



KM1

# STORYTELLING FOR EFFECTIVE LEARNING



KATE GROOP  
L&D SPECIALIST  
SSOE GROUP



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## KATE...

- Is originally from New Jersey (the Bruce Springsteen part, not the Snooki part)
- Lives in Indiana, PA with her husband, two cats, and one dog
- Has been in Learning & Development for over 7 years at companies that include Weight Watchers, AAA MidAtlantic and La-Z-Boy
- Has a Masters in Learning & Development
- Did not grow up wanting to work in adult learning...did you?



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**SSOE GROUP**

SSOE Group is headquartered in Toledo, OH with over 20 locations in the United States and 4 international offices

- Architecture/Engineering firm, also offering construction services
- Approximately 1100 employees across the nation and around the world → unique challenges for learning & organizational development
- Clients include: Nissan, Purdue Pharmaceuticals, Post Consumer brands, Hershey, Ford Automotive, Toyota, General Motors, as well as education, health care and technology clients



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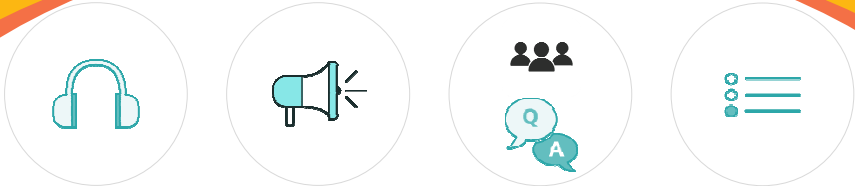
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## HOUSEKEEPING



The 'HOUSEKEEPING' section contains four circular icons. The first icon shows a pair of headphones. The second icon shows a megaphone. The third icon shows three people silhouettes above two speech bubbles labeled 'Q' and 'A'. The fourth icon shows a list of three items with a small circle to the left of each item.

AUDIO

MEDIA

QUESTIONS  
Group Chat & Q&A

SURVEY

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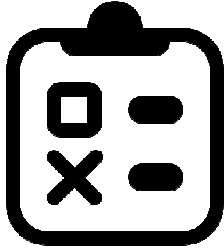
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# Share your feedback!

Don't forget to give us feedback on your experience through the survey!



#ALIGN20

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CREATING ENGAGING STORIES

- Plan
- Purpose
- Plot

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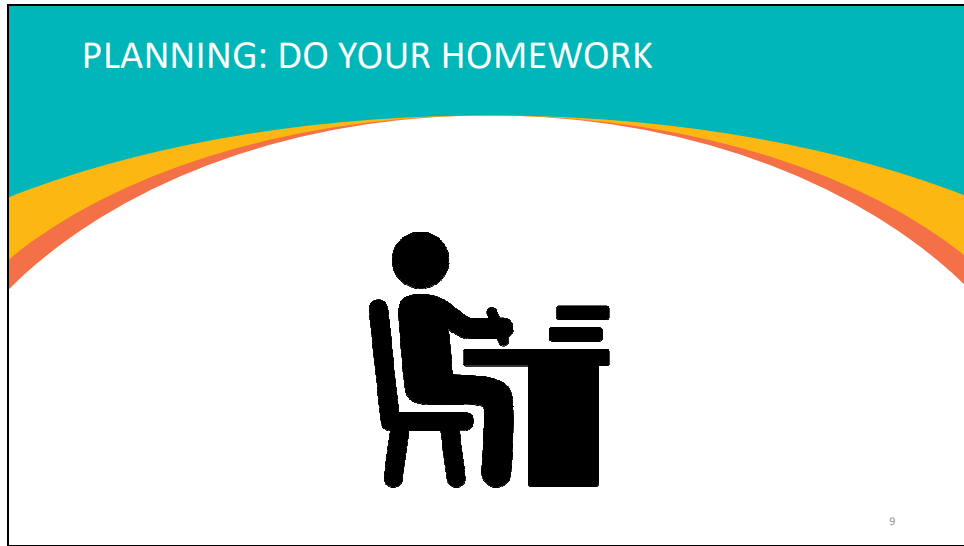
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PLANNING: ASK THE RIGHT QUESTIONS

- Who?
- What?
- Where?
- When?
- Why?
- How?

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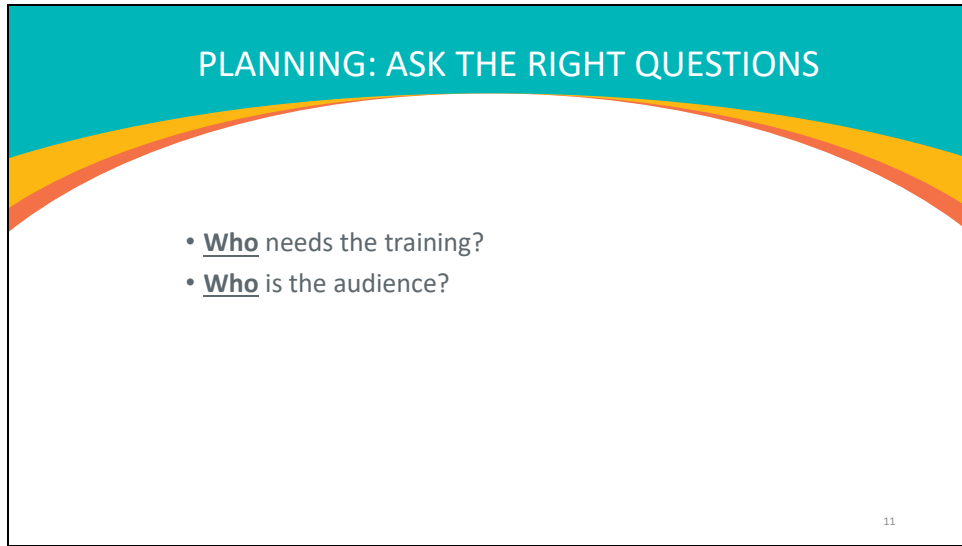
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PLANNING: ASK THE RIGHT QUESTIONS

- Who needs the training?
- Who is the audience?

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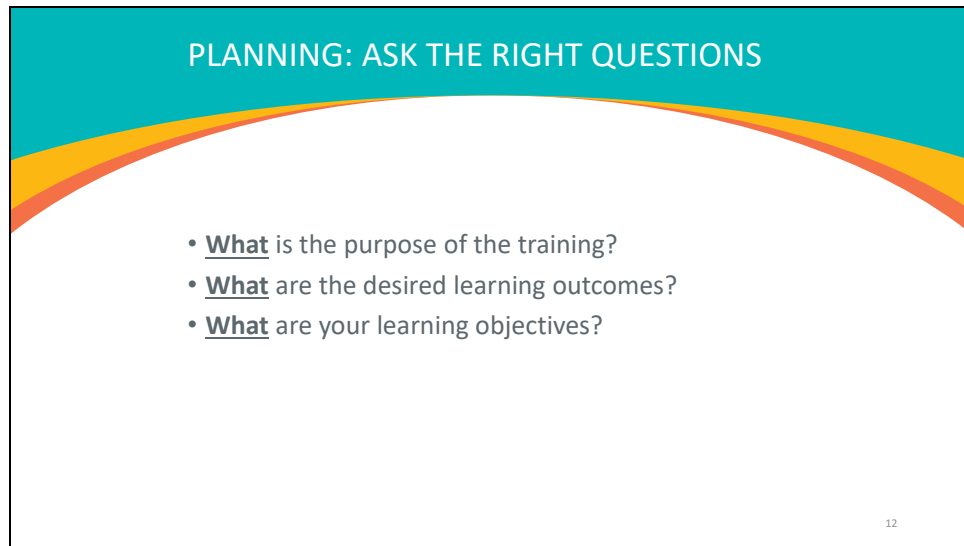
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PLANNING: ASK THE RIGHT QUESTIONS

- **What** is the purpose of the training?
- **What** are the desired learning outcomes?
- **What** are your learning objectives?

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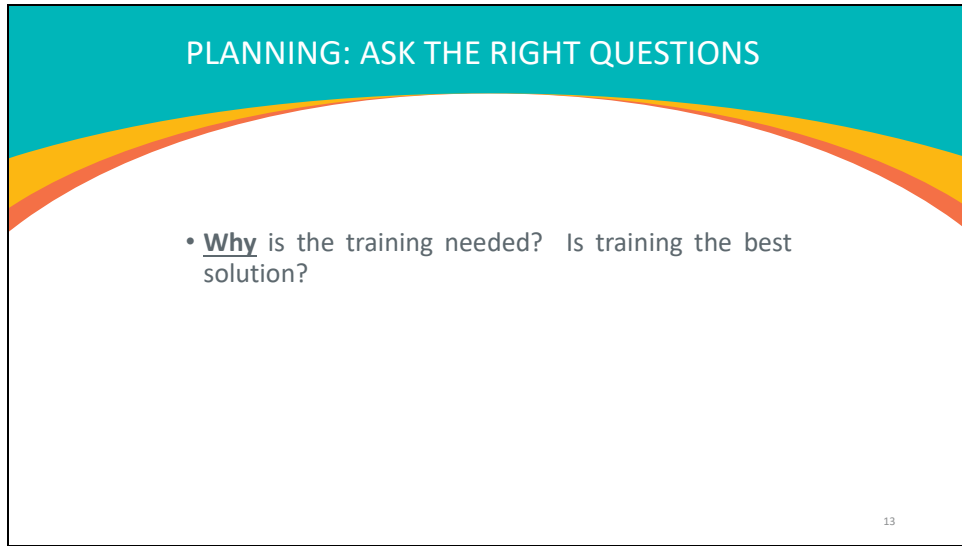
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PLANNING: ASK THE RIGHT QUESTIONS

- **Why** is the training needed? Is training the best solution?

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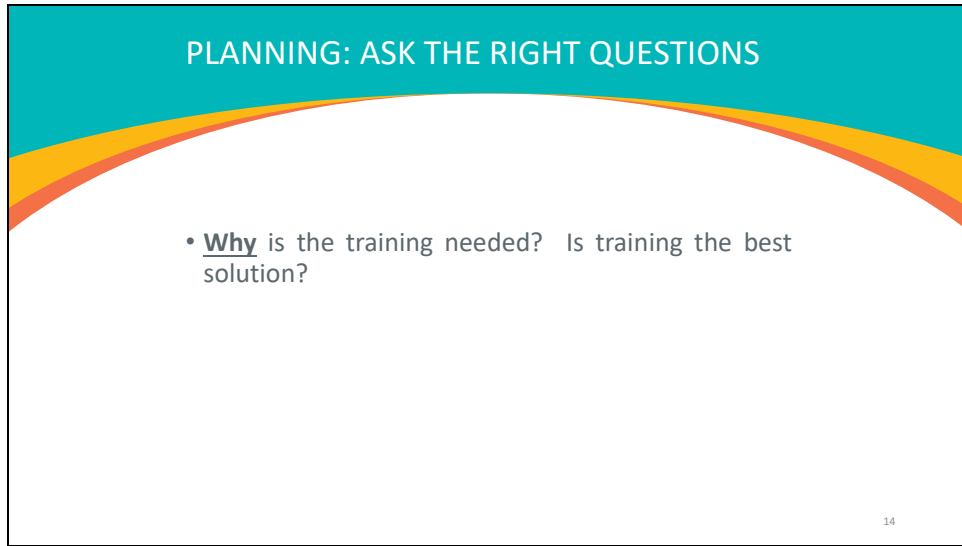
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PLANNING: ASK THE RIGHT QUESTIONS

- **Why** is the training needed? Is training the best solution?

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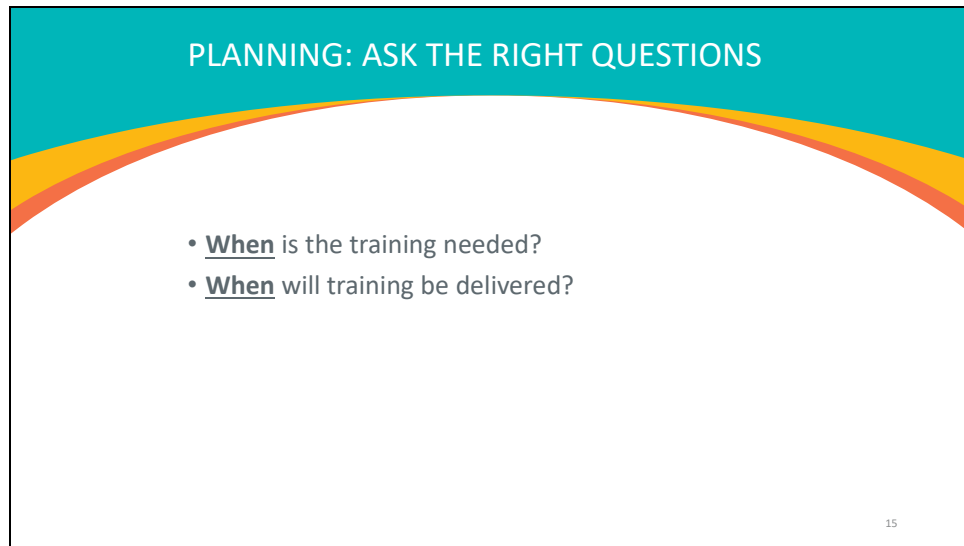
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PLANNING: ASK THE RIGHT QUESTIONS

- When is the training needed?
- When will training be delivered?

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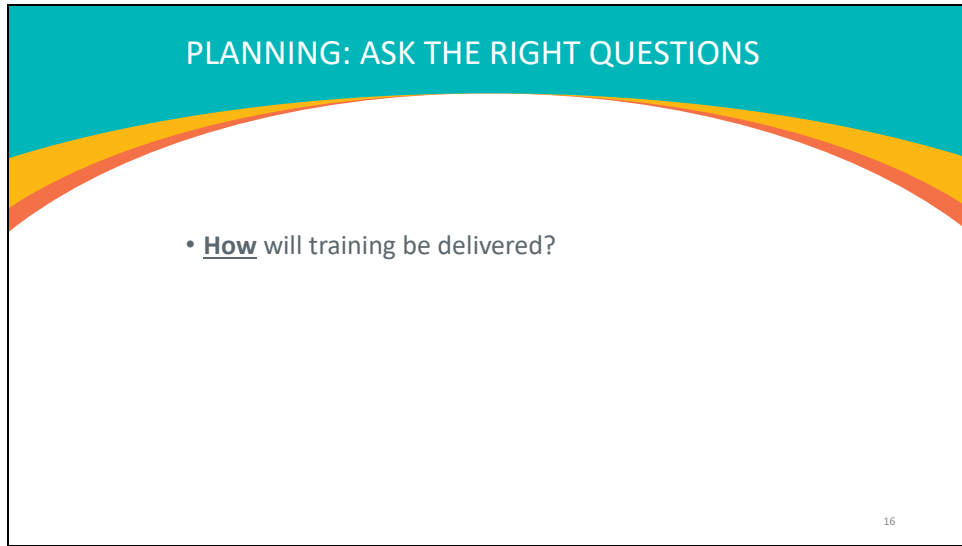
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PLANNING: ASK THE RIGHT QUESTIONS

- How will training be delivered?

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EXAMPLE

Old way:

- "Info dump" company policies and procedures
- Over-explain background information in detail

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EXAMPLE

New way:

- Use stories to present learners with crucial information and engage learners
- Stories as scenarios create opportunities for hands-on learning
- Have learners use policies, procedures, etc., to solve problems

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## FINDING YOUR PURPOSE: 5 STORY TYPES



- Personal
- Practical
- Perseverance
- Problems
- False step

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THE PERSONAL STORY



Sharing your relevant personal experiences with the audience.

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THE PRACTICAL STORY



Hands-on examples  
of the topic at hand.

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THE PERSEVERANCE STORY



Overcoming obstacles to achieve a goal.

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THE PROBLEM STORY



Facing a problem.

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THE FALSE STEP STORY



Learning  
from  
mistakes.

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## PLANNING YOUR STORY

- On plan, not off the cuff
- Stories, not novels
- Engage subject matter experts
- Stories or scenarios

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## PLOTING YOUR STORY

### CHARACTERS

All stories need characters. Whether inventing your own story or using real-life examples, characters should be realistic, relevant and relatable.



### CONFLICT

What's going on? Conflict creates interest and excitement and fuels the momentum of the story.

### TEACHING

The whole point of your story is to make a teaching point. Remember that your story is a teaching aid and should support your learning objectives.

### APPLICATION

All good stories have a moral. Your story should have an 'application point for learners. What should they do differently after participating in the training or hearing your story?

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**EXAMPLE**

You are asked to deliver training for sales employees. Your IT department has noticed more interaction with phishing and spam emails in their department and feels additional training would be helpful to avoid cyber security risks.

How can storytelling make this training more impactful?

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## EXAMPLE

- **Who?** Sales Department employees
- **What?** Training on phishing and spam emails
- **Where?** Instructor led (ILT)
- **When?** Delivered within a month
- **Why?** IT has determined more traffic in opening spam/fishing emails comes from the sales team
- **How?** This training will help employees identify spam/fishing emails and how to handle them when they arrive in their inbox, as well as the importance of data security

Now that you have all the facts, you can tailor a story to meet the needs of your audience that is appropriate to your training program.

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## EXAMPLE

What kinds of stories would be helpful in this training program?

- Personal
- Practical
- Perseverance
- Problems
- False step

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**EXAMPLE**

What kinds of stories would be helpful in this training program?

Share a story of how your personal information was compromised after you interacted with a spam email.

**What type of story would this example be? Type your response in the chat now!**

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**EXAMPLE**

What kinds of stories would be helpful in this training program?

Personal story:  
Share a story of how your personal information was compromised after you interacted with a spam email.

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**EXAMPLE**

What kinds of stories would be helpful in this training program?

In 2018, 64% of organizations have experienced a phishing attack in the past year. 94% of malware was delivered via email.

**What type of story would this example be? Type your response in the chat now!**

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## EXAMPLE

What kinds of stories would be helpful in this training program?

Practical story:

In 2018, 64% of organizations have experienced a phishing attack in the past year. 94% of malware was delivered via email.

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**EXAMPLE**

What kinds of stories would be helpful in this training program?

Both Google and Facebook were targeted by scammer Evaldas Rimsasaukas. Rimsasaukas was eventually apprehended, despite siphoning billions from these firms, among others. How can these firms recover?

**What type of story would this example be? Type your response in the chat now!**

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**EXAMPLE**

What kinds of stories would be helpful in this training program?

Perseverance story:  
Both Google and Facebook were targeted by scammer Evaldas Rimsasaukas. Rimsasaukas was eventually apprehended, despite siphoning billions from these firms, among others. How can these firms recover?

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**EXAMPLE**

What kinds of stories would be helpful in this training program?

Your IT team provides you with a story based on your company specifying the vulnerabilities your company faces if cyber security weaknesses are not addressed.

**What type of story would this example be? Type your response in the chat now!**

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**EXAMPLE**

What kinds of stories would be helpful in this training program?

Your IT team provides you with a story based on a mistake made at your company (protecting confidential details and identity of the person involved) and the consequences of that mistake for your organization.

**What type of story would this example be? Type your response in the chat now!**

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**EXAMPLE**

What kinds of stories would be helpful in this training program?

False Step story:  
Your IT team provides you with a story based on a mistake made at your company (protecting confidential details and identity of the person involved) and the consequences of that mistake for your organization.

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## PLOTTING THE STORY

**CHARACTERS**  
All stories need characters. Whether inventing your own story or using real-life examples, characters should be realistic, relevant and relatable.

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What's going on? Conflict creates interest and excitement and fuels the momentum of the story.

**TEACHING**  
The whole point of your story is to make a teaching point. Remember that your story is a teaching aid and should support your learning objectives.

**APPLICATION**  
All good stories have a moral. Your story should have an application point for learners. What should they do differently after participating in the training or hearing your story?

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## PLOTTING THE STORY

- **Characters:** Sales Department employees
- **Conflict:** Interacting with a phishing email compromises company security
- **Training Point:** Recognizing and reporting spam messages will protect the firm's data integrity
- **Application:** Learners will understand how to identify spam messages to avoid interacting with them.

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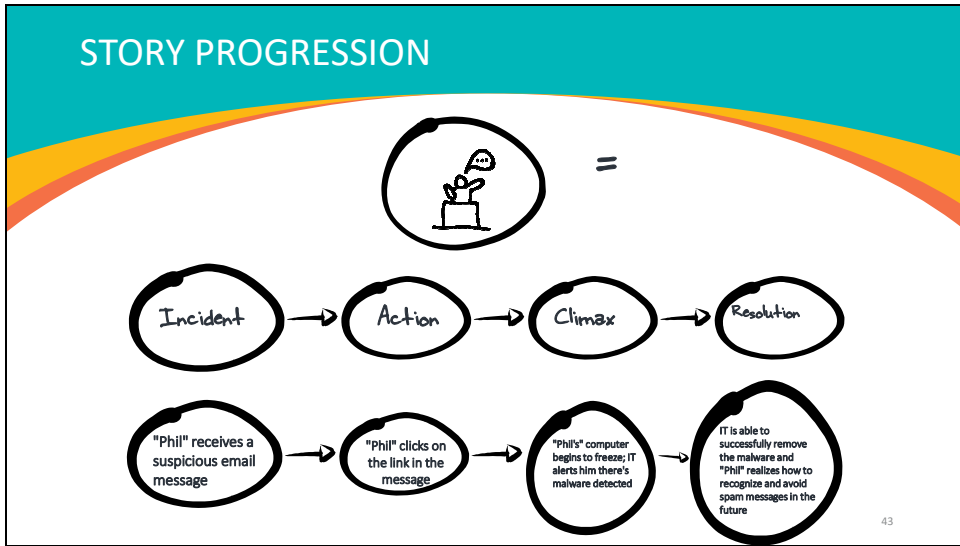
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## EXAMPLE- THE FALSE STEP STORY



Phil starts his morning off checking his email and sees an urgent message from Tom Thompson, the company's Chief Technology Officer.

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## EXAMPLE- THE FALSE STEP STORY



The message warns Phil that his account has been hacked and his employee account potentially compromised. He should log in as soon as possible to change his password and update his direct deposit information.

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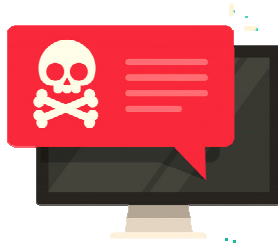
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## EXAMPLE-THE FALSE STEP STORY



Phil clicks on the link in the email message and resets his password. Immediately the computer freezes and begins to act strangely. An instant message pops up from the IT team at Phil's company—they've detected malware on his machine!

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## EXAMPLE-THE FALSE STEP STORY



The IT team quickly takes over Phil's computer and is able to clear the malware and secure his account before any major damage or security breaches can occur. "What did I do wrong?" Phil asks. "After all, I was just responding to Tom's message." "Tom didn't send that message—you were spoofed!"

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### EXAMPLE-THE FALSE STEP STORY



The IT team shows Phil how to recognize spam and phishing emails, and demonstrates how cyber criminals can "spoof" an email address belonging to a reputable, trusted person. They also warn Phil to report any spam messages and not to interact with them in the future.

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**CONCLUSION**

Plot  
Characters/Conflict/Teaching/Application  
Incident->Action->Climax->Resolution

Purpose  
5 story types

Plan  
Who/What/Where/When/Why/How?

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**BIZLIBRARY RESOURCES**



**COMMUNICATION TOOLKIT**  
The Power of Storytelling



**Storytelling in Business**



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