Storytelling for Technology Leaders: Beyond the Numbers

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Kotter’s 8 steps for successful change

1. Increase urgency
2. Build the guiding team
3. Get the vision right
4. Communicate for buy-in
5. Empower action
6. Create short-term wins
7. Don’t let up
8. Make change stick
People change what they do less because they are given *analysis* that shifts their *thinking* than because they are *shown* a truth that influences their *feelings*.

- John Kotter, *The Heart of Change*
President
Vice Presidents
Managing Directors
Another Bureaucratic Level
Directors
Why not share our knowledge?
Stories to ignite change

- Change idea is clear and worthwhile
- True example where it has happened
- Specific date and place
- Positive in tone
- Minimalist telling

Purpose - create a new story in the mind of the listener
WAITING FOR PEROT
HE'S LEADING IN THE POLLS, BUT CAN HE LEAD THE NATION?
How we usually present information

Define problem

Analyse Problem

Recommend Solution

= Resistance
Effective leadership communication

- Get Attention
- Stimulate Desire
- Reasons
- Conversation

Springboard stories
“Scratch the surface in a typical boardroom and we’re all just cavemen with briefcases, hungry for a wise person to tell us stories.”

- Alan Kay, co-founder of Xerox PARC
Data doesn’t move people. Stories do.