MODULE OVERVIEW

Storytelling at work: Stories people remember

Adaptive module | ~20 min

Ten minutes after a series of presentations, 5% of listeners remember a statistic; 63% remember a story (Stanford study). Here, storytelling is a tool for work, not a stage performance: the module offers five uses (from the story that illustrates an abstract idea to the one that conveys a conviction), a four-stage structure, and rules that avoid a tacked-on moral, with one ethical principle: act as a guide, never a salesperson.

LEARNING OBJECTIVES

01 Choose the right type of story for the use: illustrating, changing a perception, challenging a belief, showing a practice, or conveying a conviction.

02 Build a short four-stage story (situation, tension, turning point, meaning) carried by a fleshed-out character.

03 Apply the rules that make a story work: two to three minutes, concrete details, no stated message or final moral.

04 Use AI to generate, enrich, or tighten a story while keeping real details from lived experience.

WHO IT'S FOR

Managers, experts, and trainers: anyone who wants to convey their messages through stories people remember.

- **Prerequisite:** none

HOW THE MODULE WORKS

Self-paced, with practice tailored to each learner.

1. **Self-assessment**: on 9 dimensions, to gauge current habits and guide the practice.
2. **Expert video**: 10 minutes, with 3 pauses for reflection.
3. **Practice scenarios**: the first 2 chosen from the self-assessment, then 16 optional ones. Every answer gets feedback: what it leads to, and one way to improve.
4. **Dated commitment**: one action to try, written by the learner or picked from the suggestions.
5. **Memo to download**: key takeaways, questions, commitment, personal notes and checklists.

ASSESSMENT AND COMPLETION

Pass mark: 80%

The score takes into account your answers to the practice scenarios, your commitment and, where relevant, any additional learning activities. Passing requires a commitment and a score of at least 80%.

METHODS & MODELS

- Springboard story – inspired by Stephen Denning
- Storytelling, four-stage structure (situation, tension, turning point, meaning) – Afthonios method
- "Why story" – Afthonios method

SOURCES & REFERENCES

- Chip Heath (Stanford), "Made to Stick" – about 63% of listeners remember a story, compared with about 5% for a precise statistic
- Paul Zak, neuroeconomist, "Why Your Brain Loves Good Storytelling," Harvard Business Review, 2014 – oxytocin release strengthens memory and engagement
- Uri Hasson, neuroscientist (Princeton, PNAS) – "neural coupling": the listener's brain activity synchronizes with the storyteller's
- Stephen Denning, former World Bank executive, "The Springboard," 2001 – the springboard story as a lever for changing perspectives

Module created by Afthonios.com.

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