



We created a very sticky story for CROWN cement

TELLING TALES: business storytelling is all stickiness

“let’s have a think about 3. What does it mean to you ? good number, bad number, who cares number ? well what if I told you that 3 was the number that will change your plans for 2024”

I once started a very detailed, forty minute research presentation to the Board of a company like that. And then the rest of that time was getting to the how and why that 3 was important and the real difference it would make. Lots of other data and findings and interesting information involved but the audience was “had” at 3. It was intriguing. It was sticky.

And that of course is what we want when we talk to any audience. A Board, a client, a conference, our best friends at a café, our daughter when we tell her a bed time story. Sticky. We want them to be involved, wanting to know more, remembering. Even better we want them to use whatever our story was trying to tell them. **Because it stuck with them and they could not forget it.**

Hans Rosling was perhaps the greatest researcher/storyteller of our lifetime. If you want to understand how to tell a story about obscure research findings go watch his videos or re-read “Factfulness” (and if you have not read it then you

A brand is all about its story. The logo, the packaging, the product offering, it's pricing all rely on having a meaningful and sticky story that unites everything. At SpikeBrand we help brands put together all the assets they need to make their brand impactful. First of all though is developing a strategy around a story that people will understand and remember. Great brands have stories like that. In this piece of smart thinking our Strategy consultant, Dave McCaughan explains what makes a stick brand story.



www.spikebranddesign.com

have a professional obligation to do so). The introduction starts with “why I love the circus” and 17 pages later after making everyone realise that how wrong we are about our intuitions through popular misinterpretations of facts he explains how his learning the skill of sword swallowing is an illustration that pre-conceived ideas can and do blinker us from the truth. Read those pages and you are hooked.

It’s sticky. You will want to know more.

Brilliant. And isn’t that what we are supposed to be doing. Getting our audience to understand a truth that we have uncovered, learned or borrowed that will make a difference to them, break their own misconceptions. So sticky a story they will have to

But the question on your lips ... “how to build a story that will be sticky?”

Well of course it is not as simple as coming up with a catchy opening. When I am asked to write a report, make a presentation, give a speech or write a brand story I break it down in to these six steps (all of which have a fuller story of course than I am sharing here but hey that is all part of the stickiness .. getting you to ask for more) :

1. **Know your headline** ... I don’t mean the opening line of the story, I mean THE key take away you want the audience to understand. The story is just the means of delivering that headline.
2. **Pick a position** ... are you building a story of inclusivity or exclusivity. All stories are one or the other and until you decide you can’t work on the language, format, tonality, complexity you will use
3. **The guts** ... the middle bit, the facts and evidence you are gathering. What you will use, and what you will keep for another day. And the rhythm of all that content to ensure you keep drawing the audience/reader back in.

4. **The twist** ... the thing that will be unexpected, that will get people to sit up. Maybe it is how you got to 3, or your demonstrating your sword swallowing ability. It’s the bit where it starts to come together
5. **The meaning** ... or conclusion, or ending. No not just an ending. A good story leaves fulfilled, or wanting more, or most likely in business terms with a clear action to follow.
6. **The hook** ... it’s the “once upon a time”, “an Englishman, an Irishman, a Scotsman walk in to a bar”, the opening rolling screen in Star Wars. It your opening that gets people intrigued, breaks the expected and makes them wonder where the story will go.

The order REALLY matters. You don’t start building a story from the opening line. You figure what you want to say, how to say it, what it means and then you go for the “catch their attention” data point to start.

Make sense?? Go try it. Or better still ask me for more. That would be sticky.

PS why 3 ? well in that story it allowed me to talk about the fact that most religions are built on a 3 part godhead. And any good brand needs 3 integrated advantage points to succeed ... and of course the story explained those three.

This article is based on one Dave wrote for the Research Society of Australia

<https://www.researchnewslive.com.au/2023/03/06/telling-tales-storytelling-is-all-stickiness/>

The logo for 'make magic' is written in a red, cursive, handwritten style. The word 'make' is above 'magic', and there is a small 'at' in between them.

If your brand needs a new spike in interest and a sticky story, please get in touch www.spikebranddesign.com