

3 Keys

to mastering the
art of storytelling
to win hearts
and minds



Carmine Gallo is a master storyteller and two-time Wall Street Journal bestselling author of *Talk Like TED* and *The Presentation Secrets of Steve Jobs*. His techniques and ideas have transformed leaders of admired brands such as Pfizer, LinkedIn, Intel, and Coca Cola, and his transformational keynotes inspire the world's most respected business leaders to craft compelling stories behind their own services, products and brands. Gallo is a columnist for Forbes.com and Entrepreneur.com and heads Gallo Communications in the San Francisco Bay Area.



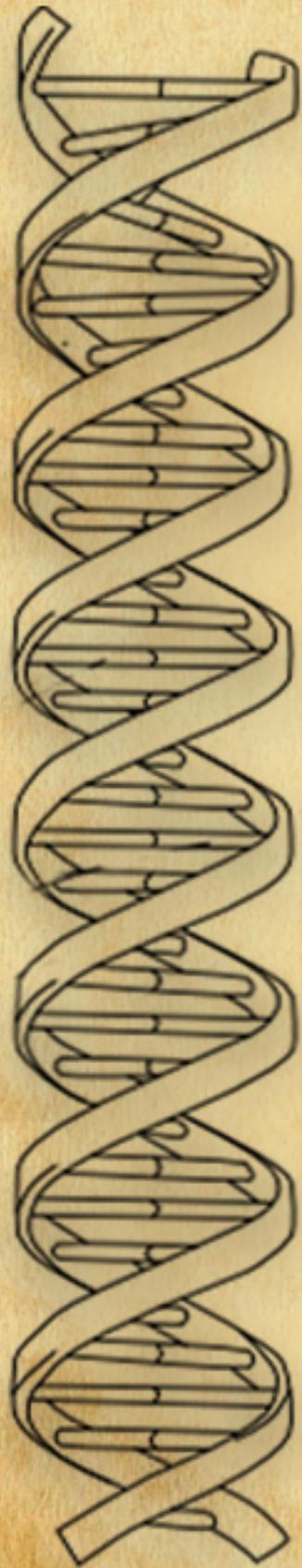
*Ideas that catch on
are wrapped in story*





Stories
inform,
illuminate
and inspire.

Storytelling is the single greatest skill that will make you more valuable and more successful than you've ever imagined.



Here's the best part —
storytelling is already in ourDNA.

Storytelling is not
something *we do*;
storytelling is
who *we are*.

-Carmine Gallo



The image shows a close-up of a rock surface, likely a cave wall, covered in ancient red ochre paintings. The paintings depict various animals, including horses and deer, and human figures in various poses, some appearing to be dancing or in motion. The rock surface is textured and has a warm, yellowish-brown hue. The text is overlaid on the center of the image in a white, serif font.

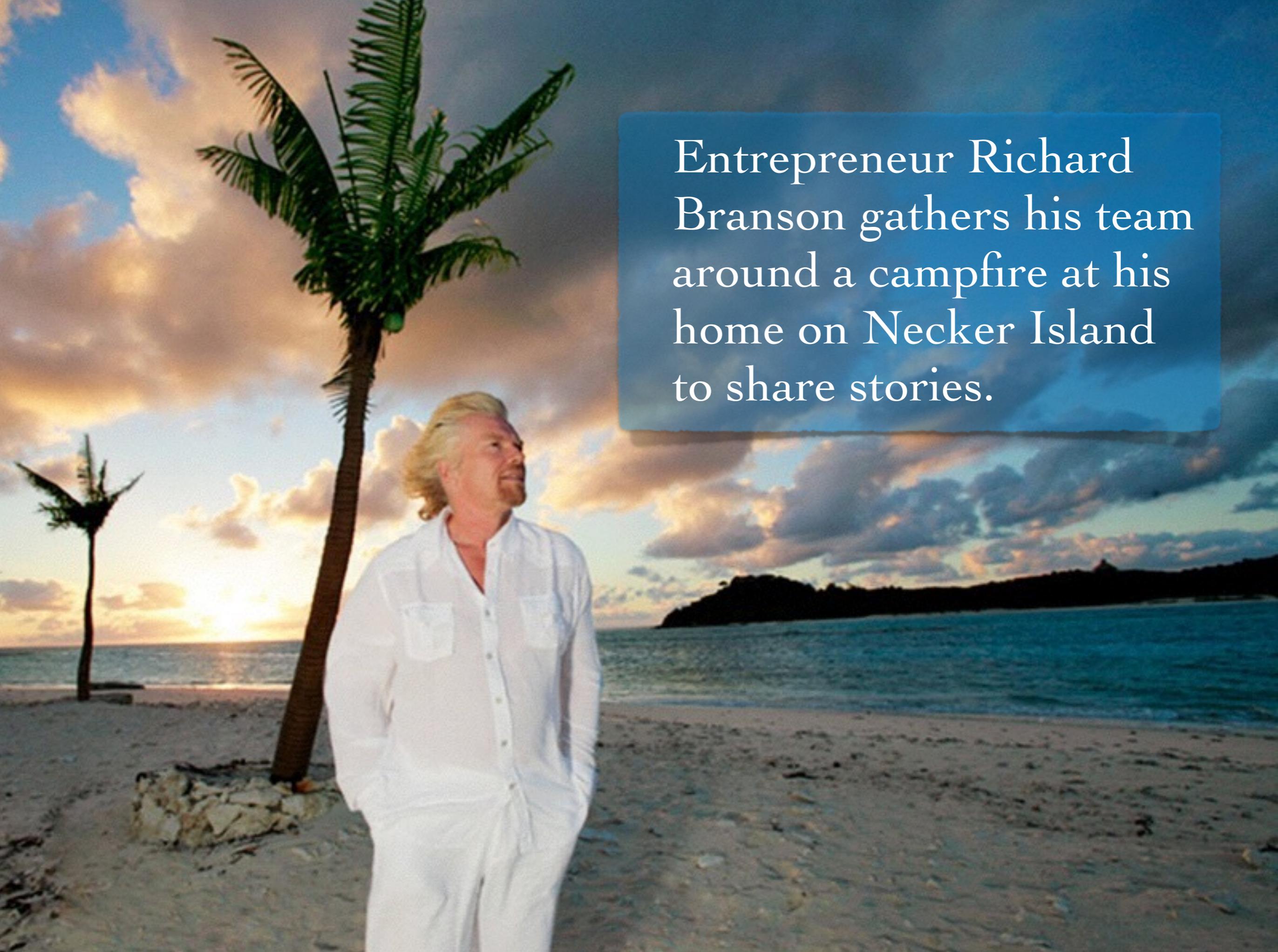
Humans began telling stories around a campfire about 400,000 years ago.



Stories informed others about potential threats, educated them, and ignited their imaginations.

A person is sitting on the ground at night, illuminated by the warm, orange glow of a campfire. The person is wearing a dark jacket and is looking towards the camera with a slight smile. The campfire is burning brightly, with flames and smoke rising from a pile of logs. The background is dark, suggesting a nighttime setting in a natural environment. The overall mood is cozy and intimate.

Stories do the same today.

A photograph of Richard Branson standing on a sandy beach at sunset. He is wearing a white button-down shirt and white trousers, looking off to the side. A palm tree is to his left, and the ocean and a distant island are in the background under a dramatic, cloudy sky.

Entrepreneur Richard Branson gathers his team around a campfire at his home on Necker Island to share stories.

A man with blonde hair, wearing a white button-down shirt and white pants, stands on a sandy beach. He is looking out towards the ocean. The background features a sunset sky with orange and blue clouds, a palm tree on the left, and a dark island silhouette in the distance. The text is overlaid on the right side of the image.

“Storytelling
can be used to
drive change,”
says Branson.

A man with light-colored hair, wearing a light-colored shirt, is shown in profile from the chest up. He is looking towards the right with a thoughtful expression. His hands are clasped together in front of him. The background is a textured, mottled blue and gold color, resembling a wall or a piece of art.

“Telling a story is
one of the best
ways we have
of coming up
with new ideas.”

Giada De Laurentiis
Peter Guber
Richard Branson
J.K. Rowling
John Lasseter
Pope Francis
Malala
Polly Wiessner
Rick Guerra Jr. MD
Albert Bandura
Dan Levy
Barack Obama
Ken Robinson
Amy Cuddy
Oliver Sacks
Darren Hardy
John Mackay
Bill Gates
Chris Gardner
Winston Churchill
Charles Yim
Greg Abbott
Tony Robbins
Sting
SAP
Kat Cole
Steve Jobs
Pooja Sankar
Kevin Spacey
Oprah Winfrey
Mark Burnett

Branson is one of the 50 entrepreneurs,
business legends and TED speakers featured in
The Storyteller's Secret.

Colleen McElroy
Barbara Corcoran
Edward Hallowell
Melinda Gates
Tom Hawker
Danny Meyer
Kezia Fitzgerald
Steve Wynn
Sideways
Sheryl Sandberg
Martin Luther King Jr.
Seth Combs
Adam Braun
Howard Leonhardt
Herb Kelleher
Kevin Gale
Carlin Flora
Gary Vaynerchuk
Nancy Frates
Elon Musk
Airbnb
Howard Schultz
Bryan Stevenson
Chris Hadfield
Adam Levine



*Each of them
has unlocked the
3 keys to telling a
story that moves
hearts and minds.*



*The
Storyteller*





*Reframe
the story
you tell
yourself*

Great storytellers are made, not born.



The pastor Joel Osteen spent 17 years behind the scenes because he didn't believe he belonged on stage.

Today he sells out stadiums.



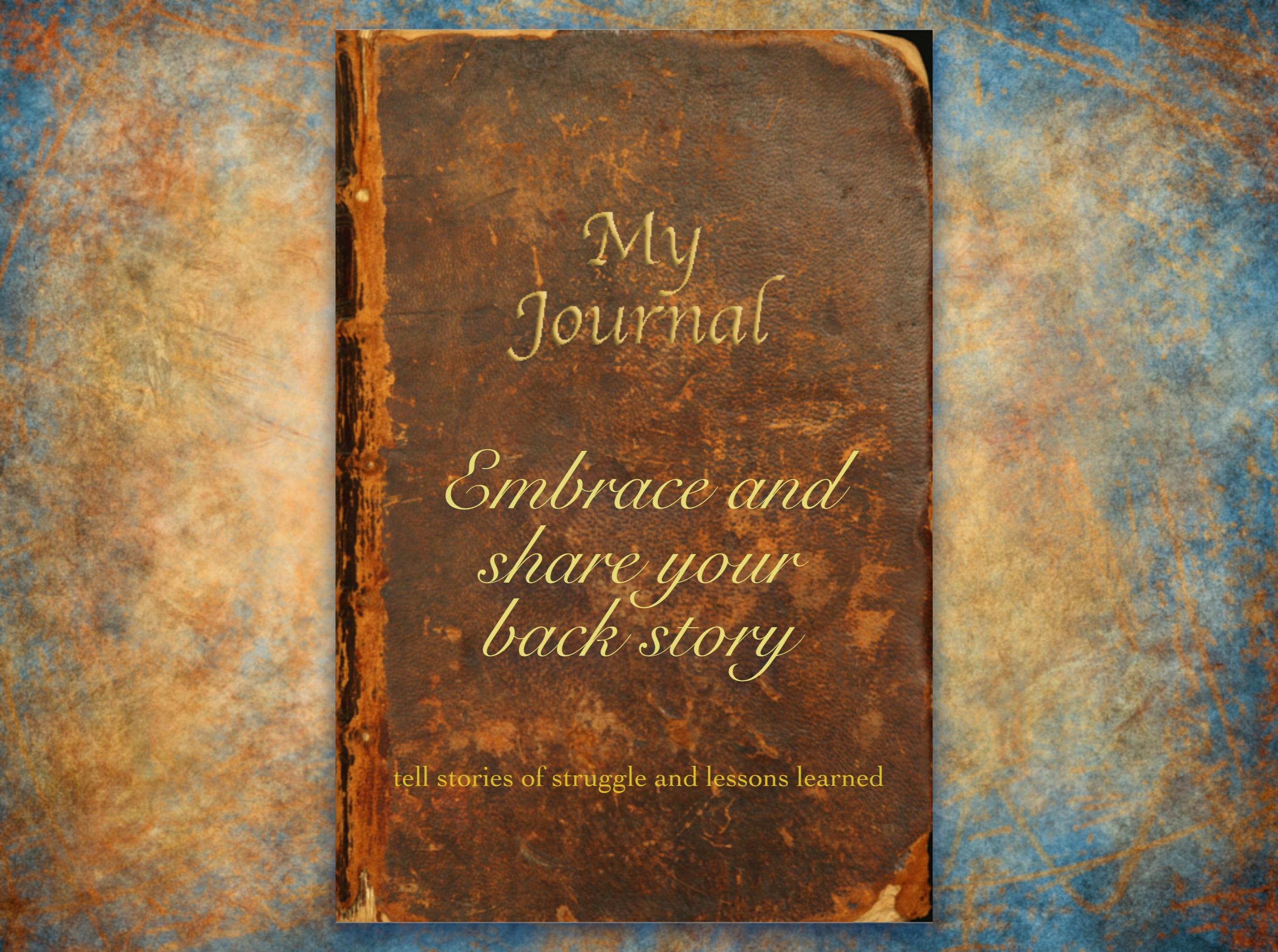
Billionaire Warren Buffett realized that pitching his ideas was the ticket to success, but he was terrified of public speaking. He took a public speaking course and conquered his fear. Today the course certificate is the only 'diploma' which hangs in his office.



Shark Tank investor Barbara Corcoran was terrified of public speaking. She volunteered to teach real estate to get over her fear. As Corcoran's confidence grew, so did her business which she started with \$1,000. She later sold The Corcoran Group for \$70 million.



You cannot *inspire* until you're inspired yourself. If you don't *believe* in yourself and your story, nobody else will.

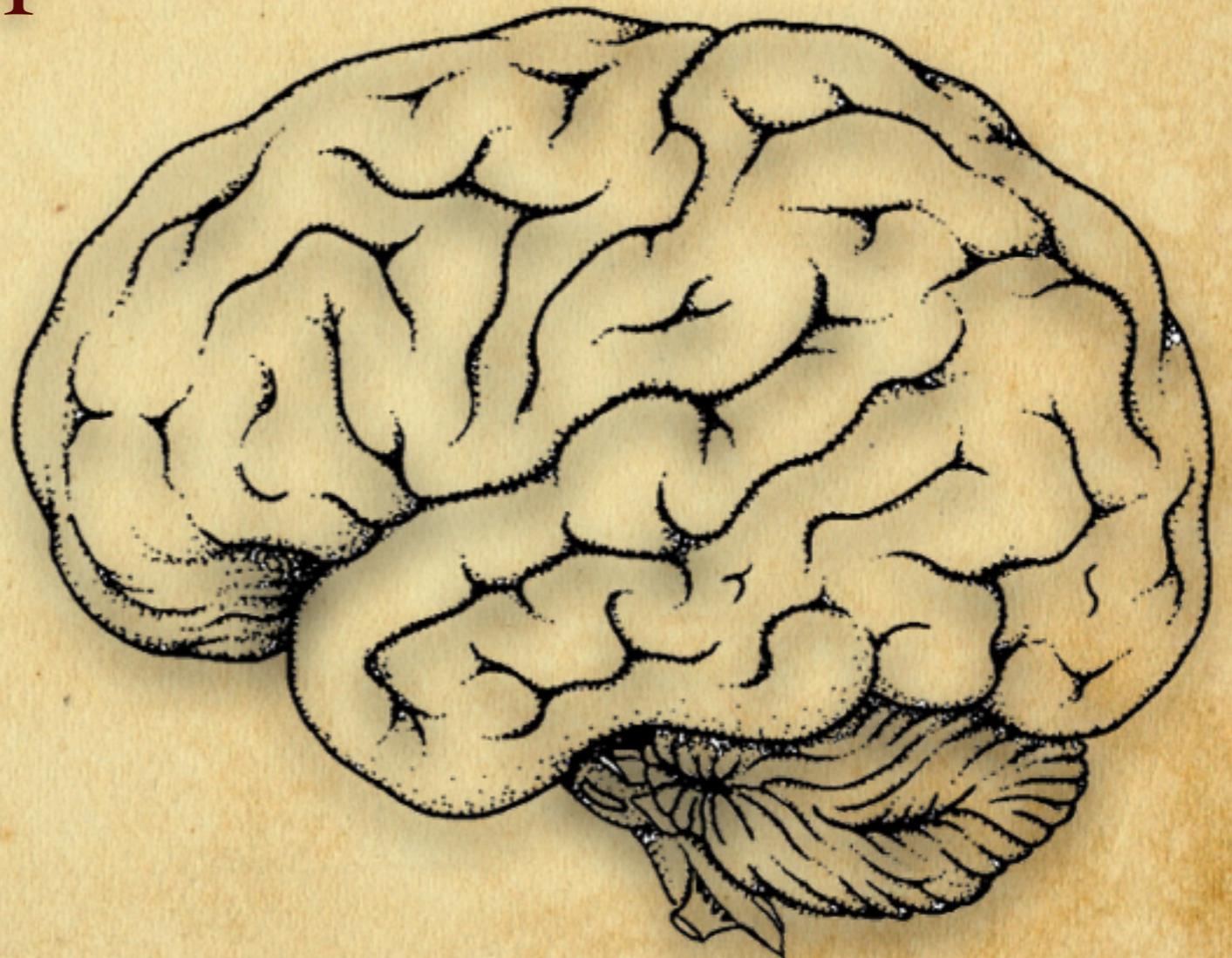


My
Journal

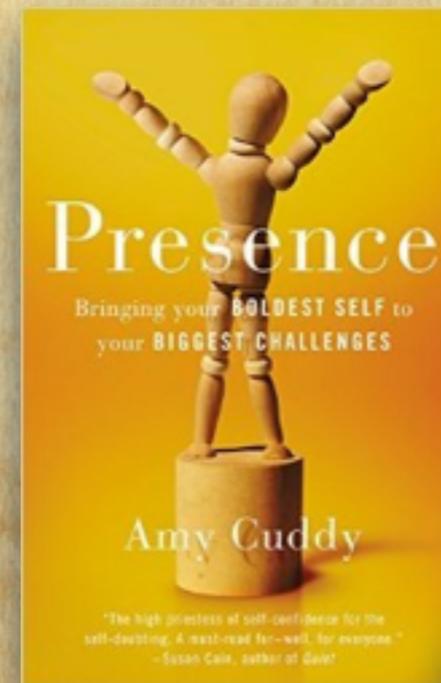
*Embrace and
share your
back story*

tell stories of struggle and lessons learned

Harvard researcher
Amy Cuddy lost
confidence in her
abilities when she
sustained a brain
injury and her IQ
dropped 30 points.



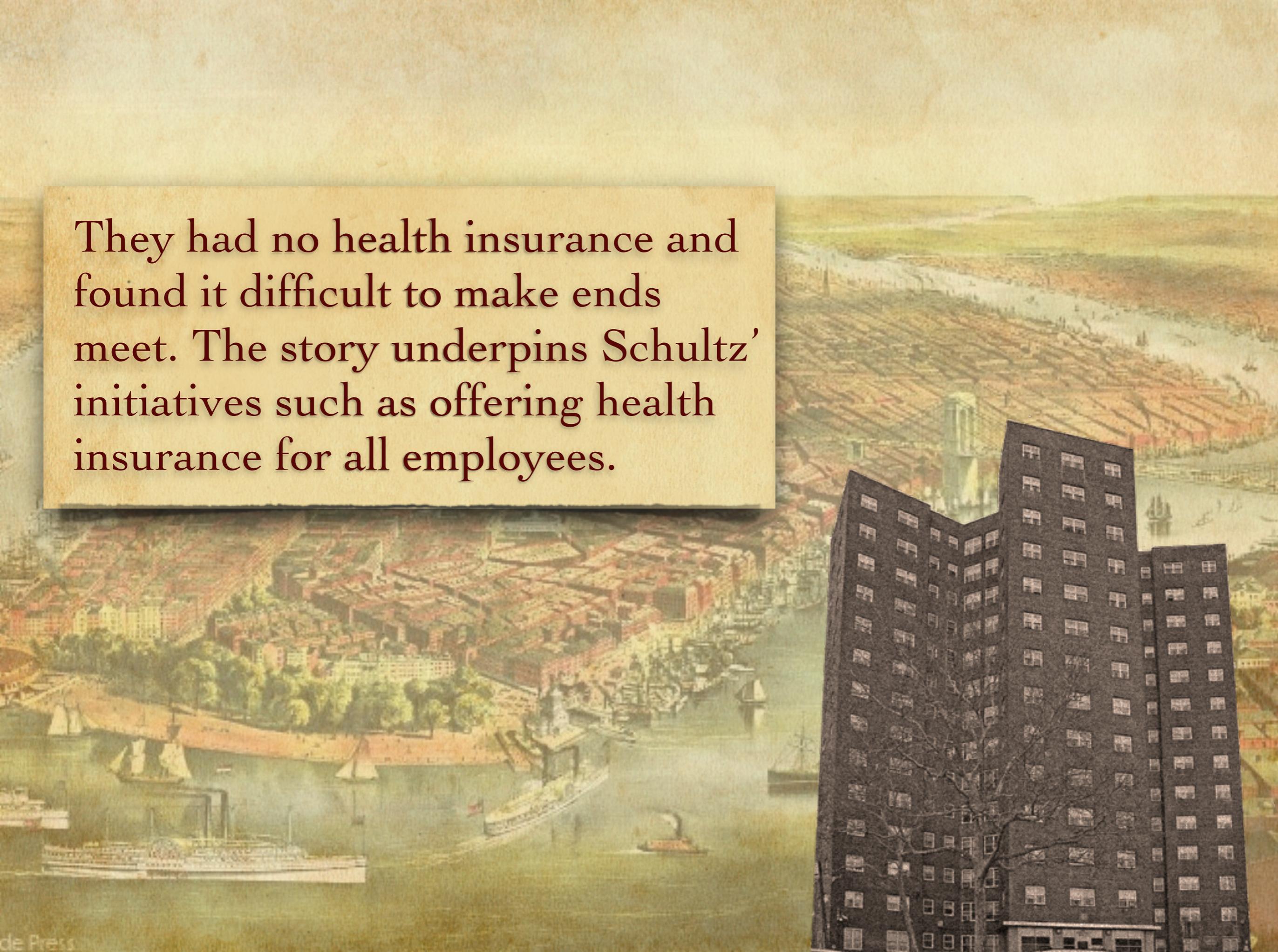
The accident inspired Cuddy to study 'presence' and how confident people overcome self-doubt. Cuddy shared her personal story publicly for the first time at TEDGlobal and thought she had made a mistake in doing so. Cuddy's story, however, is the second most viewed TED talk of all time which inspired her to write her The New York Times bestseller, *Presence*.



Starbucks CEO Howard Schultz often tells the story of growing up in a Brooklyn housing project and watching as his family struggled after his father was injured on the job.



They had no health insurance and found it difficult to make ends meet. The story underpins Schultz' initiatives such as offering health insurance for all employees.

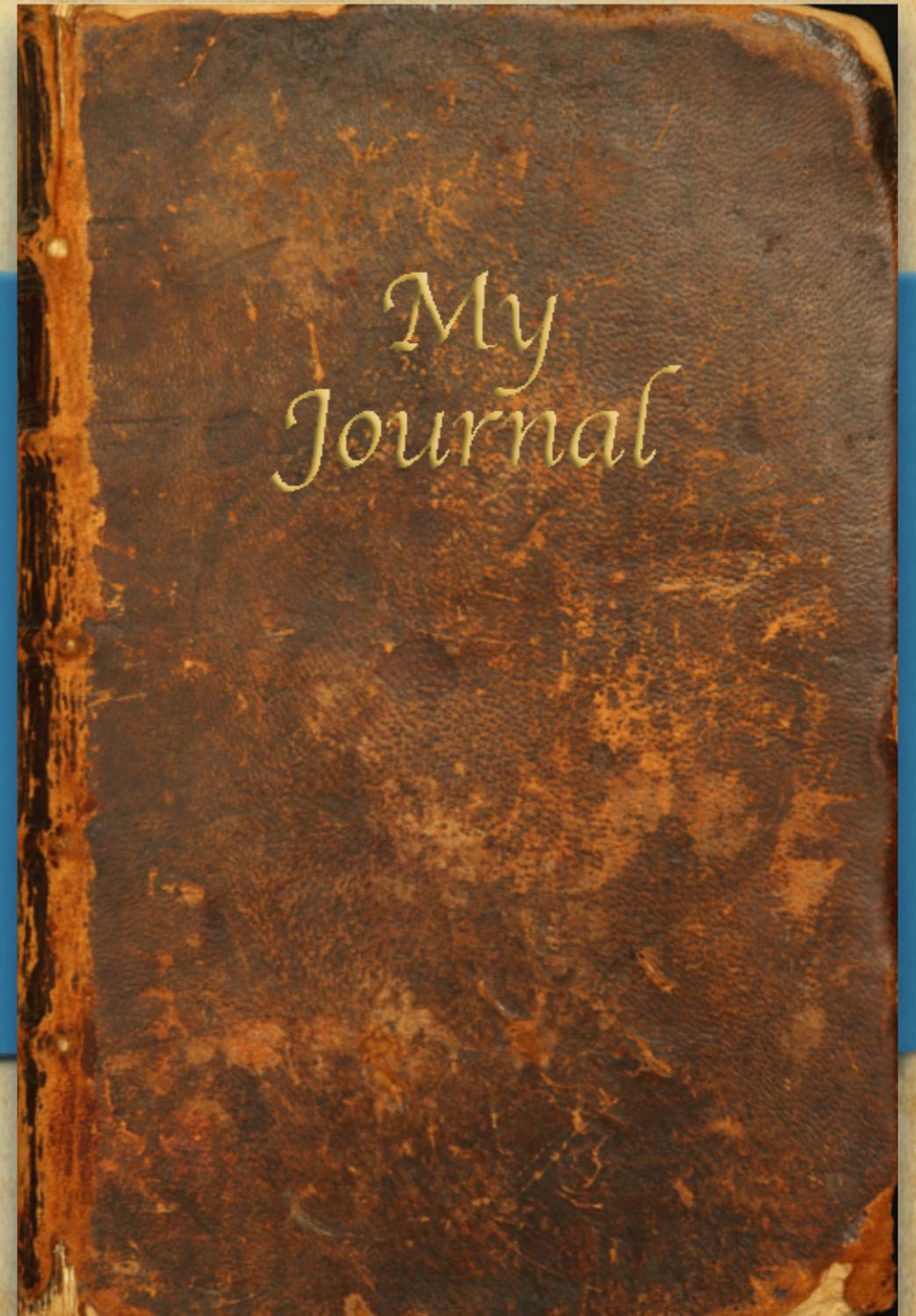


“The more uninspiring
your origins, the more
likely you are to use
your imagination and
invent worlds where
everything seems
possible.”

-Howard Schultz



If you've overcome adversity in your life, in your career, in your business, it's important to share that story because we are hardwired to love rags-to-riches stories. And we *love* them because we *need* to hear them. As humans we are wired to find meaning in struggle.





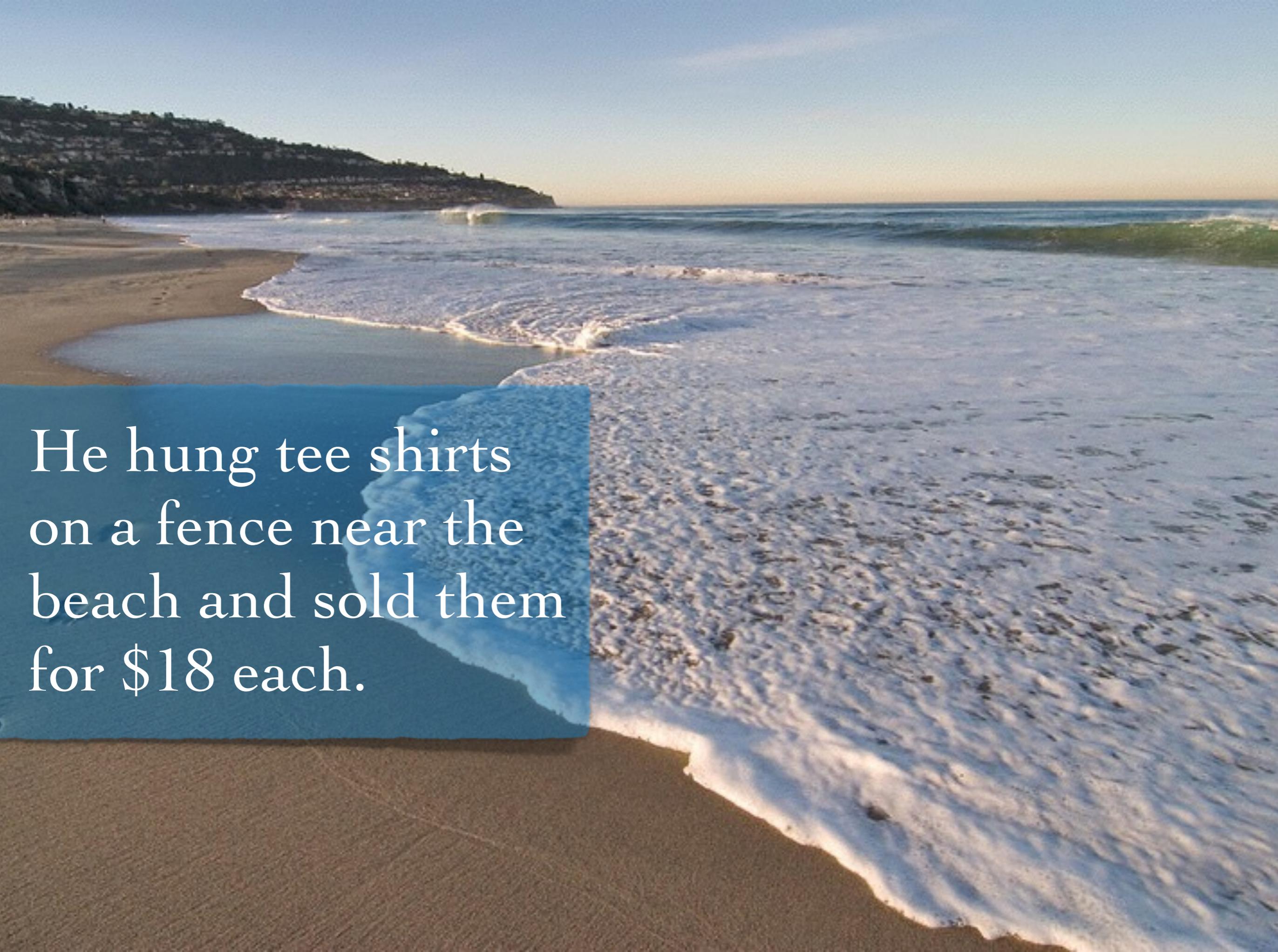
Dream in
Moonshots

Each of the storytellers
in *The Storyteller's Secret*
dream in moonshots.



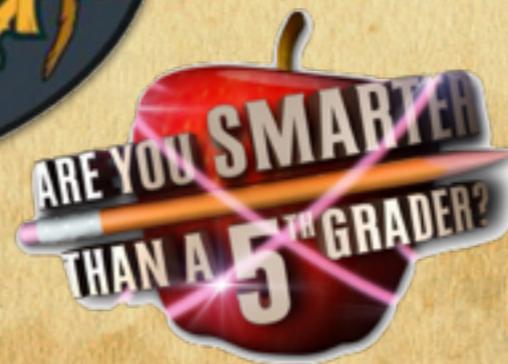
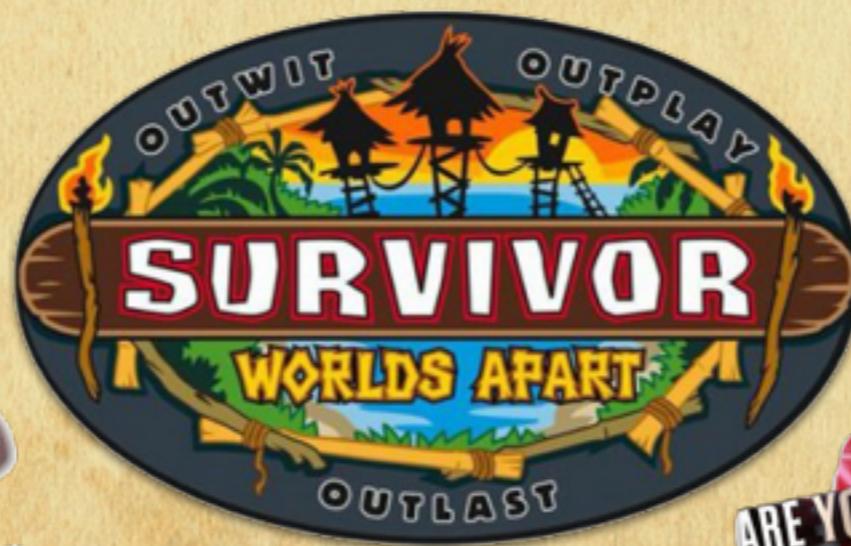


Mark Burnett left
Britain and landed
in Los Angeles with
\$200 in his pocket



He hung tee shirts
on a fence near the
beach and sold them
for \$18 each.

His parlayed his skill for storytelling and his passion for adventure sports into a reality show called *Survivor*. Today mega-producer Mark Burnett is responsible for some of the most popular shows on television.



“My best skills have always been storytelling and pitching ideas. All success begins with the ability to sell something, whether it’s a shirt or an idea.”

– Mark Burnett



Stories of success over adversity ignite our inner fire because struggle is a part of nature. Pearls, diamonds, and award-winning wine are all products of struggle, triumph over the elements. In the same way stories of triumph over tension, success over adversity, inspire the rest of us to be our best selves.

Once upon a time...

Once upon a time there lived an unhappy young girl. Her mother was dead and her father had married a widow with two daughters. Her stepmother didn't like her one little bit. All her kind thoughts and loving touches were for her own daughters. Nothing was too good for them - dresses, shoes, delicious food, soft beds, and every home comfort. But, for the poor unhappy girl, there was nothing at all. No dresses, only her stepsisters' hand-me-downs. No lovely dishes, nothing but scraps. No rest and no comfort. She had to work hard all day. Only when evening came was she allowed to sit for a while by the fire, near the cinders. That's why everybody called her Cinderella.

Cinderella used to spend long hours all alone talking to the cat. The cat said, "Miaow", which really meant, "Cheer up! You have something neither of your stepsisters has and that is beauty." It was quite true. Cinderella, even dressed in old rags, was a lovely girl. While her stepsisters, no matter how splendid and elegant their clothes, were still clumsy, lumpy and ugly and always would be.

One day, beautiful new dresses arrived at the house. A ball was to be held at the palace and the stepsisters were getting ready to go. Cinderella didn't even dare ask if she could go too. She knew very well what the answer would be: "You? You're staying at home to wash the dishes, scrub the floors and turn down the beds for your stepsisters." They will come home tired and very sleepy. Cinderella sighed, "Oh dear, I'm so unhappy!" and the cat murmured "Miaow." Cinderella could hardly believe her eyes.

The Story



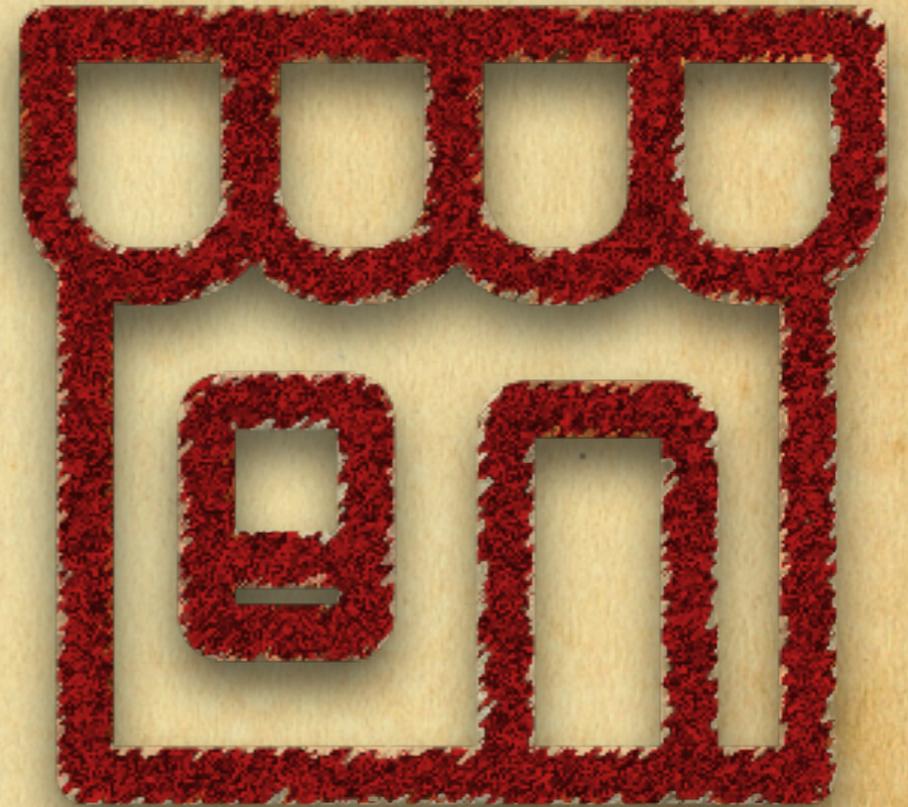
Whether your goal is to:
pitch an idea



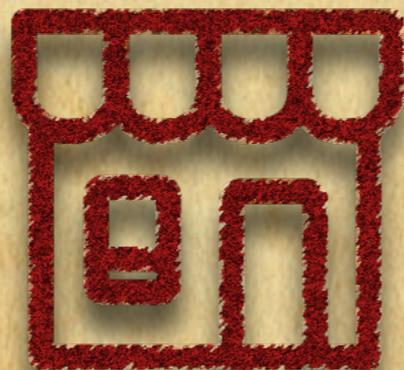
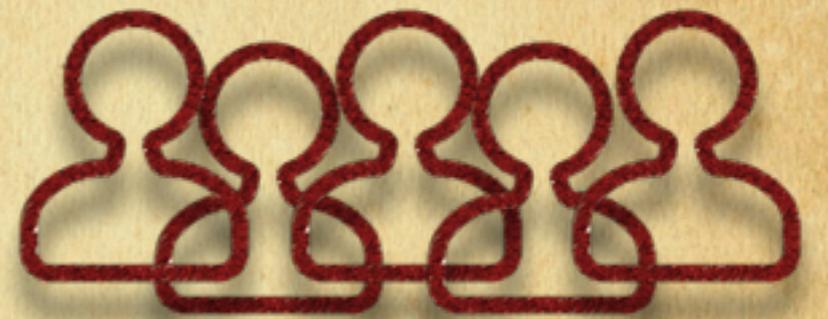
ace a job interview



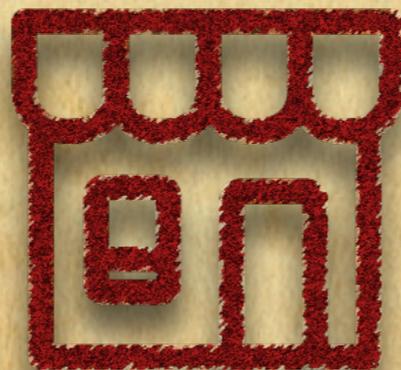
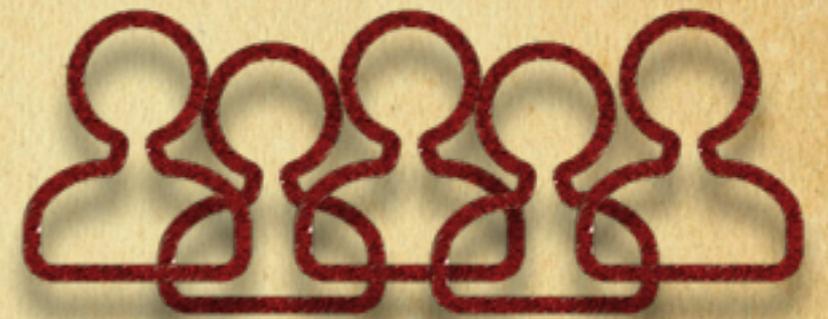
build a company



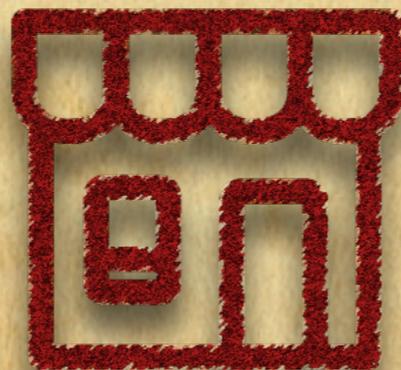
improve teamwork



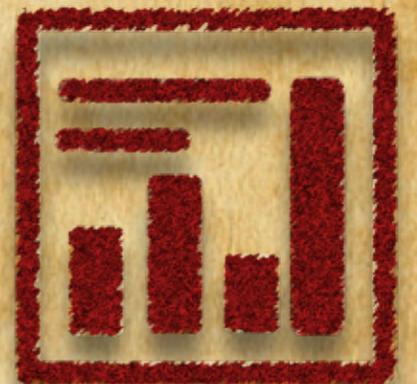
improve teamwork
and employee engagement



give the presentation
of a lifetime



Storytelling is your
ultimate competitive advantage!



Thanks to neuroscience we've learned more about storytelling in the ten years than we've known since humans began painting on cave walls.



We now know what brain
chemicals make us pay attention

Cortisol



what causes us
to feel empathy

Oxytocin



and what makes
us feel good.

Dopamine



We know exactly which type of stories trigger these chemicals, why they work, and we can prove it scientifically.

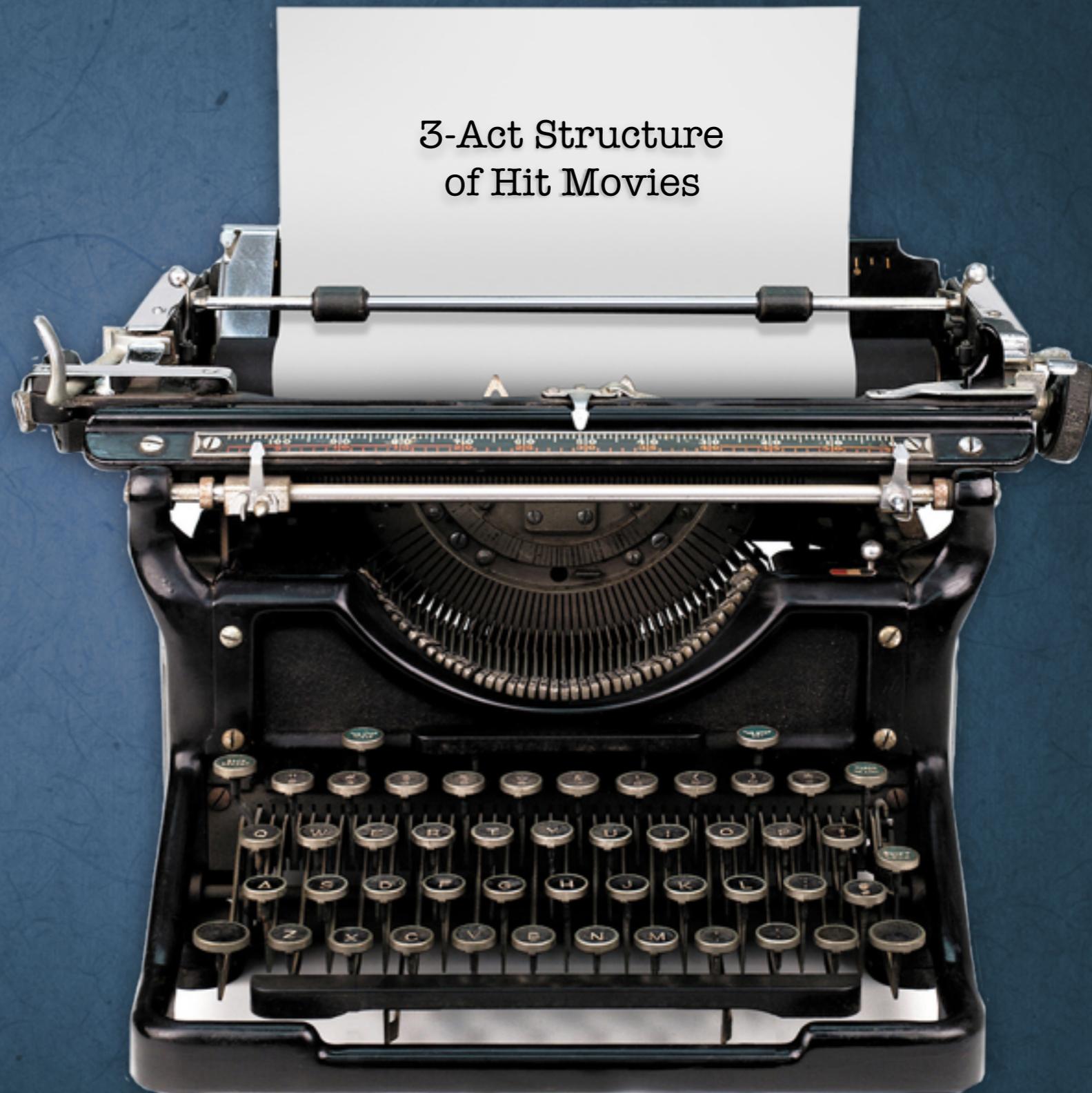


Story is everything and
good content making
is not a crap shoot. We
know how this works.

- Kevin Spacey, actor

Nearly all
successful modern
movies follow the
hero's journey in a
3-Act structure:

The Set-up,
The Confrontation
The Resolution.



Inspiring stories in a wide range of fields follow a similar template.

3 Act Structure of Hit Movies

THE SET UP

(The hero's world before the adventure starts)

THE CONFLICT

(The hero's world is turned upside down)

THE RESOLUTION

(Hero's world is transformed)



1984

Steve Jobs Introduces Macintosh

ACT ONE: THE SETUP

(The hero's world before the adventure starts)

It is 1958. IBM passes up the chance to buy a young, fledgling company that has invented a new technology called xerography. Two years later Xerox is born. IBM has been kicking themselves ever since. It is ten years later. IBM dismisses the mini-computer as too small to do serious mini computing and unimportant to their business...



1984

Steve Jobs Introduces Macintosh

ACT TWO:
THE CONFRONTATION
(The hero's world is turned upside down)

It is now 1984. It appears IBM wants it all. Apple is perceived to be the only hope to offer IBM a run for its money. Dealers fear an IBM dominated and controlled future. They are increasingly turning back to Apple as the only force that can ensure their future freedom. IBM wants it all and is aiming its guns to its last obstacle to industry control. Apple.



1984

Steve Jobs Introduces Macintosh

ACT THREE: THE RESOLUTION

(Hero conquers villain, but it's not enough for the hero to survive. The hero or the world must be transformed)

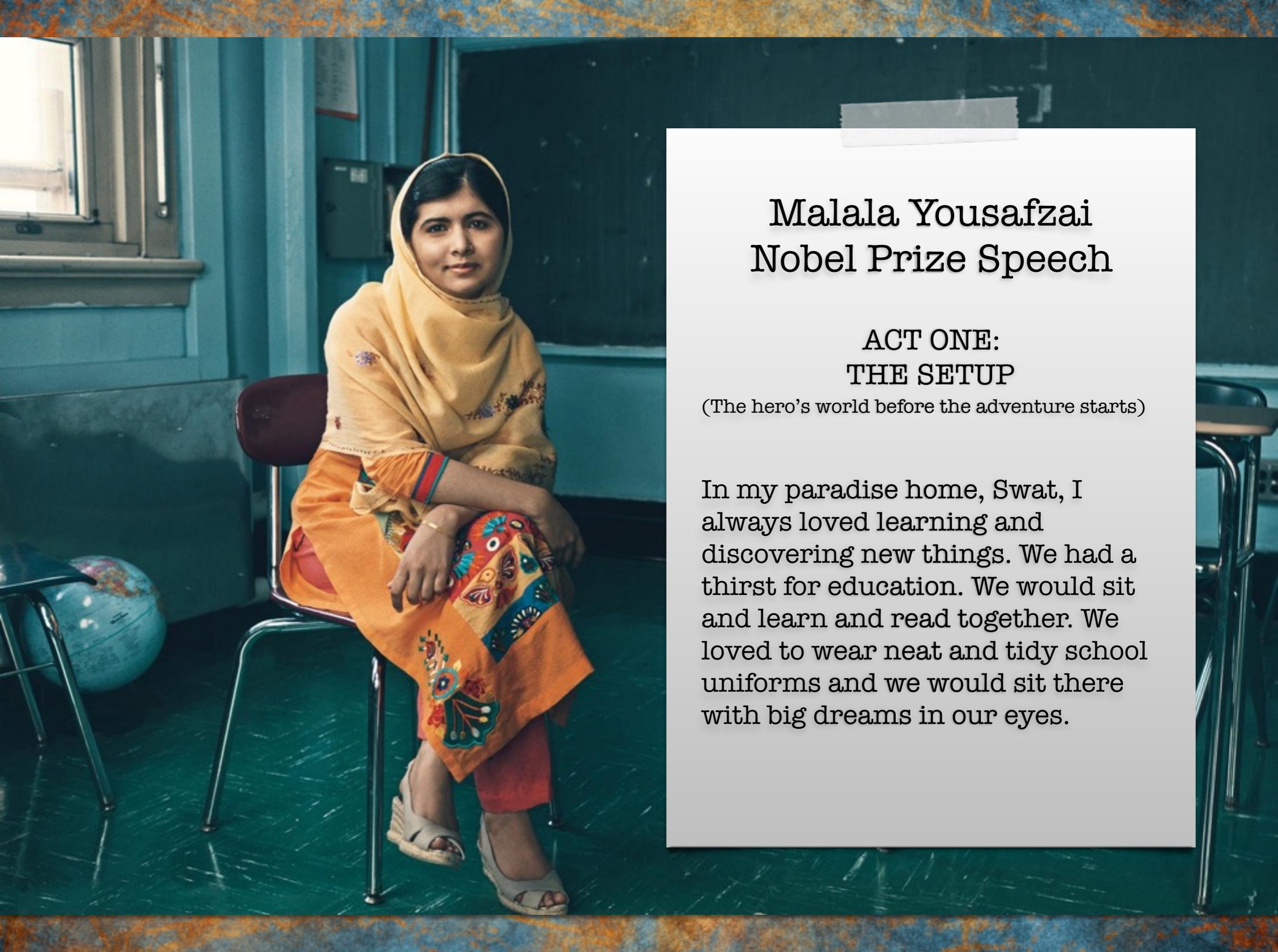
Steve walks to the center of the stage and unveils the 'hero,' the first Macintosh. He pulls a floppy disk from his pocket, inserts it into the computer and let's Macintosh 'speak for itself.' With the introduction of Macintosh the world will see why 1984 won't be like '1984.'



1984

Steve Jobs Introduces Macintosh

The Macintosh story played itself out on stage just like a hit movie complete with heroes, villains, props, and surprises. Jobs tapped film director Ridley Scott (who directed *The Martian*) to create the first Macintosh television ad. Jobs even had a movie score, the theme song from *Chariots of Fire* playing in the background. Steve Jobs was a great marketer because he was great storyteller.



Malala Yousafzai Nobel Prize Speech

ACT ONE: THE SETUP

(The hero's world before the adventure starts)

In my paradise home, Swat, I always loved learning and discovering new things. We had a thirst for education. We would sit and learn and read together. We loved to wear neat and tidy school uniforms and we would sit there with big dreams in our eyes.

Malala Yousafzai Nobel Prize Speech

ACT TWO:
THE CONFRONTATION
(The hero's world is turned upside down)

But things did not remain the same. When I was in Swat, which was a place of tourism and beauty, suddenly changed into a place of terrorism. I was just ten when more than 400 schools were destroyed. Women were flogged. People were killed. And our beautiful dreams turned into nightmares. Education went from being a right to being a crime.





Malala Yousafzai Nobel Prize Speech

ACT THREE: THE RESOLUTION

(Hero conquers villain, but it's not enough for the hero to survive. The hero or the world must be transformed)

The terrorists tried to stop us and attacked me and my friends who are here today, on our school bus in 2012, but neither their ideas nor their bullets could win. We survived. And since that day, our voices have grown louder and louder. I tell my story, not because it is unique, but because it is not. It is the story of many girls.

There's a difference between a story, a good story and a transformative one that moves hearts and minds. Tell transformative stories.



*The
Delivery*

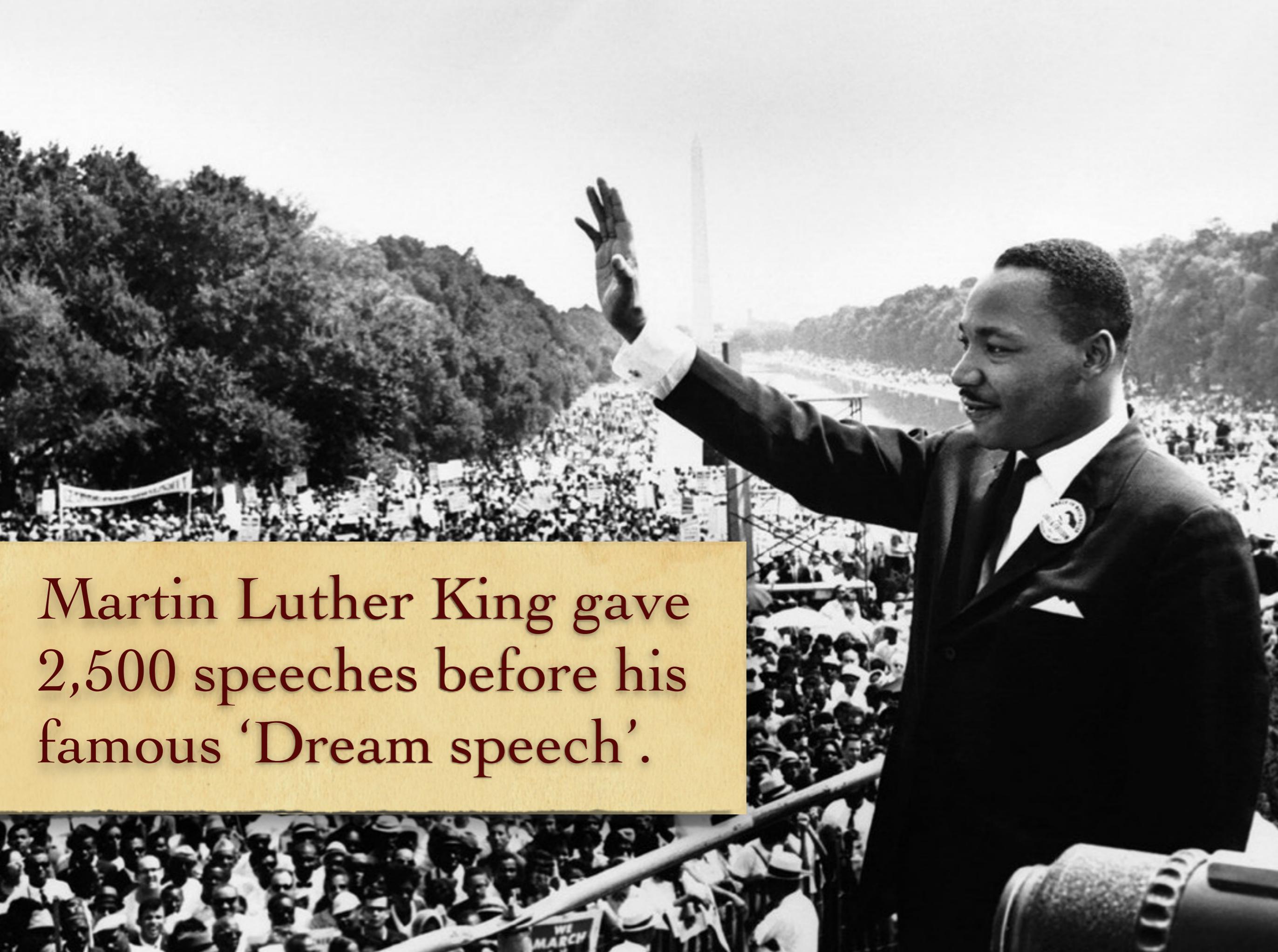


3 Steps

*to taking a presentation from
good to GREAT*

1. Sharpen your presentation skills

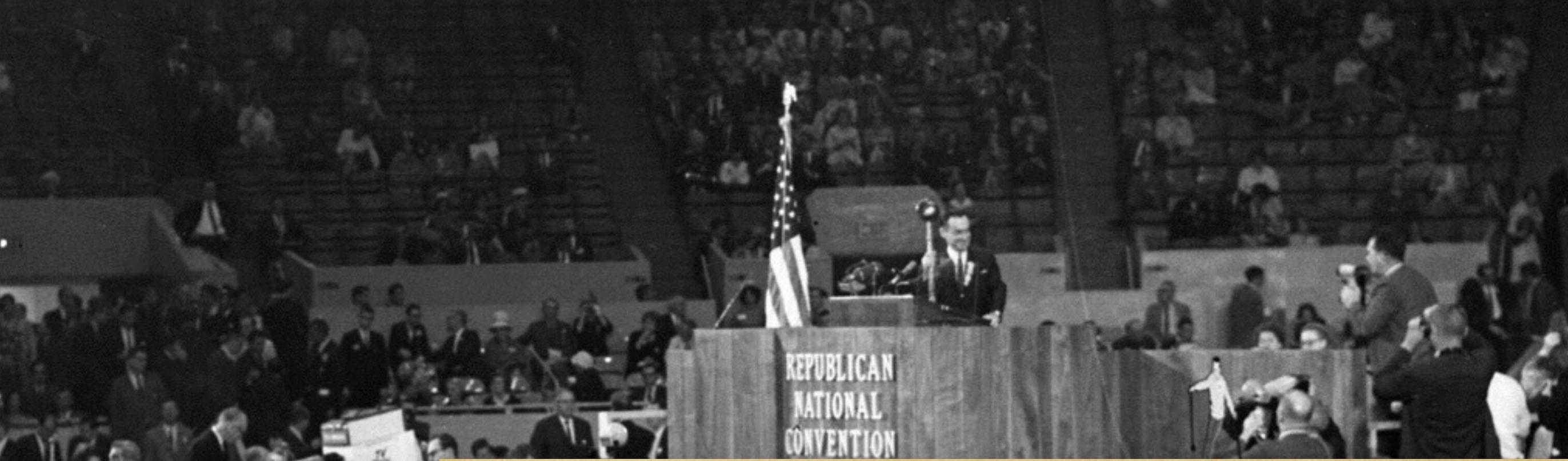
Practice makes good storytellers great



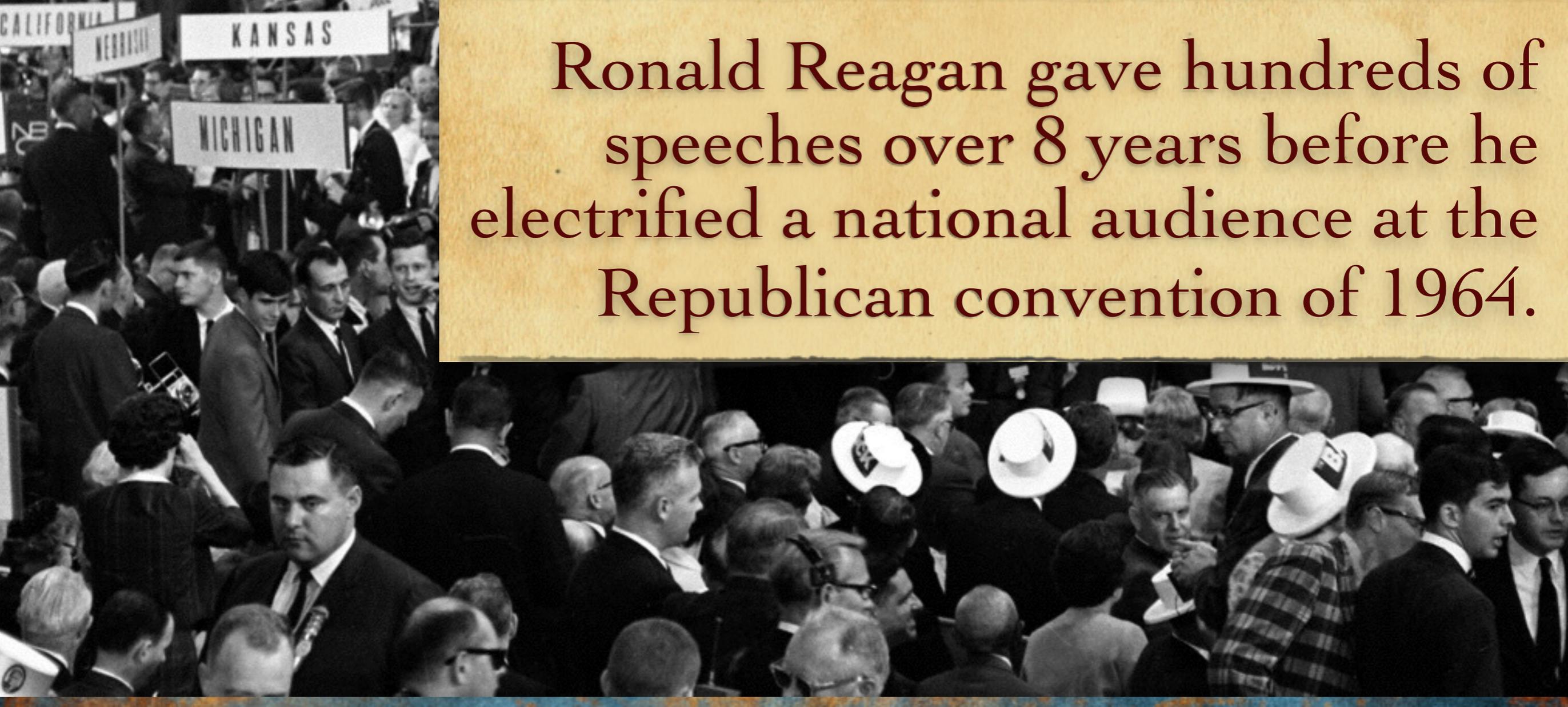
Martin Luther King gave 2,500 speeches before his famous 'Dream speech'.



Jill Bolte-Taylor practiced her famous TED talks 200 times.



Ronald Reagan gave hundreds of speeches over 8 years before he electrified a national audience at the Republican convention of 1964.



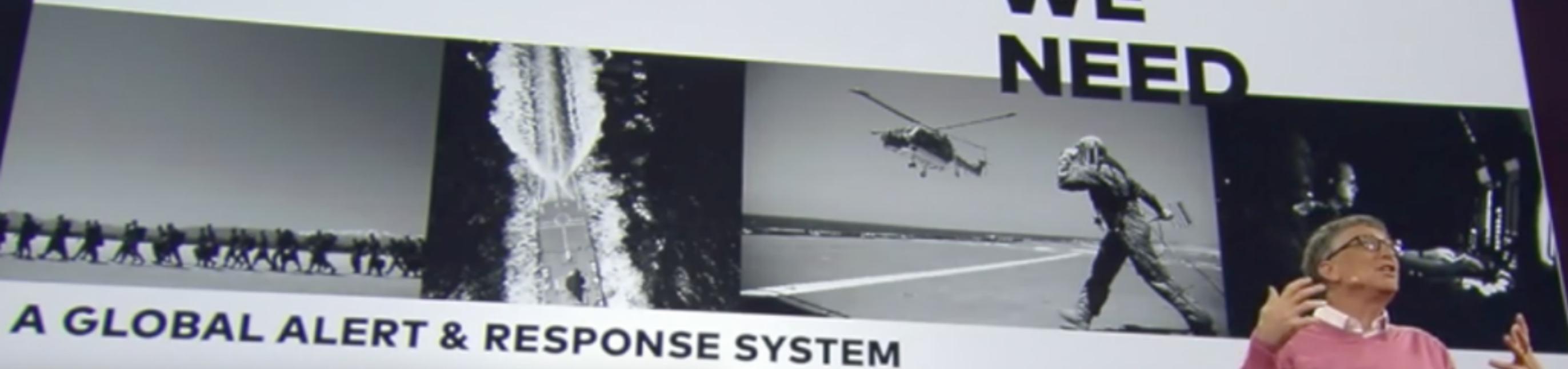
2. Illustrate *your* story

Pictures trump words.

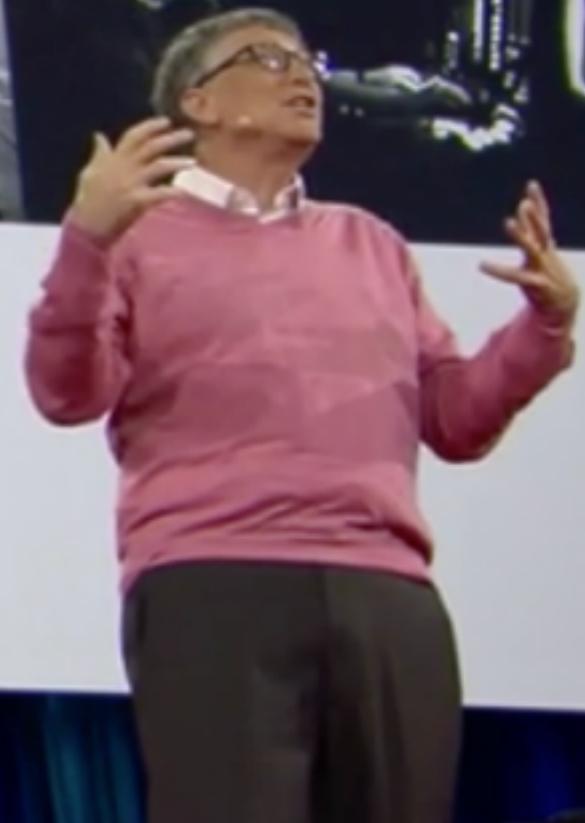
Astronaut and TED speaker Chris Hadfield delivered a 35 slide presentation with no words.



WHAT WE NEED



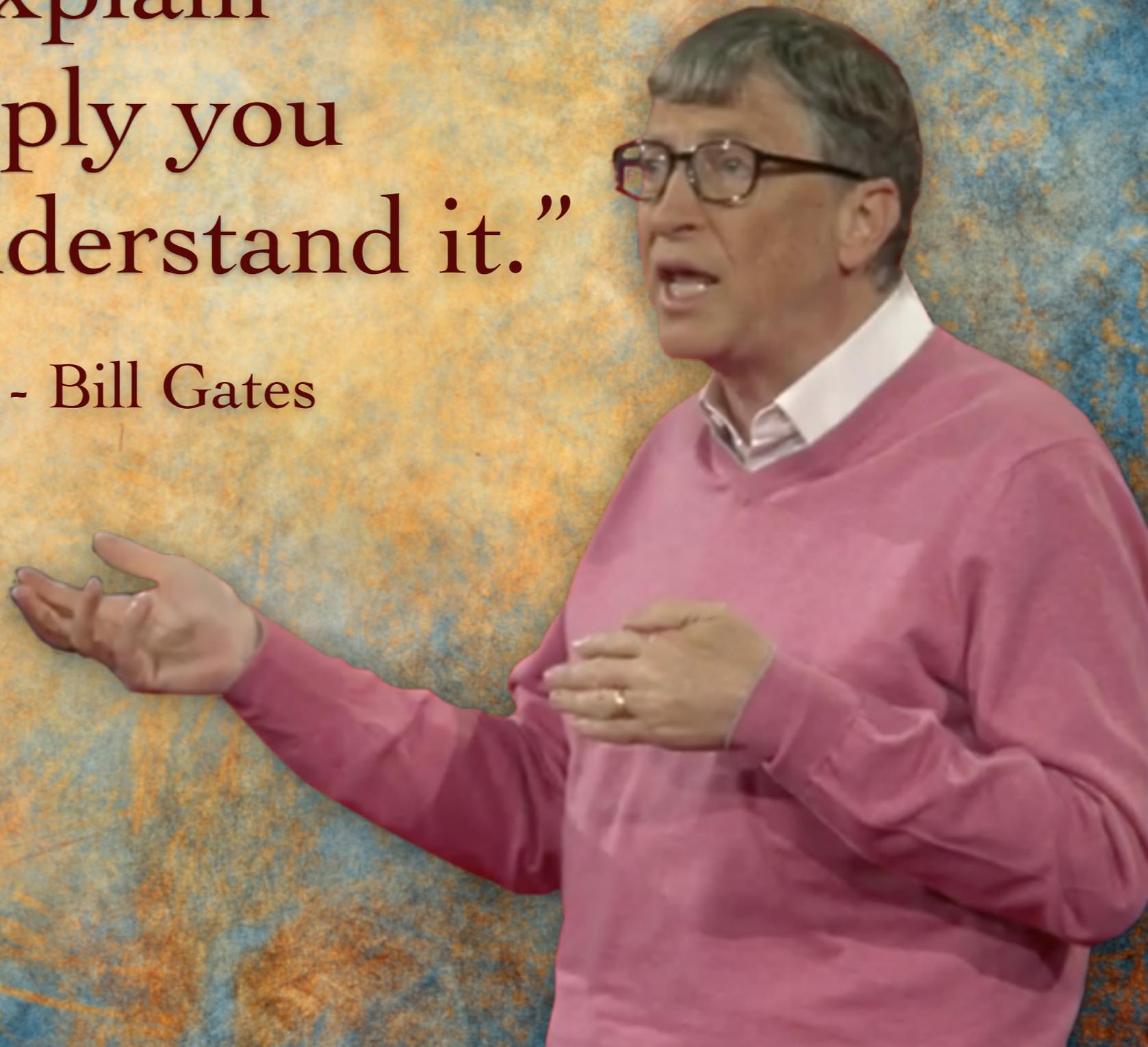
A GLOBAL ALERT & RESPONSE SYSTEM



Bill Gates' TED presentations contain more pictures than words.

“If you can’t explain something simply you really don’t understand it.”

- Bill Gates



3. Unleash your best storytellers



Technology giant SAP hired a 'Chief Storytelling Officer' to help unleash the individual stories of its 65,000 salespeople.

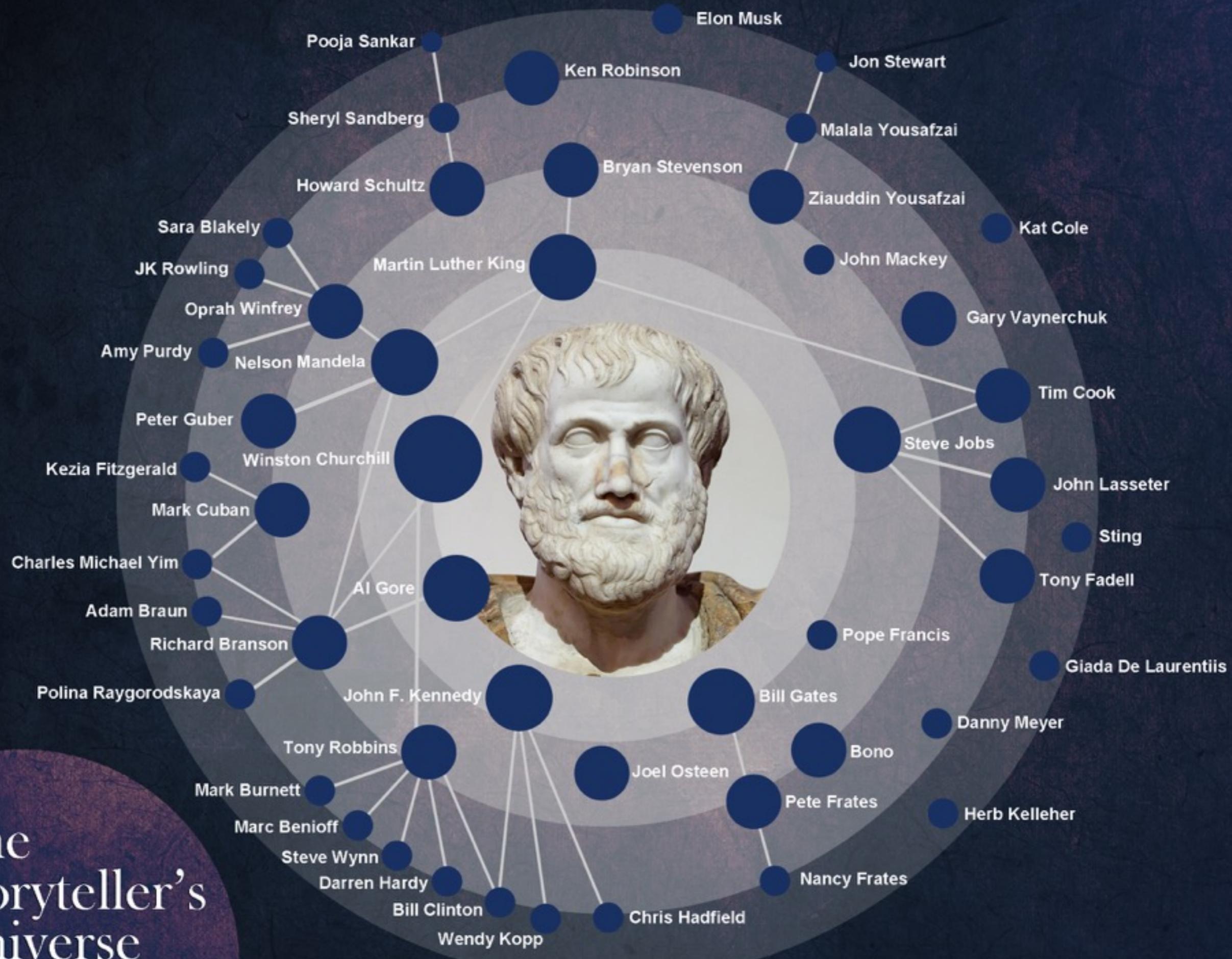


“It’s false to say I’m the only storyteller at SAP. We’ve created tools to allow everyone to be storytellers.”

– Julie Roehm,
SVP Strategic Relationships and
Chief Storyteller, SAP

Storytellers influence one another to dream bigger and move mountains. The end of one story is the start of another.

The Storyteller's Universe



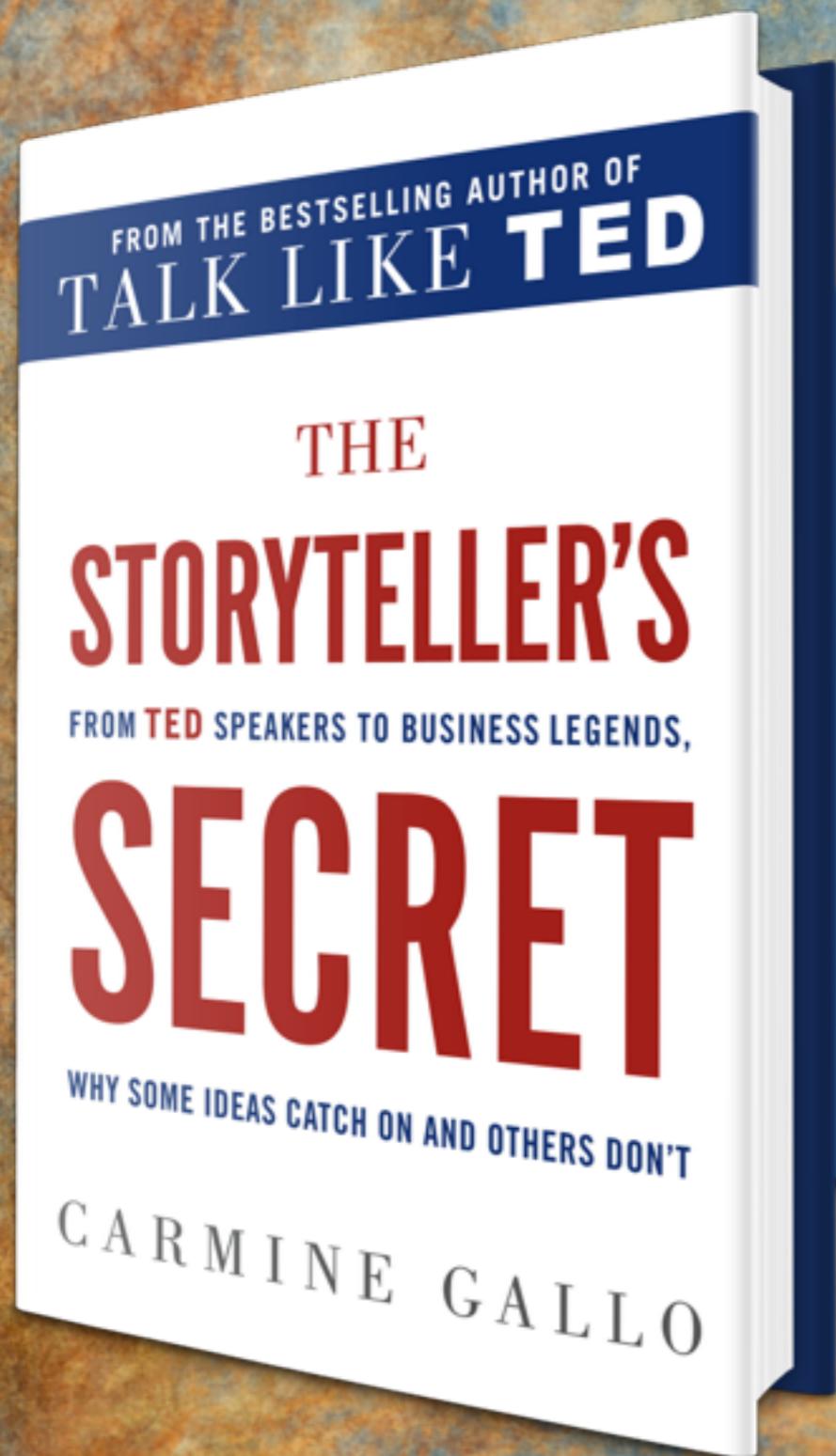
Show me an inspiring leader and I'll show you a storyteller who influenced the way that leader sees the world.



“Storytellers instill
hope again, and
again, and again.”

– Walt Disney





Stories
can change the world.

Isn't it time
you shared yours?

storytellerssecret.com