



This activity book is your companion to the online course, [Storytelling at Work](#).

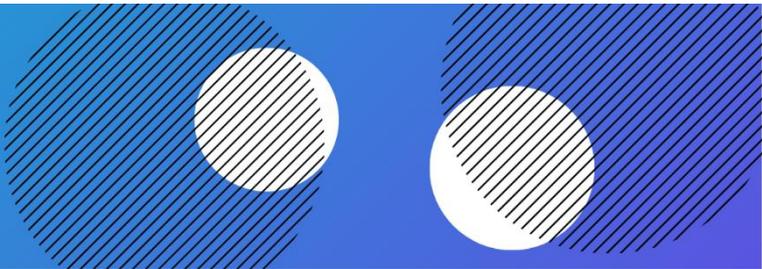
Print a copy out and write using pen or pencil, or use a PDF editor to keep a digital record.

You'll complete six activities, one for each lesson.

Each activity might take 15-30 minutes.

At the end of the course, you can keep this as a record of your learning and your insights.

Contents



Why storytelling is a superpower in the workplace	3
Storytelling at work — what does it even mean?	4
What are story archetypes?	6
Stories that make decision-makers listen	7
Beginning, middle, end	8
Present your story	11

Storytelling at work — what does it even mean?



1. Notice how the one-sentence stories on [the homepage of Castalia’s website](#) follow the tension–resolution formula. Split one of the sentences into its two parts.

Tension part:

Resolution part:

2. Watch the three videos below. Make notes based on the prompts.

First video: Elon Musk

Watch from 41 seconds to 2 minutes 5 seconds of [Elon Musk's TED talk](#).

Description of the story

How the story links to Elon’s main point

The effect the story has on you

Second video: Susan Cain

Watch from the start to 2 minutes 44 seconds of [Susan Cain's TED talk](#).

Description of the story

How the story links to Susan's main point

The effect the story has on you

Third video: Jack Ma

Watch from the start to 52 seconds of [Jack Ma's YouTube video](#).

Description of the story

How the story links to Jack's main point

The effect the story has on you

Stories that make decision-makers listen



Think of people you need to convince. Write down what they care about personally, professionally, organisation-wide, nationally, and globally. Then highlight several items that you could weave into a story to those people.

People I need to convince

What they care about personally

What they care about professionally

What they care about organisation-wide

What they care about nationally

What they care about globally

Beginning, middle, end



Create a story you can use at work. Go through the steps on this page so you can write the outline on the next page.

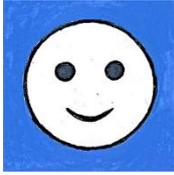
1. Describe the situation.

2. Write down your purpose in telling the story.

3. Write down the archetypes you'll draw from.

4. Write down the themes you'll draw from.

Now write your story outline. On the next page, fill it out with details and facts.

Setting**Trigger****Rising action****Climax****Falling action****End**