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

Act 1
Beginning
- start
- establish routine
- inciting incident or trigger

Act 2
Middle
- rising action/conflict
- crisis

Act 3
The End
- climax
- falling action
- resolution
- end
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, _____________.

SAILING LEADERSHIP FORUM 2020
ELEMENTS of CONFLICT

- PROBLEMS
- OBSTACLES
- STAKES
- CHOICES
What is sailing really about?
BUILDING LASTING RELATIONSHIPS WITH STORIES

- Values
- Shared Struggles
- Emotions
- Empathy
- Connection
“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

@USSSailing  @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