



USING STORYTELLING TO BUILD, GROW, and CONNECT THE SAILING COMMUNITY











“Sapiens rule the world, because we are the only animal that can cooperate in large numbers. The real difference between us and chimpanzees is the mysterious glue that enables millions of humans to cooperate effectively. This mysterious glue is made of stories, not genes.”

- Yuval Noah Harari, *Sapiens*



“We only care about surviving, thriving, being accepted, finding love, achieving aspirational identity, or bonding with a tribe that will defend us socially or physically.”

- Donald Miller, *Building a Story Brand*





STORYTELLING COCKTAIL

- *Cortisol +*
- *Dopamine +*
- *Oxytocin =*

MEMORABLE





What makes a good story?

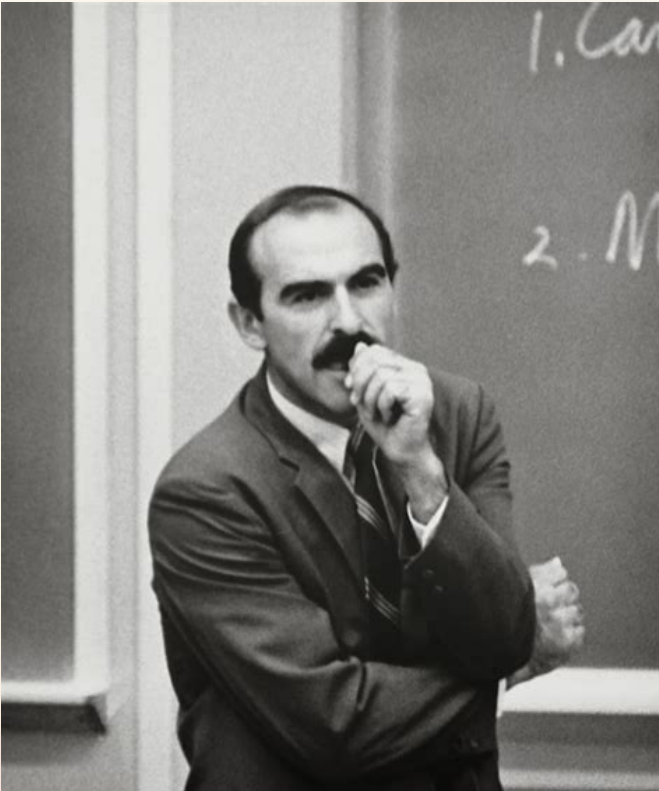
EVERY STORY MUST SHOW A WAY TO...

- *Survive*
- *Thrive*
- *Be accepted*
- *Achieve aspirational identity*
- *Bond with a tribe*

THE CHARACTERS

- *Who is the character?*
 - *Identifiable*
 - *Relatable > Likeable*
 - *Multidimensional*
- *What do they want?*
 - *Internal/External Problems*
 - *Physical Goal (WANT)/Emotional Goal (NEED)*
 - *Character Development/Growth*

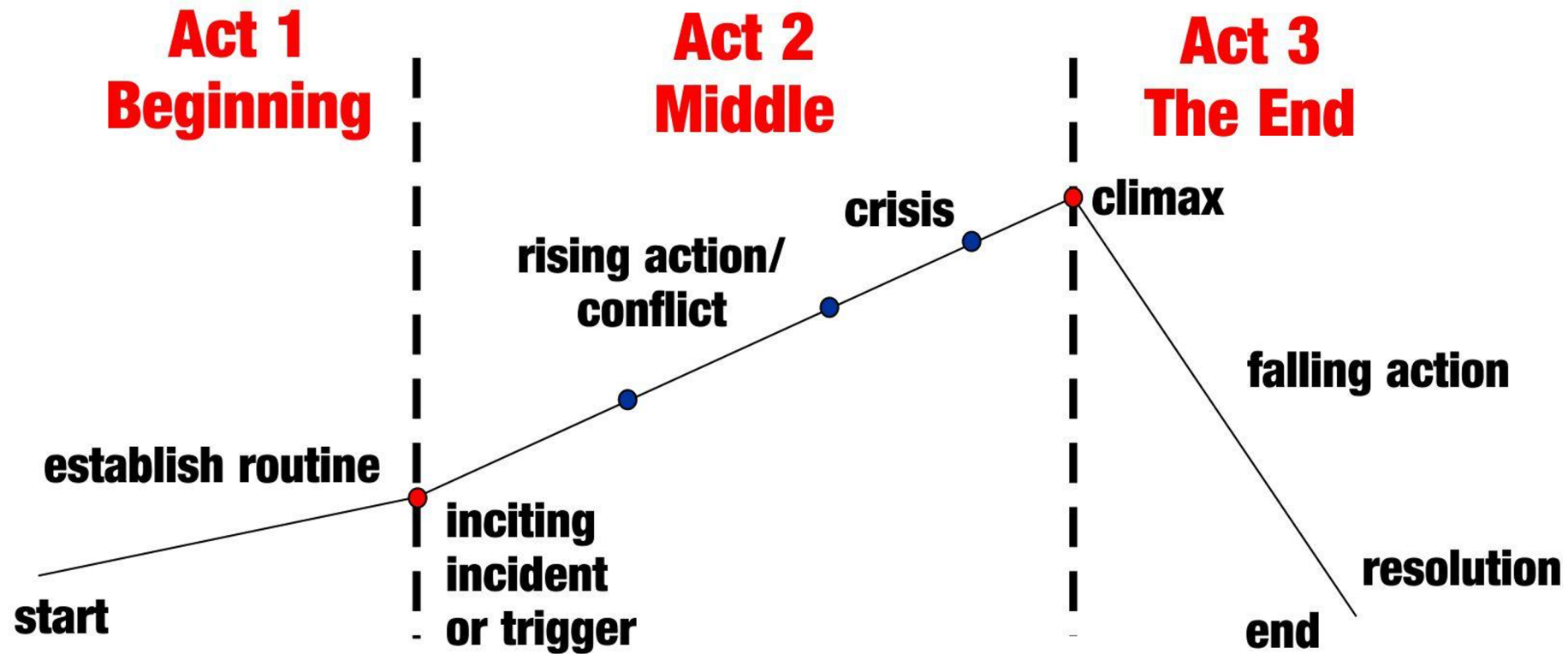
WHAT DO PEOPLE *REALLY* WANT?



“People don’t want to buy a quarter-inch drill, they want a quarter-inch hole.”

-TED LEVITT

Story Arc





THE STORY SPINE

Once upon a time, there was _____.

And every day, _____.

Until one day _____.

Because of that, _____.

And because of that, _____.

Until finally _____.

And every day after that, _____.

ELEMENTS of CONFLICT



- *PROBLEMS*
- *OBSTACLES*
- *STAKES*
- *CHOICES*

What is sailing really about?

BUILDING LASTING RELATIONSHIPS WITH STORIES

- *Values*
- *Shared Struggles*
- *Emotions*
- *Empathy*
- *Connection*

A word cloud shaped like a heart, centered around the word **EMPATHY** in large teal letters. Other words in red include **HEAR**, **COMPASSIONATE**, **CONNECT**, **LISTENING**, **FEELINGS**, **EMOTIONAL**, **RESPONSIVE**, **COMMUNION**, **EMPATHIC**, **ALIVE**, **HEART**, **MUTUAL**, **AWARENESS**, **PRESENCE**, **I HEAR YOU**, **MEETING**, **CONSCIOUSNESS**, **SAFETY**, **NEEDS**, **PRESENT**, **WARMTH**, **UNDERSTANDING**, **SELF-EMPATHY**, **COMMUNICATION**, **COMPASSION**, **INTERPERSONAL**, **AUTHENTICITY**, **SOUL**, **RELATIONSHIP**, **HEARING**, **SPEAK**, **REQUEST**, **GIVING**, **DIALOGUE**, **INSIGHT**, **EMOTION**, **UNDERSTAND**, and **HEAR**.

“Stories are about change – the change that happens TO to character from Act One to Act Two, and the change that happens WITHIN the character from Act Two to Act Three.”











There are endless stories to tell.

Find yours.

And share it with the world.



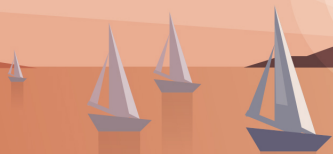
IT IS TIME FOR THE **SOCIAL MEDIA MINUTE**

Please take 60-seconds and post one takeaway, picture or thought from this session on a social media platform of your choice and tag

@USSailing

@rainbennett

#SailingLeadership



Your Opinion Matters

Please open the **Sailing Leadership Forum app**
and complete the **session survey** found in the
menu bar.

Thank you for attending this session

