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# SuperBolt



What's *your* once-upon-a-time?

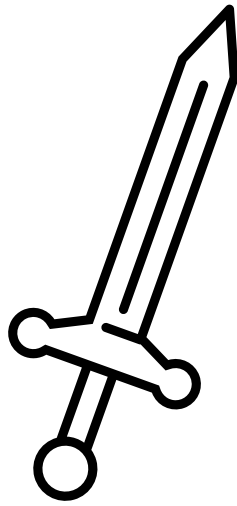
Presented by

Associate Professor Anne Lane

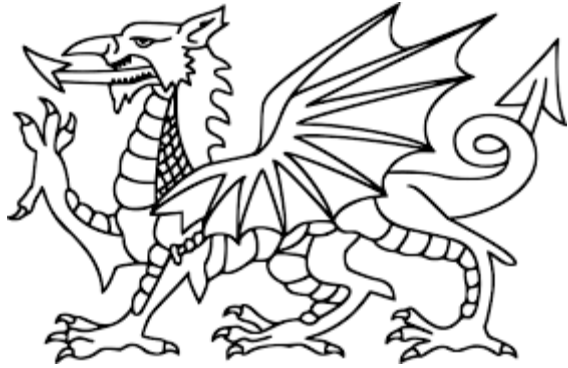
Faculty of Business and Law

Queensland University of Technology





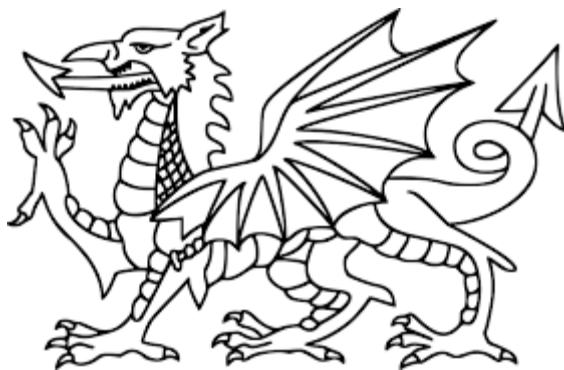
**A STORY!!**



Your organisation



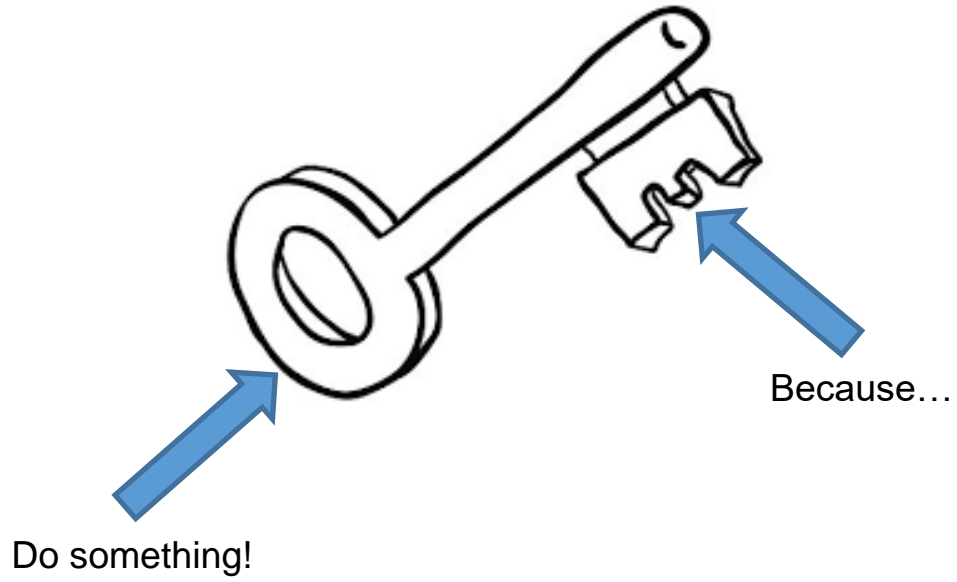
Your problem



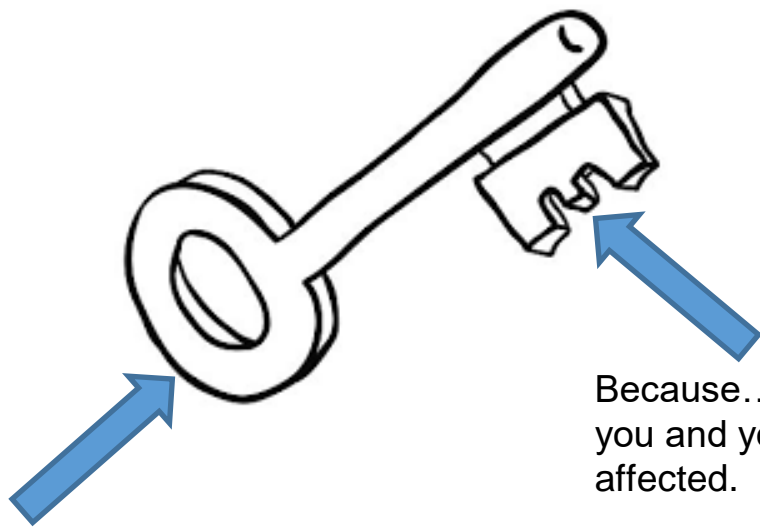
Your goal





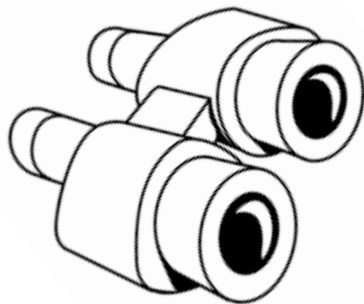
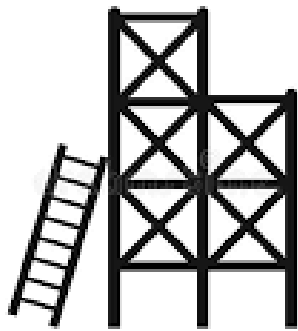


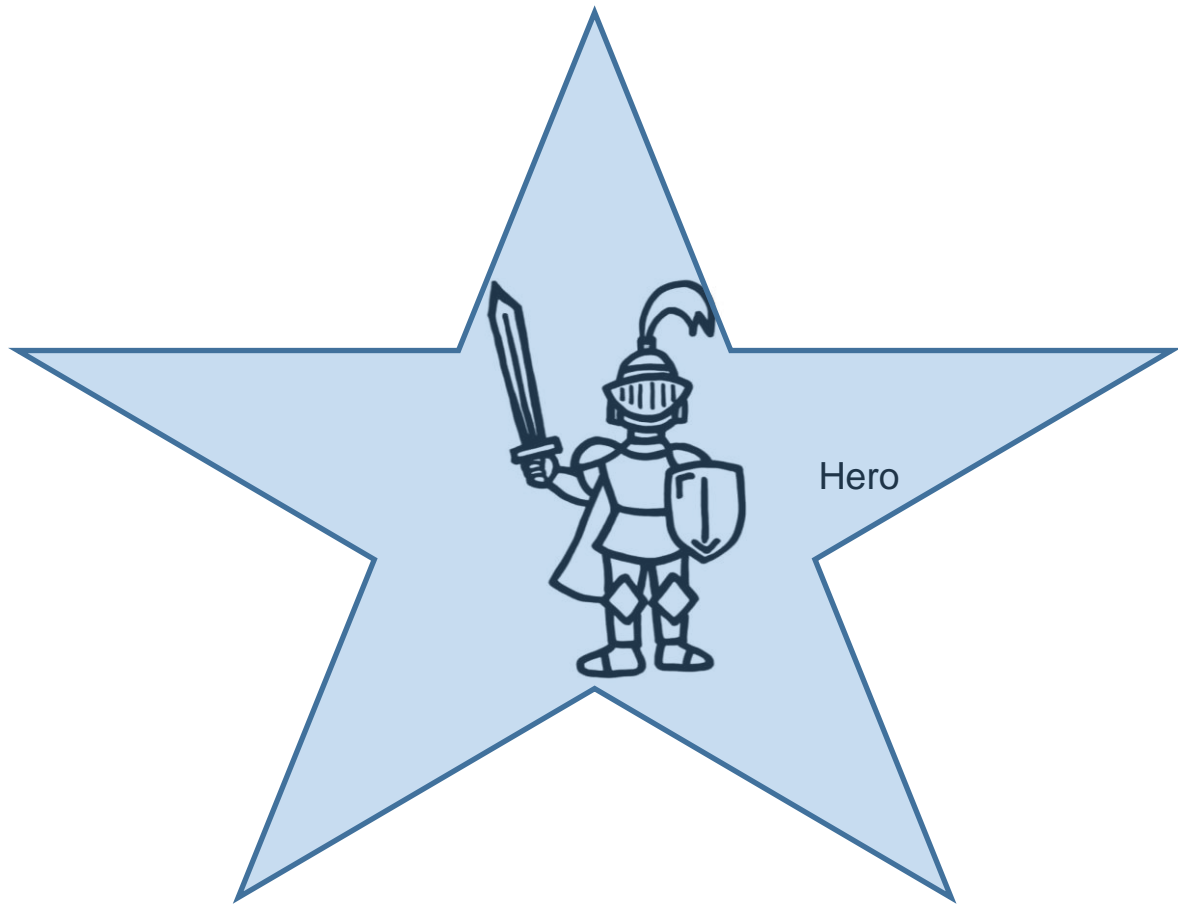




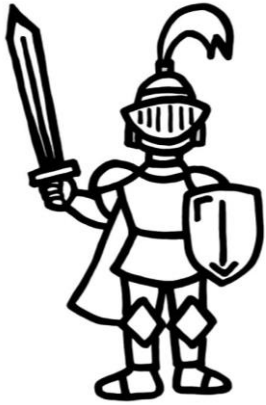
Send us \$10 a week

Because...if we cure this disease,  
you and your loved ones won't be  
affected.





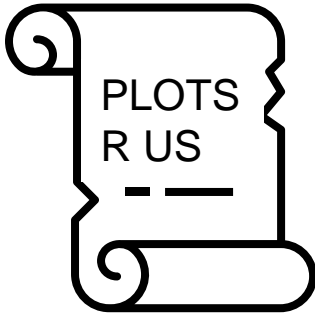
Hero



Hero



- The hero: brave, selfless, possibly flawed (anti-hero)
- The shadow: ruthless, evil, lacking empathy
- The fool: makes mistakes, gets others into troublesome situations
- The mentor: has profound knowledge that is not always welcome, often portrayed as an old man or woman (age associated with wisdom), and
- The trickster: constantly pushing for change, deceives, causes doubt
- The powerful helper: possessor of skills, knowledge, and resources the hero needs to succeed



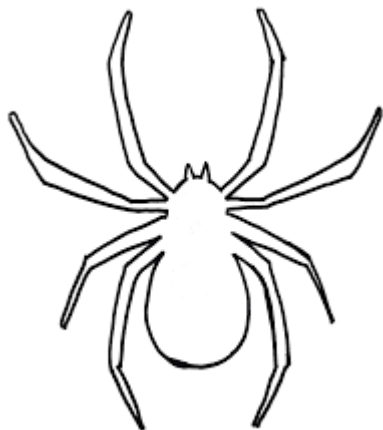
Adventure  
Discovery  
Escape  
Forbidden Love  
Love  
Maturation  
Metamorphosis  
Pursuit  
Quest  
Rescue  
Revenge  
Riddle/Mystery  
Rise/Fall  
Rivalry  
Sacrifice  
Temptation/Greed  
Transformation  
Underdog  
Wretched Excess (Kent, 2015)

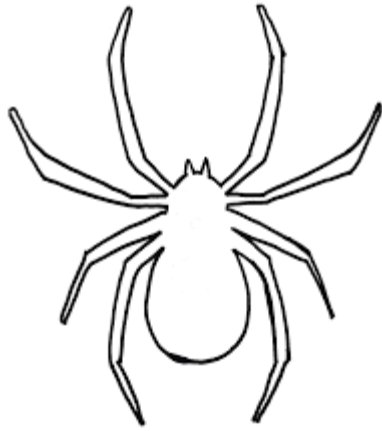
Rags to riches  
Rebirth  
The quest  
Overcoming the monster  
Tragedy  
Comedy  
Voyage and return  
  
(Delgado-Ballester & Fernández-Sabiote, 2016)

Desire, adversity or challenge, triumph (practically everyone)

Donate to save puppies with this condition.

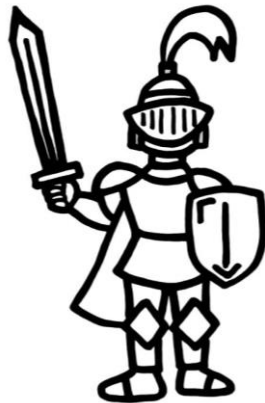
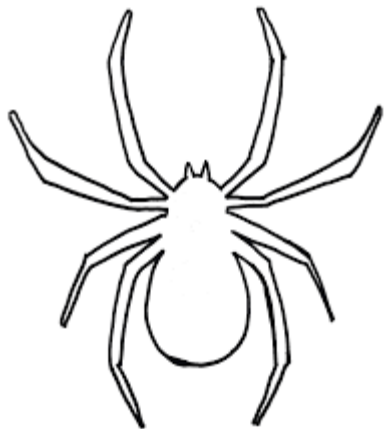


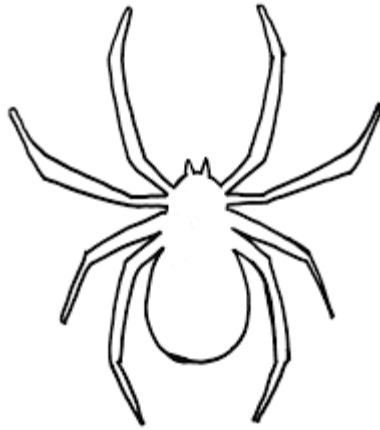






\$





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**Donate now and be a powerful helper to a little puppy with birth defects on its quest to avoid euthanasia and find a happy-ever-after home.**

# (Organisational) Stories work because:

- Humans are hardwired to listen – and pay attention – to stories.
- Stories give us shots of endorphins, which ‘reward’ us for paying attention.
- Properly-crafted stories are ‘sticky’ – memorable and easy to share. Spread your key message.
- Stories are engaging and use logic and emotion to encourage specific types of behaviour.



# Five things you need to do to make an organisational story

1. Identify your overarching theme (vision/mission)
  2. Gather your material – other people’s stories, snippets, anecdotes etc.
  3. Develop a key message
  4. Choose/create and tell your story
  5. Tell your story across multiple platforms
- 
- The diagram features a large black infinity symbol (∞) in the center. To its left, a blue bracket groups items 3 and 4, with the word "Specific" written to the right of the bracket. To its right, a blue bracket groups items 1 and 2, with the word "General" written to the right of the bracket. Item 5 is not bracketed.

And they all lived happily ever after...



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