

# Storytelling for Business – Spring Quarter 2018

**Class Schedule:** Tuesdays and Thursdays, 9:30a – 10:50a

**Location:** The Garage Workspace

**Lead Faculty:** Elizabeth Lukehart, Associate Director, Farley Center for Entrepreneurship and Innovation, [e-lukehart@northwestern.edu](mailto:e-lukehart@northwestern.edu) or 847-467-4432

**Office hours:** by appointment

## Texts & Resources

Articles available on Canvas

Hunger Games case [available here](#)

[Winning the Story Wars](#) by Jonah Sachs

[Made to Stick](#) by Chip Heath & Dan Heath

[Contagious: Why Things Catch On](#) by Jonah Berger

## Introduction

Humans have been communicating through stories for tens of thousands of years. Stories have the power to persuade, engage, and inspire action. But too often, in business, we don't think about harnessing the power of stories. Storytelling for Business will teach students how to use narrative techniques to create compelling stories that can build a brand, engage customers, and inspire your team.

## Assignments, Expectations, and Grading

Participation (20%) – Students are expected to attend class every week, complete assignments on time, and actively participate in discussions and workshops. Unexcused absences will result in a lower grade. Unless otherwise noted, all assignments are due at the beginning of each class. Please note, laptops may NOT be open during guest speakers or workshop time.

Weekly Reading Insights (15%) – Starting Thursday of week 1, and each Tuesday thereafter, students must prepare three key insights and one question from the readings due that day. Your weekly insights document should either be printed or handwritten (legibly, please!), with your name and the date at the top. We will post your insight documents on the wall at the beginning of discussion time each week and use them as the basis for discussion that day.

Workshop (20%) – Every student will be required to craft either a personal or company brand story by the end of the quarter. The workshop is your chance to get feedback on your story from your peers. Each student will have 20 minutes total. Spend 5-7 minutes walking us through your story as you're thinking about it. You can include a website, social media, slides, write on the board – anything you think will help us understand how you're planning to craft it. The remainder of the time will be for the class to provide critiques and help your fellow students refine their stories.

- [Sign up for workshop HERE](#) (no more than 4 students each day)

Brand Story Analysis (20%) – This is your opportunity to discover brand storytelling in action. Choose any company you want, and analyze their brand storytelling. Be sure to look at their website(s), social media, print ads, television ads, and any other relevant content. Analyze all key elements of the brand story, including brand hero, brand mentor, brand gift, and moral of the story, as well as what you think are the core company values based on the brand story. Refer to *Story Wars* for guidance.

- 3-page paper due by the beginning of class, Tuesday 5/8
- Prepare a 5-minute presentation (with visuals) for Tuesday 5/8 or Thursday 5/9

Individual Brand Story/Final Presentation (25%) – Bring your own story to life! Your brand story can either be for your personal brand, or your startup if you're working on your own company. Your story **MUST** be told through either social media, a website, video, or some combination of the three, keeping in mind the elements of story we talked about throughout the quarter. You will have 10 minutes to present your brand story to the class.

## Schedule

<u>Week 1</u>	<u>Topic</u>	<u>Assignment</u>
Thursday 4/5	Intros  The science of stories  Why tell stories in business?	<a href="https://www.nytimes.com/2012/03/18/opinion/sunday/the-neuroscience-of-your-brain-on-fiction.html">https://www.nytimes.com/2012/03/18/opinion/sunday/the-neuroscience-of-your-brain-on-fiction.html</a>  <a href="https://www.ted.com/talks/uri_hasson_this_is_your_brain_on_communication">https://www.ted.com/talks/uri_hasson_this_is_your_brain_on_communication</a>  <a href="https://hbr.org/2014/03/the-irresistible-power-of-storytelling-as-a-strategic-business-tool">https://hbr.org/2014/03/the-irresistible-power-of-storytelling-as-a-strategic-business-tool</a>  <a href="https://hbr.org/2007/12/the-four-truths-of-the-storyteller">https://hbr.org/2007/12/the-four-truths-of-the-storyteller</a>
<u>Week 2</u>	<u>Topic</u>	<u>Assignment</u>
Tuesday 4/10	Elements of a story, what makes a good story	Story Wars Ch. 1, 2, 4 (pp 86-95)  <a href="https://www.ted.com/talks/andrew_stanton_the_clues_to_a_great_story">https://www.ted.com/talks/andrew_stanton_the_clues_to_a_great_story</a>
Thursday 4/12	Audience, tone  Performance tips (guest: Heather Aranyi)	<a href="https://hbr.org/2014/07/how-to-tell-a-great-story">https://hbr.org/2014/07/how-to-tell-a-great-story</a>
<u>Week 3</u>	<u>Topic</u>	<u>Assignment</u>
Tuesday 4/17	Story structure; finding your values/core; Protagonists & heroes  Guest: Hank Ostholthoff, CEO, Mabbly	Story Wars Ch. 5-6  <a href="https://www.inc.com/adam-fridman/14-months-450-interviews-3-lessons.html">https://www.inc.com/adam-fridman/14-months-450-interviews-3-lessons.html</a>

Thursday 4/19	Guest: Heather Aranyi  Workshop ( 4 students)	
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<u>Week 4</u>	<u>Topic</u>	<u>Assignment</u>
Tuesday 4/24	Building a brand with stories; Personal branding	<a href="https://www.theguardian.com/media-network/media-network-blog/2014/aug/28/science-storytelling-digital-marketing">https://www.theguardian.com/media-network/media-network-blog/2014/aug/28/science-storytelling-digital-marketing</a>  <a href="http://adage.com/article/cmo-strategy/reimagining-marketing-communications-storytelling/304247/">http://adage.com/article/cmo-strategy/reimagining-marketing-communications-storytelling/304247/</a>  <a href="https://www.youtube.com/watch?v=Alqt7plbp_o">https://www.youtube.com/watch?v=Alqt7plbp_o</a>  Story Wars Ch. 7-8
Thursday 4/26	Workshop (4 students)	Made to Stick Introduction, Ch. 1-2

<u>Week 5</u>	<u>Topic</u>	<u>Assignment</u>
Tuesday 5/1	Visual storytelling  Visit to the Block Museum for Unbranded exhibition (TBD)	<a href="https://www.inc.com/anna-guerrero/how-brands-like-nasa-go-pro-and-airbnb-use-visual-storytelling-to-win-over-their.html">https://www.inc.com/anna-guerrero/how-brands-like-nasa-go-pro-and-airbnb-use-visual-storytelling-to-win-over-their.html</a>  Made to Stick Ch. 3
Thursday 5/3	Workshop (4 students)	Made to Stick Ch. 4

<u>Week 6</u>	<u>Topic</u>	<u>Assignment</u>
Tuesday 5/8	Midterms – brand story analysis (pick company)	Brand story analysis – 3 page paper (due for EVERYONE by start of class on 5/8)

		5 min presentation
Thursday 5/10	Midterms – brand story analysis	

<u>Week 7</u>	<u>Topic</u>	<u>Assignment</u>
Tuesday 5/15	Guest: Heather Aranyi Workshop (4 students)	Made to Stick Ch. 5 Contagious Intro & Ch. 1-2
Thursday 5/17	Workshop (4 students)	Made to Stick Ch. 6 Contagious Ch. 3-4

<u>Week 8</u>	<u>Topic</u>	<u>Assignment</u>
Tuesday 5/22	Social media, website & other digital platforms; Going viral	Catching Fire Kellogg Case Contagious Ch. 5-6
Thursday 5/24	Workshop (4 students)	

<u>Week 9</u>	<u>Topic</u>	<u>Assignment</u>
Tuesday 5/29	Guest: Heather Aranyi Practice presentations	Prepare to practice your final presentation
Thursday 5/31  (LOCATION CHANGED – INNOVATION LAB IN LIBRARY – B.183)	Practice presentations	Prepare to practice your final presentation

<u>Week 10</u>	<u>Topic</u>	<u>Assignment</u>
Tuesday 6/5	Final presentations – brand story	10 min presentation
Thursday 6/7	Final presentations – brand story	10 min presentation