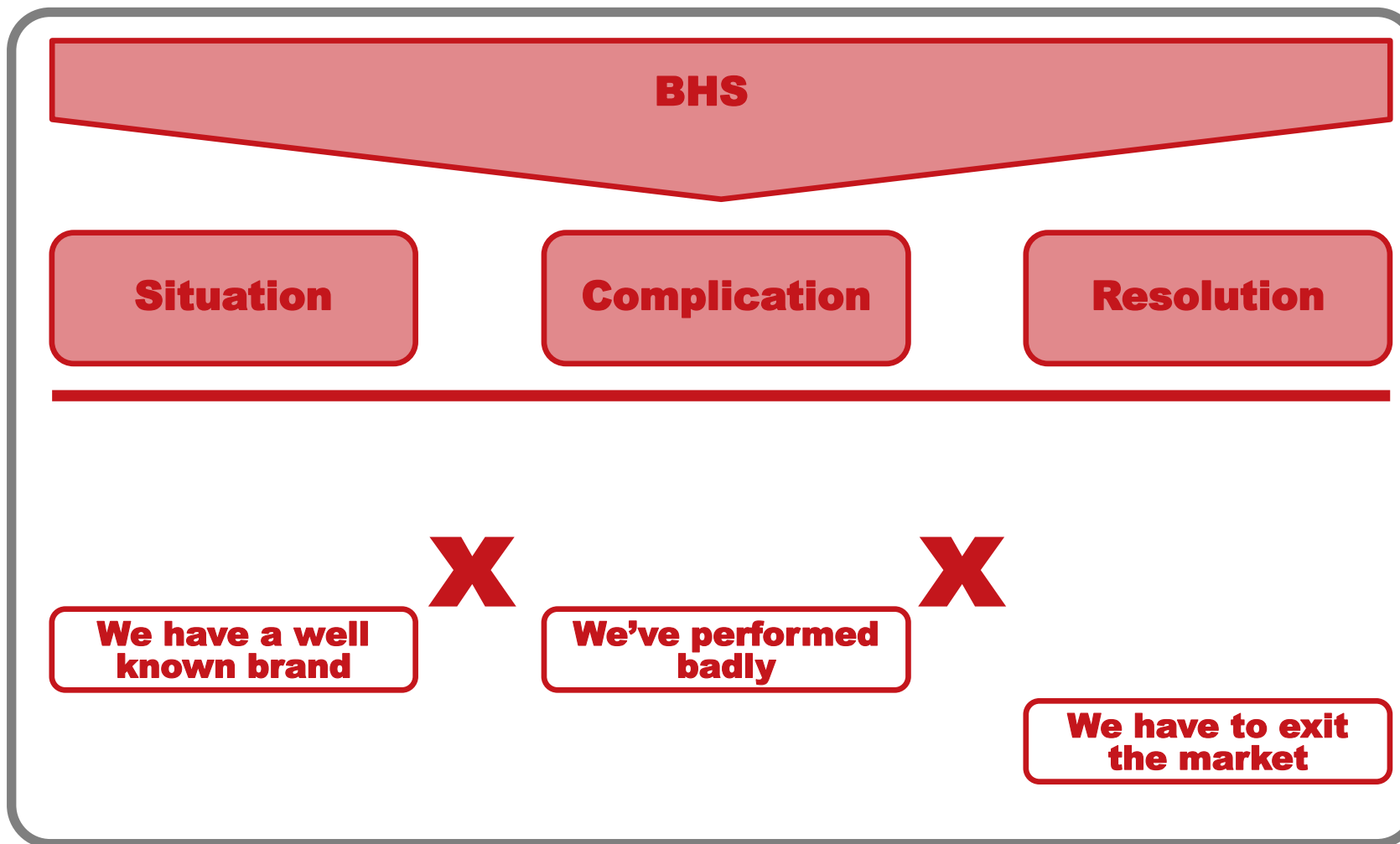
Develop story using the Storygram

Share business opportunities

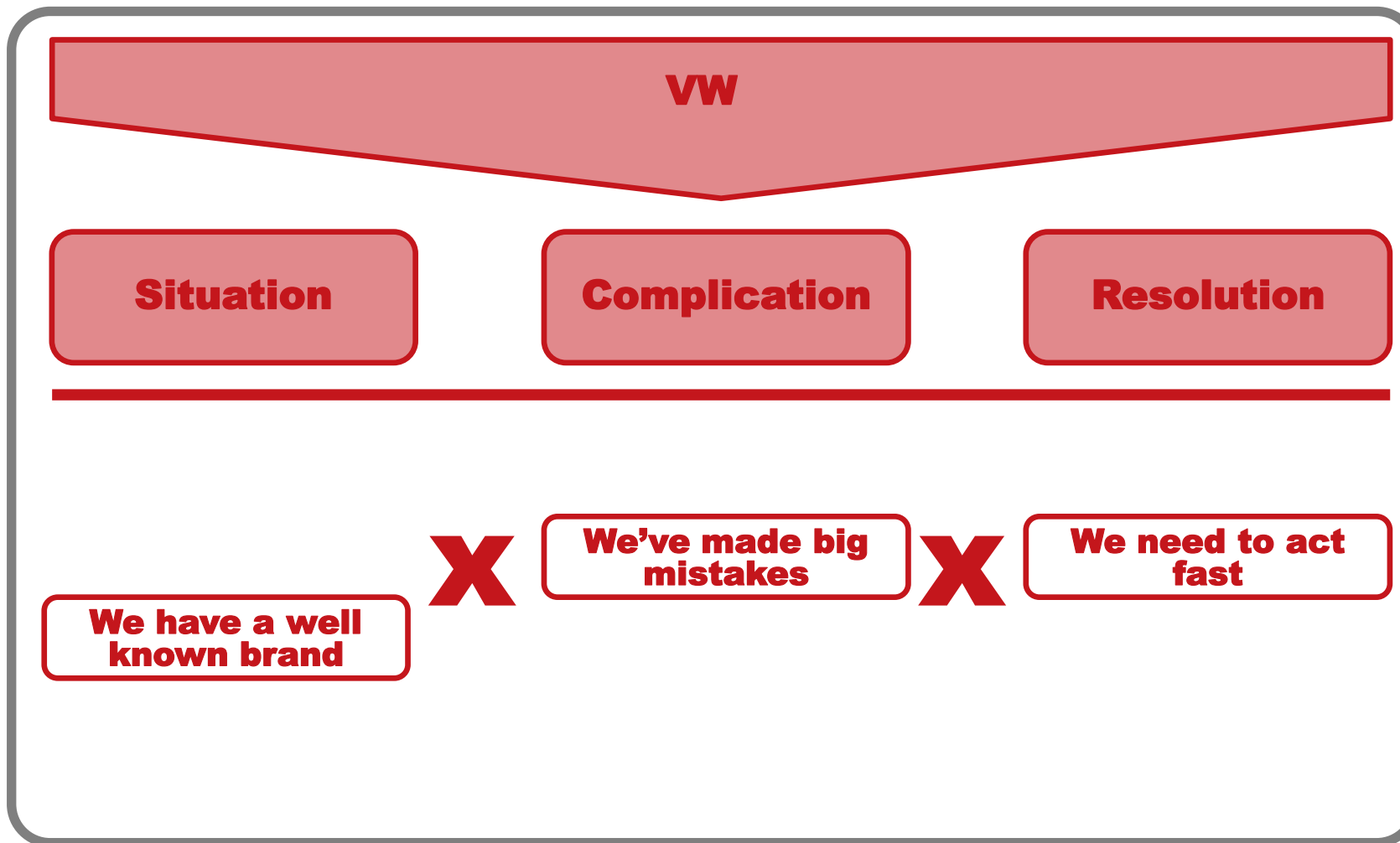
Step 5: Applying a storytelling structure using our “Storygram”



Step 5: Applying a storytelling structure using our “Storygram”



Step 5: Applying a storytelling structure using our “Storygram”



Step 6: Be clear about business opportunities



Case Study: The Market Research Industry 2016

Business of Evidence 2016

An assessment of the size and impact of the UK research and evidence market, commissioned by the Market Research Society (MRS)

£4.8bn

in Gross Value Added (GVA)

73,000

FTEs in the sector

62%

Market value growth since 2012

350%

growth within Data analytics

The findings

Business of Evidence 2016

As assessment of the size and impact of the UK research and evidence market, commissioned by the Market Research Society (MRS). The 2016 study provides an update of the original Business of Evidence 2012 analysis.

The UK business of evidence market currently generates

£4.8bn

in gross value added (GVA)

36% (£1.7bn) is exported



Up to

73,000 FTEs

(full time equivalents) are employed in the sector/market

The market value has grown by



"There has been a definite shift towards so-called big data – very large data sets, often unstructured populations of comments and so on – rather than survey data. Social media analysis, data mining and predictive analytics are emerging as key skills but the problem is that the average company doesn't have the staff who are au fait with these techniques."

Dr. Paul Baines, Cranfield University

Data analytics exhibits the highest growth rate at over

350% growth since 2012...



...and now employs up to **6,700** FTEs

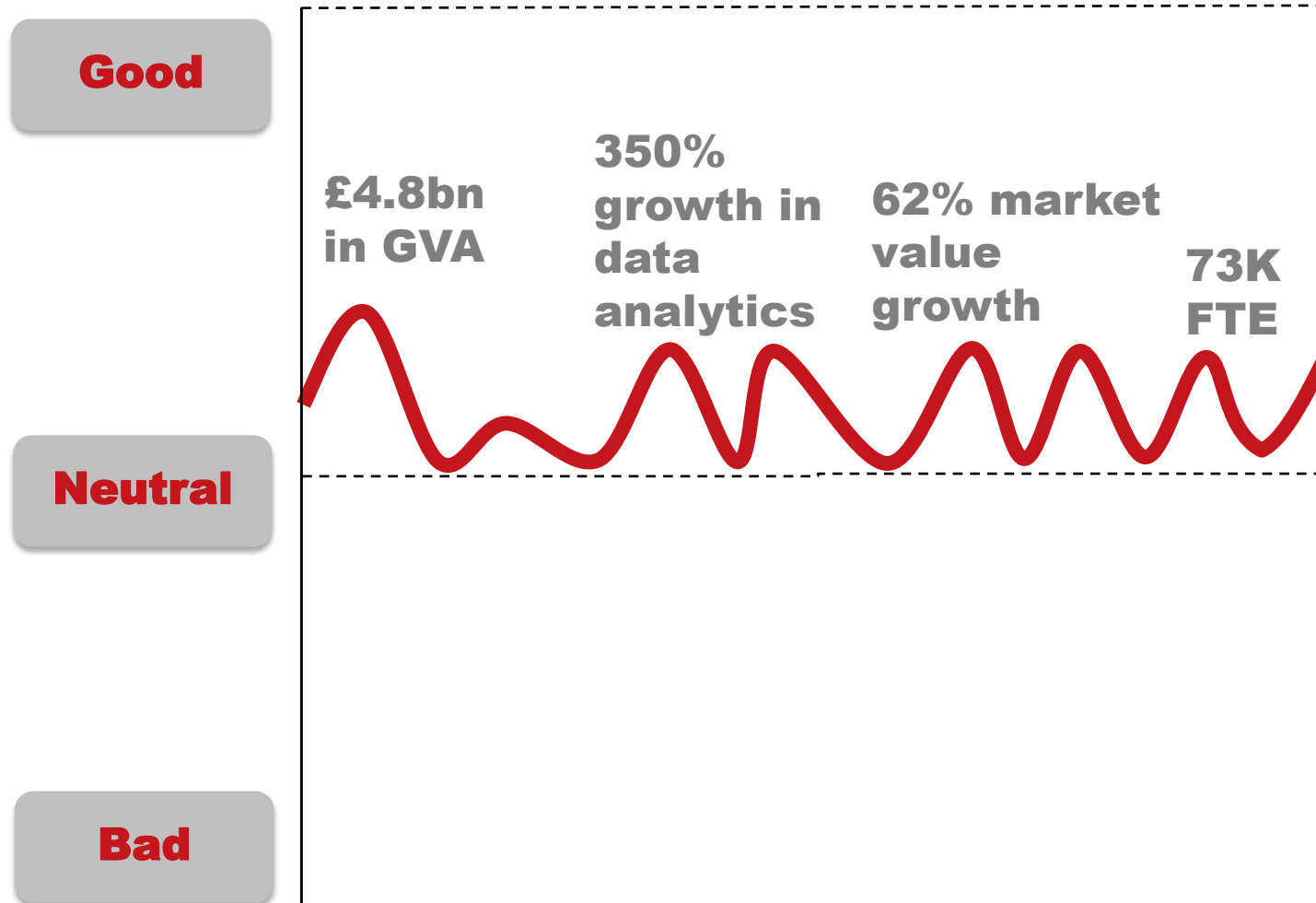
GVA and FTEs estimates by area

Key: Estimated employees: Estimated GVA:

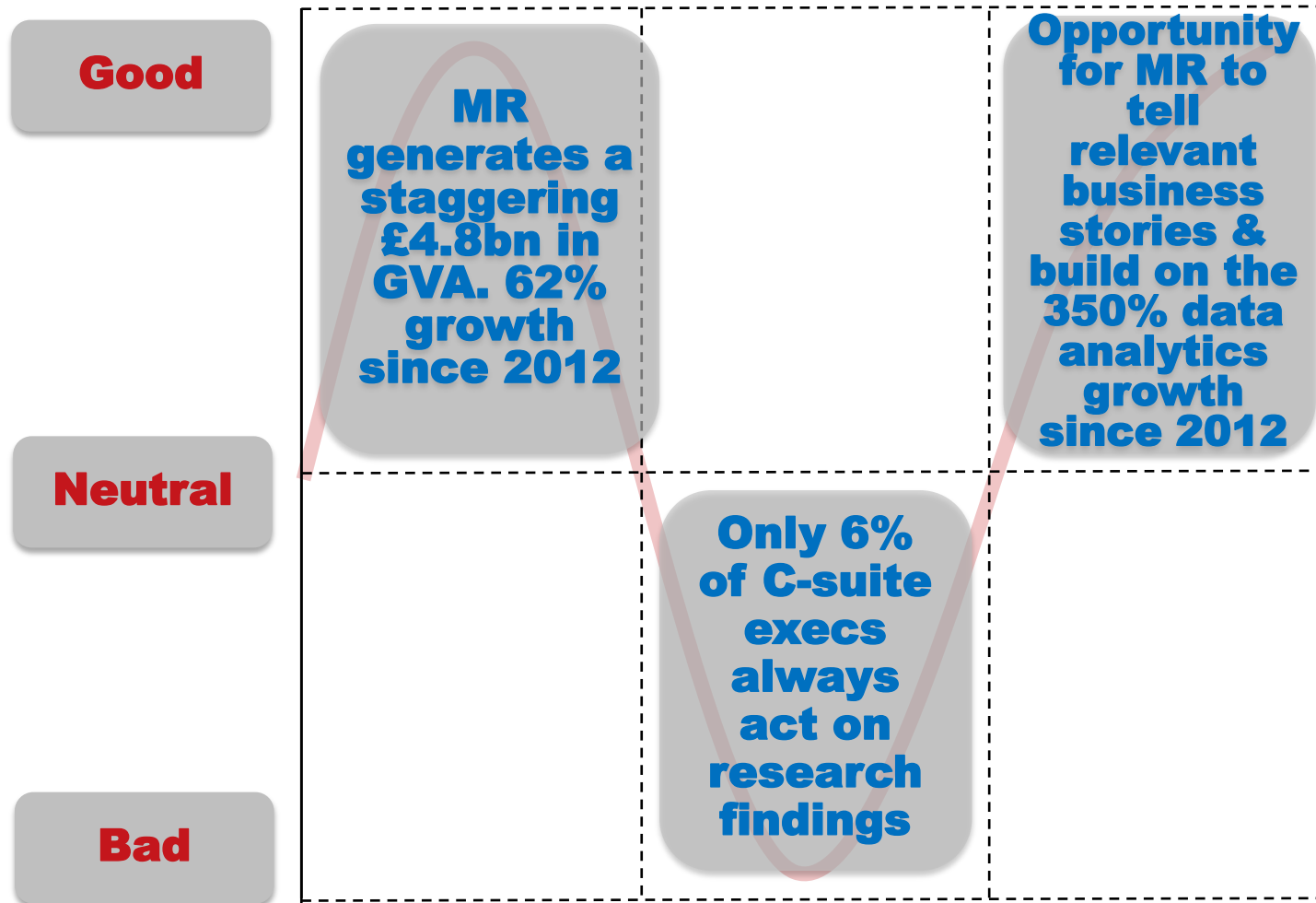
Core suppliers 38,900 £2,137m	Data analytics 4,800-6,700 £355-£497m	Other private sector organisations 10,400-17,400 £655-£1,400m
Higher education institutions 1,900 £115-£144m	Central Government 1,000-3,000 £64-£273m	Local Government 700-1,800 £32-£144m
Think tanks 200-870 £10-£46m	Charities 920-2,760 £80-£157m	Total employees: 73,000 Total GVA: £4.8bn

Source: ONS Annual business survey, MRS Annual Survey, PwC Analysis

How the Market Research Industry “story” was told



Putting jeopardy into the Market Research Industry story



Sources: Business of Evidence, 2016: ONS annual business survey, MRS annual survey, PwC analysis; Impact issue 11, Oct 2015 Article: "Is there a Research Deficit?" Alison Blair

The Market Research Industry Story

**Amazing
Growth**

**The Market
Research
industry has
enjoyed
impressive
growth!**

**Worrying
Research-
Impact Deficit**

**Shockingly,
only a small
minority of
execs use
research to
drive
decisions**

**Opportunities
through better
Storytelling**

**Great
opportunity
exists to tell
relevant
stories by
linking
multiple data**

Use Akas' Storytelling Checklist

- 1 **There is a well laid out 3 part story**
- 2 **There is clear jeopardy in the story**
- 3 **The protagonist is clear**
- 4 **The stakeholder's perspective is reflected**
- 5 **The language used is powerful and direct**
- 6 **The headlines map out the story clearly**
- 7 **The story engages emotionally**
- 8 **Multiple data sources are used**
- 9 **There are surprising revelations and insights**
- 10 **Business opportunities are suggested**

The Result





**The
End &
Thank you**

Get in touch

**If you would like to know more about
storytelling in business contact us!**

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