
Telling powerful stories

7th October 2024



Introductions



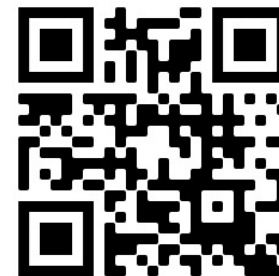
Sue Kong
Director



Joe Blunden
Director of Comms and Engagement

About NHS Elect

- A national NHS organisation for 20 years
- Trusted by 90 members
- All staff at member organisations can access our services
- These include training, consultancy and coaching across different disciplines
- Over 120 free webinars
- Plus free online courses, networks, and resources
- We also run a number of national improvement networks
- Check out our website to find out more: www.nhselect.nhs.uk



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11th October	Compassionate Conversations	10.00am
17th October	Online Facilitation	10.00am
21st October	Project Management Advanced	1.30pm
28th October	Getting started with your QI journey	10.00am
31st October	Measurement for Managers	10.00am
7th November	Minute Taking	10.00am

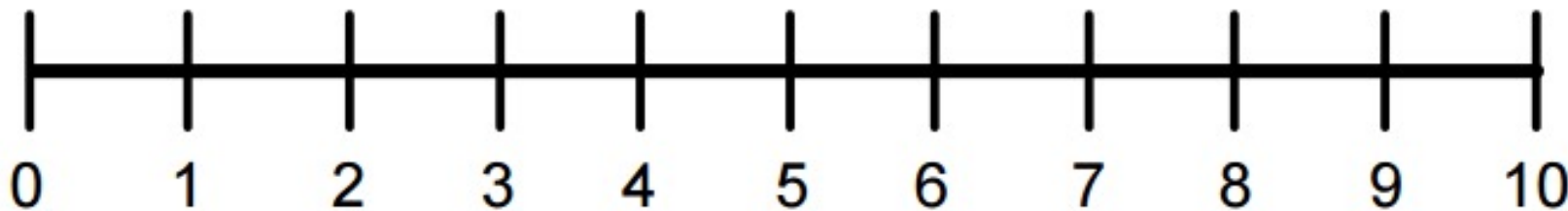
Book online



Book in the members' section of
www.nhselect.nhs.uk
under 'Webinars'

Email:
events@nhselectevents.org.uk
with any queries

How good is your storytelling?





**On a scale of 1-10 how
would you rate your
storytelling ability right
now?**

i Start presenting to display the poll results on this slide.

What you will gain

- Understand why stories work
 - Find out different ways to tell stories
 - Learn a simple framework to help you create a narrative
 - **Be able to tell more compelling stories**
-

What is storytelling?

“Storytelling is the process of using fact and narrative to communicate something to your audience. Some stories are factual, and some are embellished or improvised in order to better explain the core message.”

- Blogspot

“Storytelling is the process of explaining boring stuff in a more interesting and compelling way.”

- Me

Part 1: The power of stories

**Can you think of a story
that has had a significant
impact on you?**



**Can you think of a story
that has had a
significant impact on
you?**

① Start presenting to display the poll results on this slide.

Adding value



Walker and Glenn, 2009

Persuading people

Drugs are 90% effective



Positive story:
88%

Negative story:
39%

Inspiring others



Changing behaviours



Julie knew her killer, 1998

Sharing values



John Lewis, 2019

In day-to-day life

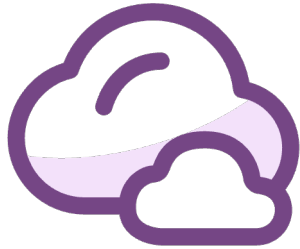
- Writing articles
- Writing case studies
- Presenting cases to your team
- Presenting to bigger groups
- Engaging with others more generally



Part 2: Why stories work

Why do you like stories?





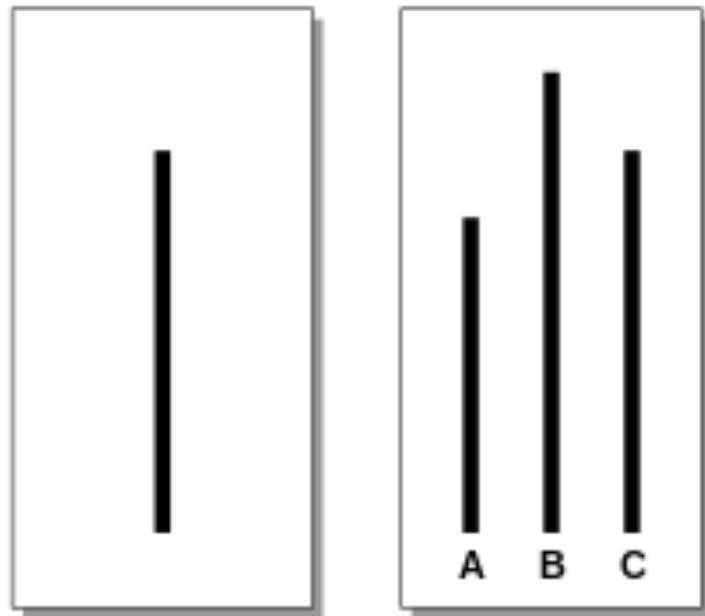
Why do you like stories?

① Start presenting to display the poll results on this slide.

They create emotion



**They help
make sense
of things**



**They are easier
to remember**





**They build
connection**

They have something for everyone

In any group, roughly **40 percent will be predominantly visual learners** who learn best from videos, diagrams, or illustrations.

Another **40 percent will be auditory**, learning best through lectures and discussions.

The remaining **20 percent are kinaesthetic** learners, who learn best by doing, experiencing, or feeling.

Storytelling has aspects that work for all three types.

Part 3: Ways to tell stories



Pictures

Credit: Joel Goodman, 2015



Videos

Credit: Worcester Acute, TikTok

Let's all EAT HEALTHY. BE HEALTHY. SAVE.

The Dietary Guidelines for Americans can help.

We're in the red.

117 MILLION

U.S. adults have 1+ chronic diseases.¹



BILLIONS

Spent in medical cost of diet-related chronic diseases.²

\$147B
Obesity

\$245B
Type 2 Diabetes

\$316B
Heart Disease

8 in 10

Americans think advice about what to eat is conflicting.³



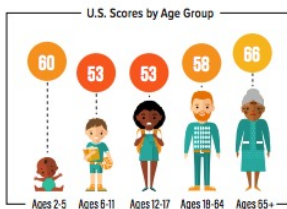
Healthy eating can help... but first, we need to do it.



59

The Healthy Eating Index Score

shows that Americans do not align their eating choices with the Dietary Guidelines.
(on a scale from 0-100)



What's the return on our investment?

Each step closer to eating a diet that aligns with the **DIETARY GUIDELINES** reduces risk of:⁴



Heart Disease



Type 2 Diabetes



Cancer



If we invest **\$10/person** each year toward improving nutrition, increasing physical activity, and preventing tobacco use —

THAT COULD SAVE THE UNITED STATES \$16,000,000,000 annually within five years!⁵

That's a **5.6x return** for every \$1 invested!

Infographics



Lewis Hine
@hine_hin

When I said I was stuck in a hospital bed and sad I couldn't see the snow I had no idea @GreatOrmondSt would bring the snow to me! Today has been the best day ever THANK YOU please RT this to show the world these amazing #NHSheroes #snowday2018 #Snowman #snowman #dreamcometrue



NHS England and 2 others

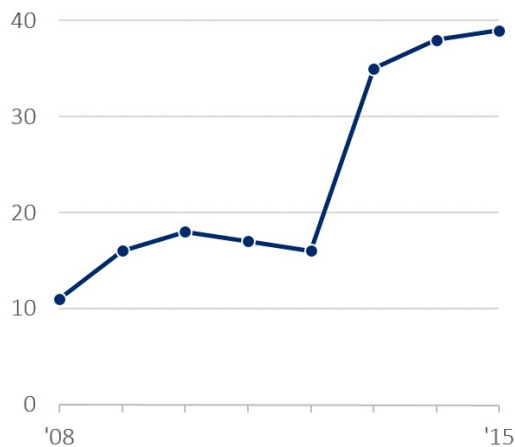
11:31 AM · Mar 1, 2018 from Camden Town, London · Twitter for iPhone

8.5K Retweets 23.1K Likes

Social media

Graphs and diagrams

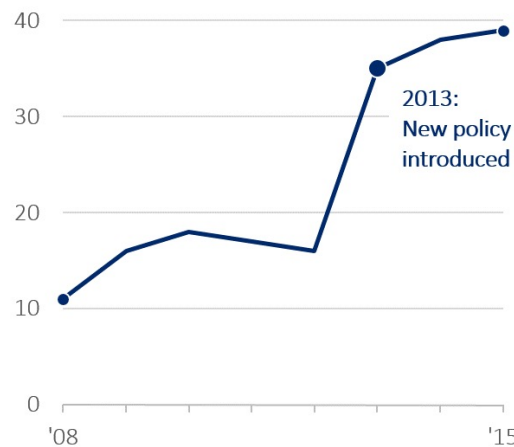
Number of studies funded each year



or

We're funding more studies each year

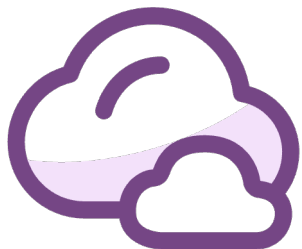
Beginning in 2013, we set aside new funding to measure the effectiveness of our initiatives – and we evaluated 39 of our programs in 2015 alone.



Part 4:

What makes a good story?

**What makes a
good story for you?**



What makes a good story for you?

① Start presenting to display the poll results on this slide.

Making it relatable



Show someone they're loved this Christmas

Leaving out the waffle

A photograph of a man lying in a hospital bed, covered with a white blanket. A woman sits beside the bed, looking at him with a worried expression, her hand near her mouth. The room has a window showing a city skyline at night.

**CANCER
IS HAPPENING
RIGHT NOW**

LET'S BEAT CANCER SOONER
Text RIGHT to 70200 to donate £3

**DONATE
RIGHT
NOW**

**CANCER
RESEARCH
UK**

True and trusted



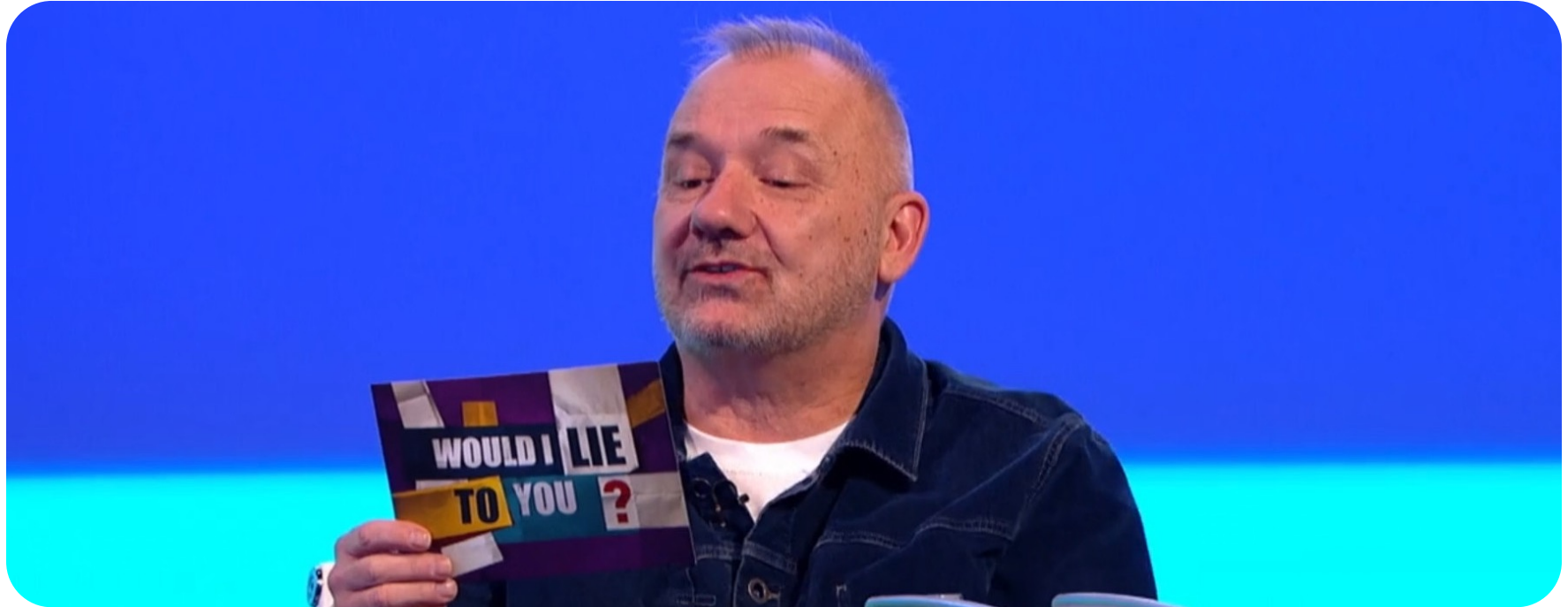
Having a clear purpose



**Telling it
with passion**



Engaging (or even entertaining)



Bringing all that together...



It's not about great delivery

- Made it relatable
 - Left out waffle
 - Showed you it was true
 - Had a clear point and I played to that
 - Delivered with passion
 - An element of surprise and ability to play along
-

Part 5: A storytelling framework

Dan Pink

The Pixar Approach

Once Upon A Time

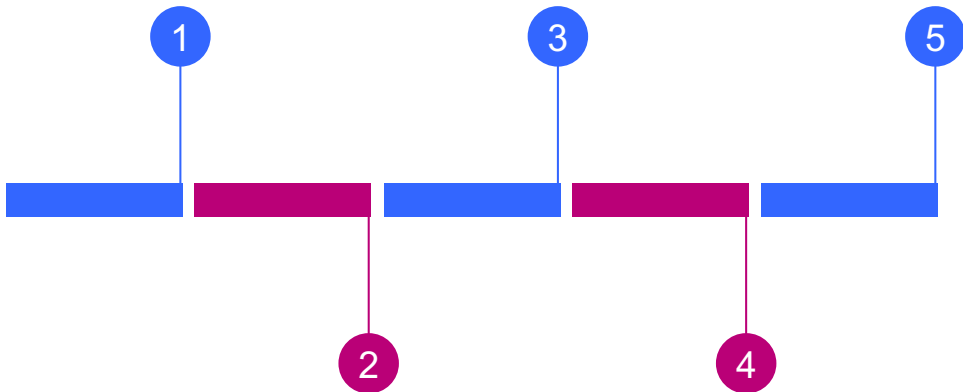
there was a widowed fish named Marlin who was extremely protective of his only son, Nemo.

One Day

in an act of defiance, Nemo ignores his father's warnings and swims into open water.

Until Finally

Marlin and Nemo find each other, reunite, and learn that love depends on trust.



Every Day

Marlin warned Nemo of the ocean's dangers and implored him not to swim far away.

Because Of That

he is captured by a diver and ends up as a pet in the fish tank of a dentist.

Because Of That

Marlin sets off on a journey to recover Nemo....

How it works

Once upon a time ...

Context of the world

And every day ...

Everyday life in
that world

Until one day ...

Incident that
launches the story

And because of this ...

The character's
journey

And because of this ...

New journeys the
character takes

Until finally ...

Resolution of the story

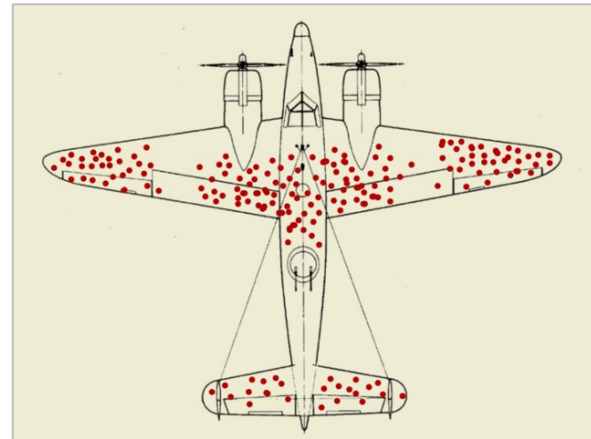
- **Once upon a time**, our patients had to wait a long time before seeing a doctor
 - **Every day**, patients were more in pain and staff were unhappy with the delay and the impact upon patients
 - **One day**, the staff decided that they needed to do something different from the usual face to face appointment system
 - **Because of that**, they worked together with their team and with their patients to think about a different way of delivering their services that met the needs of their patients
 - **Because of that**, the staff and patients felt involved in helping to improve the service, and it became THEIR service
 - **Until finally**, patients were seen at a time and place that was convenient to them, by the best member of the team with no delay, and patients and staff were happy!
-

Six stories you should have

- Who I am
- Why am I here
- The vision
- Teaching stories
- Values in action
- I know what you're thinking



"Storylistening"



What we covered

1. The power of stories
 2. Why stories work
 3. Ways to tell stories
 4. What makes a good story
 5. A storytelling framework
-

Thank you

Please complete
the evaluation

