

# Path to Equity

## Insights Summary

### *Module 9 :: The Art + Science of Storytelling*

*This program contains one  
Professionalism Hour.*



**McMillan  
November 2021**

## Module 9 :: Insights

Welcome to **Week 4** of **Module 9 :: The Art + Science of Storytelling, Insights Summary**. Here we capture what you've shared with us and with one another throughout the Module. These summaries are aimed at *application, acknowledgement and accountability*

This is your **ninth** Insights Summary. On the following pages you'll find insights shared by you and your cohort colleagues, and some additional thoughts that your Southren Team has had in connection to your experiences.

As always, we see your insights aggregating throughout the Modules as the concepts and ideas you've worked with throughout the program percolate with the benefit of repetition, time and reflection. We love to see the shifts in your mindset as the months go on! This program is truly based in the idea of Becoming, the idea that you are always growing in a virtuous cycle with each stage growing out of and up from the one before.

We hope this summary helps you to stay connected to, and take action around, the material we presented in **Module 9 :: The Art + Science of Storytelling**.



## Activity + Challenge Review

As always, we asked you to share your *Insights* in connection with **Module 9 :: The Art + Science of Storytelling**. The prompt we used was this:

**Share One Insight:** Tell us about one ‘sticky’ or significant thought or idea that you had arising out of any aspect of this Module. Whether from the **Learning Session (Week 1)**, **the Learning Guide (Week 2)**, or **Coach’s Corner (Week 3)**.

We also ask in the Coach’s Corner session for your *experience* with the Activity and Challenge given in the **Learning Guide (Week 2)**.

**The Activity and Challenge for this Module were:**

**Activity :: Identify + Deconstruct Master Storytellers.** Think of someone you know or have seen speak that you consider a **masterful storyteller** - this person could be a colleague, a friend, a conference speaker, a celebrity or personality or even a professor or teacher you’ve had in your life.

Identify what it is that makes their stories - and their storytelling - so **compelling and effective**. See if you can deconstruct their stories and way of telling them into what makes them:

- **Connect with you**
- **Compel you**
- **Be memorable to you**
- **Command your attention**

**Challenge :: Craft Your Stories.** Think about the stories you can tell in connection with building your business and your bid for equity partnership.

- Think about the examples that showcase your professional excellence, service mindset, strategic mindset and owner mindset.
- How might you craft or hone these stories in light of what you’ve learned about storytelling? For each of your stories, answer these questions:
  - ◆ Would you change the perspective from which you’re telling the story?
  - ◆ Would you highlight different elements?
  - ◆ Does your story follow a complete arc (see the Simple Story Framework)?
  - ◆ Is it best told as an origin, journey or moment/instance story?

**Note:** Inside Coach’s Corner, we used the Module 9 Slack Channel to capture your thoughts, and add ours. You can find this information there as well, and we encourage you to continue to use the Slack Workspace to add to the conversation!

## Insights :: Activity

Identifying 'master storytellers' and what makes them so effective was an easy task!

A grandfather who was an incredible storyteller who is recognized as having contextualized his stories depending on who he was speaking to and what he wanted to emphasize. He also had different origin stories depending on what he was trying to convey - if focused on relationships, he might tell the origin story about meeting his wife. If he was focused on other things he might use an origin story around living through the depression. He was animated and also used, with intention, his cadence and accent, volume of voice etc. All great tools for weaving stories. And the stories were so memorable that they are now told down through the generations.

A former partner from the firm who became a legend as a result of his custom of using movie plots as a metaphor for what happened in a case in his closing submissions before a tribunal. This custom was so memorable, and so commanding of attention, that people who were not involved in the cases used to make their way into the hearing room just so that they could hear what movie he chose for his metaphor closing in that particular case. And it spurred conversations at a meta level about how good or bad the choice of story was, causing further reflection and broader engagement about the case.

Michelle Obama - very relatable, vulnerable, humble. Making the extraordinary ordinary and accessible. Great combination of low arc stories and high arc stories. Combination of day to day stories and profound stories.

A friend who always tells great stories about regular day to day events and making them real and eventful and engaging.

A partner who told a great origin story about how she went from an interest in health law to falling in love with a private equity practice during student interviews. It really seemed to resonate with and engage the students.



## Insights :: Challenge

Varying levels of comfort and mastery with telling your own stories was evident.

One lawyer realized that he has quite a few stories "in pocket" to use, and he does throttle up and throttle down on details, cadence etc. to create the effect he wants on the listener. And that one of the tricks to storytelling is when to stop talking.

*Coach's Note: A lot of these back pocket stories focused on client experience as an example - either a cautionary tale of what went wrong for someone or a proof point of when something went well and why. These 'examples' are easy and effective fodder for your stories - when you encounter someone facing a similar situation to one of your previous clients, see if that example could make a good story!*

Another lawyer talked about trying to figure out when not to tell stories even if you feel like you want to. To ask yourself the question 'is the story contributing or is it just that I feel the need to say something to feel like I am relevant in the situation'?

*Coach's Note: This is a great example of using the step of **discernment** in your storytelling. In each context, look to discern when to use stories - or not! - which story is relevant and useful to that context, and what elements of that story need to be dialled up or down to make your point in that context.*

Remember, storytelling is a skill that you will continually develop and hone over time. The keys are:

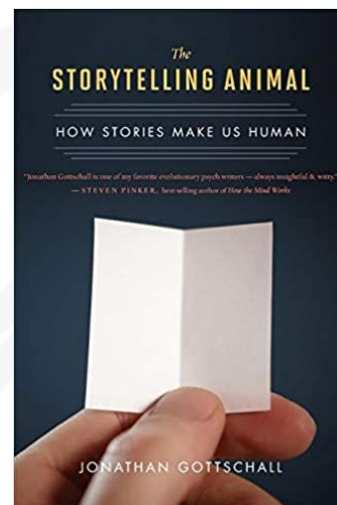
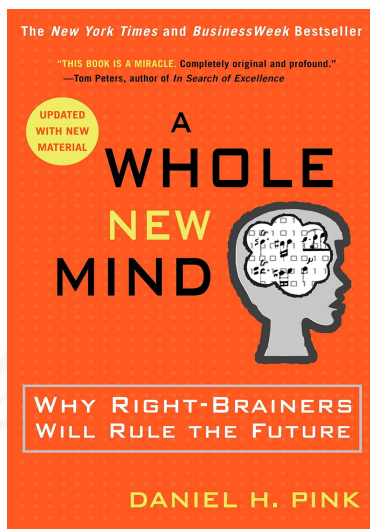
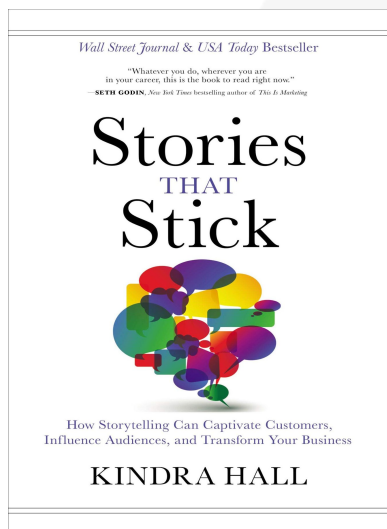
- 🔑 **Live a storyful life!** You need to have experiences of all kinds in order to have stories to tell.
- 🔑 **Be aware** - start to recognize the story in your experiences, either in the past or while they're happening. Use them in the moment or file them away for future use.
- 🔑 **Use discernment** - choose the story, the elements of the story, and the other storytelling tools like cadence and tone that will be most effective in the context.
- 🔑 **Apply intention** - look for opportunities to use story in a deliberate way to enhance your communication.

## Resources

Want to learn more about Storytelling? Here are some of our favourite resources.

**Reminder:** Reading and listening to audiobooks and podcasts are **Keystone Habits!**

### Books:



### Articles:

[15 Must Read Books That Will Make You An Outstanding Storyteller](#)

### [Telling Tales](#)

### Podcast Episodes:

[Kindra Hall on The Authentic Networker Podcast](#)  
[Daniel Pink on The Super Soul Podcast](#)

## Completing the Module

Congratulations on successfully completing **Module 9!** This is the ninth of 10 modules that you'll be participating in throughout the Path to Equity Program, and we hope you enjoyed the experience. It's hard to believe we only have one module left together!

As always, we welcome your thoughts and feedback on how we might have improved this Module, or how we can make improvements on future Modules in the program.

If you'd like to email us with any thoughts, feedback, praise or suggestions, please do so by reaching out to [jane@southren.ca](mailto:jane@southren.ca)

See you in **Module 10 :: Strategic Planning for Success.**



