



**David Eccles
School of Business**

THE UNIVERSITY OF UTAH

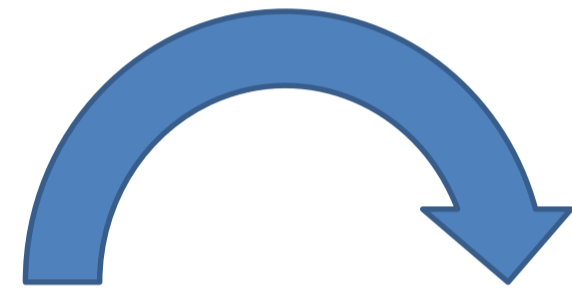
STORYTELLING: STORY ESSENTIALS FOR LEADERS

Business Communication

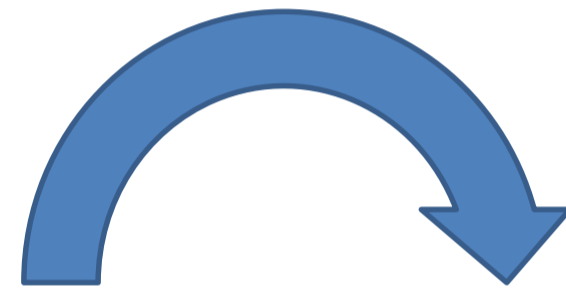
STORIES FEATURE TRANSFORMATION



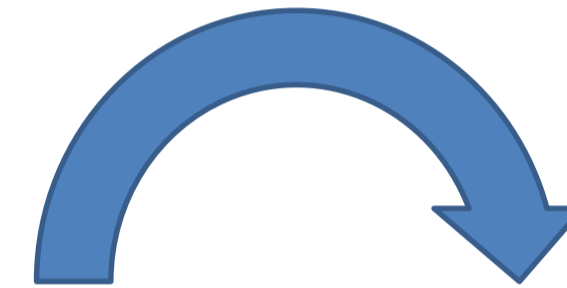
We can't make
that change



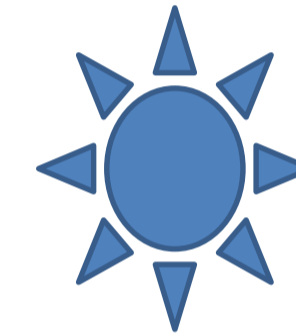
We could make
that change



We will make
that change

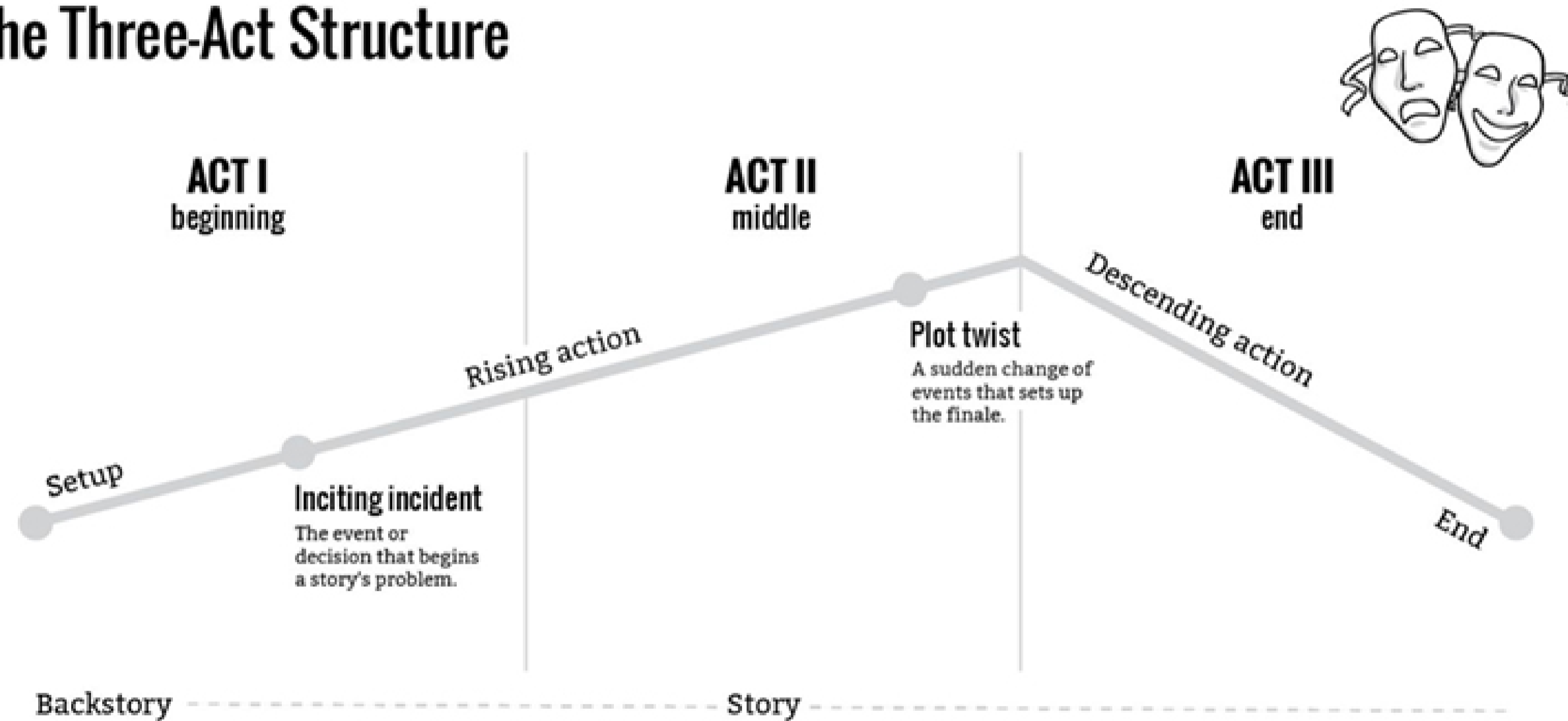


We have changed
for the better



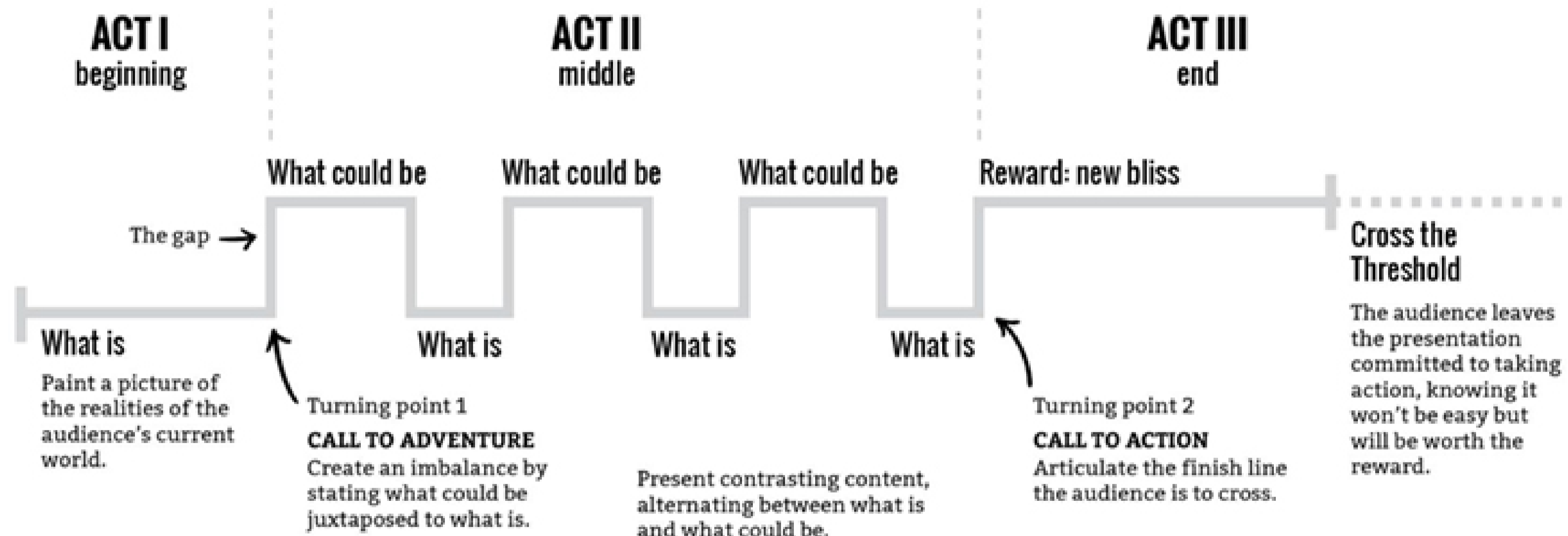
STORIES HAVE A CLEAR STRUCTURE: ARISTOTLE

The Three-Act Structure



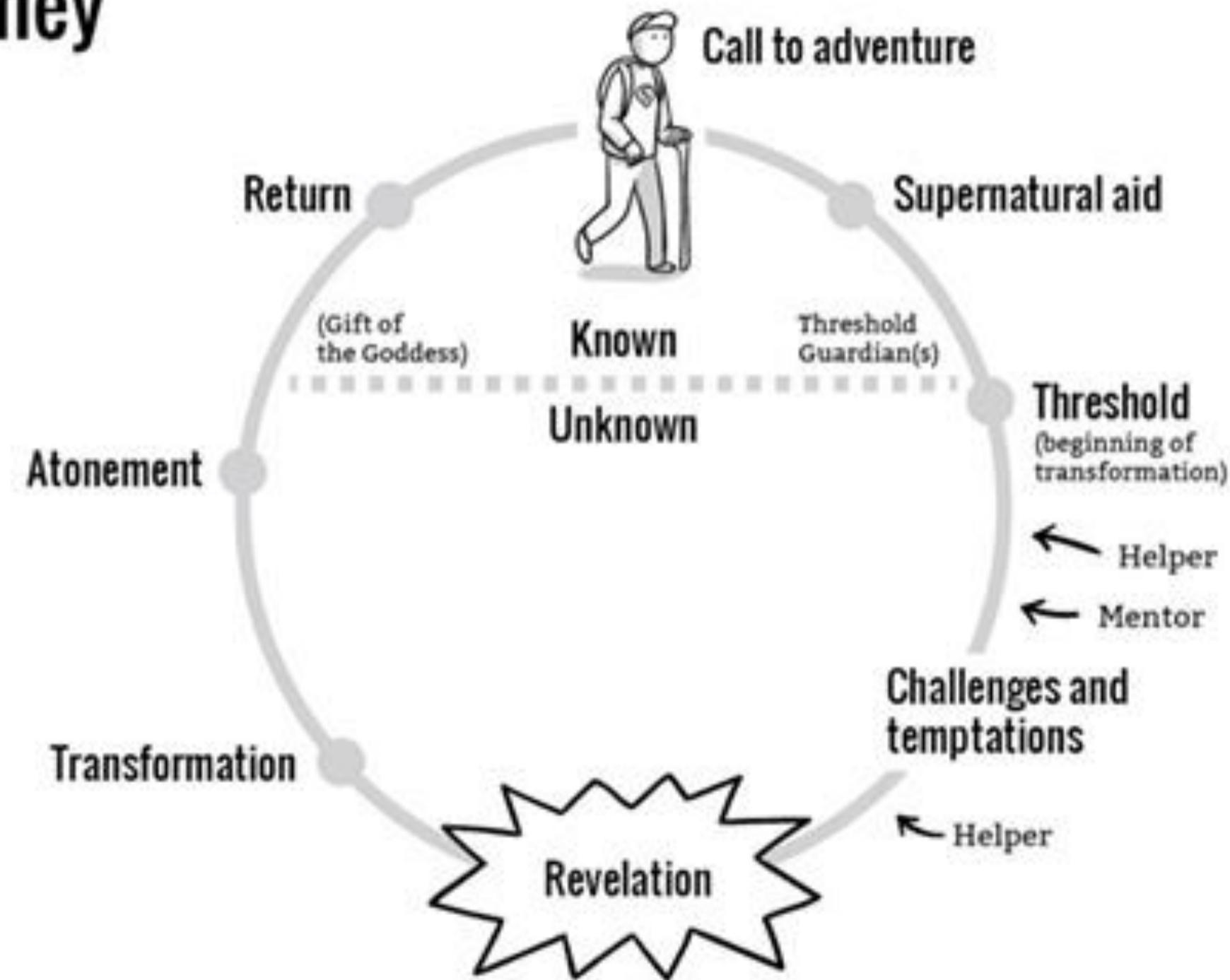
STORIES HAVE A CLEAR STRUCTURE: DUARTE

Sparkline



STORIES HAVE A CLEAR STRUCTURE: CAMPBELL

The Hero's Journey



STORIES HAVE A CLEAR STRUCTURE: MILLER



STORY ESSENTIALS FOR LEADERSHIP

- Feature a Transformation
 - We can't
 - We could
 - We will
 - We did
- Have a Clear Structure
 - Beginning (What is)
 - Middle (Struggle)
 - End (Resolution)



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