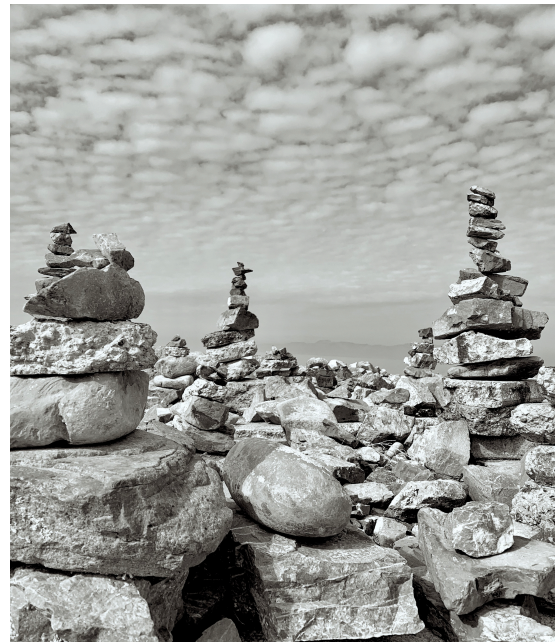


3 Pillars of Powerful Corporate Storytelling Value. Passion. Connection.

by Steve Multer | Sales & Marketing Strategies

When it comes to marketing communication, no one likes to be sold to, but everyone loves a great story. Learn to tell a better corporate story, and the payoff for your brand and personal career will be immediate, extensive, and lasting.

A strong corporate story goes beyond the product or sale to create commonality and shared personal experience between the speaker and their listener. The right story for you – the one that changes perception of your marketing from typical skill to trusted partner – is built on three pillars of value, passion, and connection. Master these three pillars and your narrative will stand up and stand out in your competitive marketplace.



Value.

Contrary to traditional business models, fundamental corporate **value** is rarely fiscal. While bottom line is always the ultimate indicator of performance, the path to a strong bottom line begins long before the sale itself. **Value** starts with personal assessments of morality and individual belief systems. The alignment between what a brand has to offer and its initial impact on the values of those who encounter that brand and its offerings is the first measurement of impact. Simply put, until an audience understands why they should give a damn about your corporate story, they won't.

Creating immediate, recognizable, and undeniable value for your intended audience starts with creating that value for yourself and for your company's goals. This is the exact opposite of how most brands sell to their marketplace. Money over meaning is no way to establish success through longevity. But that's precisely how you become a successful outlier and differentiate your brand.

You create meaning when you elevate value to your audience over **value** of yourself or your own company. One is a pitch, the other a partnership. If your corporate story is built on self-aggrandizing statistics, success-driven data points, and technical deep dives, it serves you above your viewer. But if your corporate story is loaded with powerful payoffs for your listener, focused on their achievement, and structured to assure their personal or professional success, you offer meaningful **value** that makes your message land, stick, and last.

Make my mantra your mantra: *Don't tell them what you want to tell them, tell them what they want to hear.*

Passion.

Your **passion** inspires **passion** in others. If you don't believe in and care deeply about your corporate story, your audience will know. It's clear you're simply there to sell, facing an uphill marketing battle with listeners who feel undervalued and disrespected. Winning communication demands genuine **passion** for solving your audience's most pressing problems plus the measurable data that actually gets the job done.

Passion creates investment. If your marketing is all numbers then you offer no personality, no humanity, no story. Adding story to statistics elevates both the message and the messenger, creating a $1+1=3$ equation that's greater than the sum of its parts. Include human experiences and personal perspectives around each data point and deep dive explanation. Why do you care about those metrics, and why are you passionate about sharing them with your viewers? Demonstrate your **passion** and they'll reward it with **passion** of their own.

Kill the corporate speak; it stifles your personality and turns clarity into confusion. Lose the jargon, the acronyms, and any unnecessarily complicated industry terms. Talk like a person, one friend to another. If you fear the direction of your industry, share your fear. If you're excited for a new discovery in your market, share that excitement. **Passion**-driven marketing messages are honest, personal, and align your audience's reality with yours, resulting in a stronger corporate story.

Connection.

People buy people before we buy products. Until we recognize ourselves in a brand and its story, we won't recognize or accept that story as our own. **Connection** occurs when we internalize the value of a product in relation to our own personal or professional lives. Once we **connect** with the corporate story, we become comfortable investing our attention and dollars.

Most presentations are designed and delivered for generic, faceless buyers. The corporate story never changes based on the venue, audience, or circumstance; it's simply marketing to money over meaning. Strong corporate storytelling aims for human-to-human interaction based on shared experiences, goals, and visions that prove commonality. Commonality builds trust in a brand and its product, leading to mutual success.

Avoid average, product-centric, information-heavy hard-sell tactics. Instead, allow time to **connect** with your audience personally by speaking from their point of view instead of your own. Make them the stars and the focus of every data point and demonstration of product superiority. Create the **connection** and you create the sale.

Bottom Line

Value, passion, connection. Three pillars of a powerful corporate story that turns you from a marketing shill into a trusted, respected partner for success. Deploy these pillars in every message you offer to your audience – spoken and written, onstage or on screen – and you'll instantly differentiate yourself from the majority of bad stories that fall flat.

Learn more at www.SteveMulter.com and www.CorporateStorytelling.com

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