

BUSINESS WHITEPAPER

STORYTELLING

THE POWER OF STORYTELLING: BECAUSE IT'S EASIER TO LEARN AS A HERO

Big pictures create big cinema:

"People remember stories up to 22 times better than mere facts."

22

NUMBER OF THE HOUR

Cognitive scientist Jerome Bruner shows that we can remember knowledge conveyed in stories **up to 22 times better** than mere facts.

This also means that the brain prefers to receive knowledge in its preferred storage form – as a story. Storytelling doesn't mean inventing stories, but finding compelling stories and using them effectively.

TELLING STORIES CONNECTS

Storytelling – the telling of stories – is probably as old as humanity itself. In addition to conveying information, it offers us the opportunity to connect with other people and build relationships. Stories create a “we-feeling”. In principle, any content can be “packaged” into a story. For example, an ordinary lecture can easily be turned into a story with a narrative arc and a punchline.

THE GOAL OF STORYTELLING

In all areas of storytelling – in advertising, marketing, or eLearning – the goal is to capture and hold the attention of the audience so that they “stay with it” until the end - similar to a good movie that captivates viewers. Adult educators can make factual content and complex relationships understandable and comprehensible through a story and charge them with liveliness and emotion. Stories are proven to be more memorable than mere facts and figures.

Numbers, facts, or statistics primarily activate the language processing and language understanding in our brain. Images, colors, shapes, sounds, smells, touches, movements, or emotions conveyed in a story also stimulate the corresponding brain regions.

3 STAGES ON THE PATH TO GREAT STORYTELLING

1. THE STORY

The "Prime Story" forms the centerpiece into which the entire offering of the blended learning scenario is immersed. An outstanding example of this is the "NEW AS OFK (Upper Management)" project of Deutsche Bahn AG, where CREATE, together with numerous co-creators on the customer and trainer side, realizes that this topic actually has many parallels to a "business-free" context such as mountain hiking. Through careful consideration, it was found that this is a perfect theme for storytelling and design to effectively convey DB's adaptive blended learning offering.

2. THE STORIES TOLD BY LEARNERS

For trainers, leaders, their teams, and learning groups, the dream of UGC (User Generated Content) or GGC (Group Generated Content) is indeed achievable through a suitable storytelling environment. However, how do outstanding stories come to light? How are they told, reflected upon, and shaped into valuable learning material from real experiences? And in what digital form can we expect these stories? Those who take the concept of "accessible participation" seriously create a system that maximally promotes this type of involvement. By "system," it's not just platforms and content meant as "technical systems," but also all participants and the systemic learning design of the offering. The benefit for the group is immense!

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"If you want to build a ship, don't drum up men to gather wood, give orders, and divide the work. Instead, teach them to yearn for the vast and endless sea."

”

Antoine de Saint-Exupéry

3. THE ROAD AHEAD

Anyone who has experienced the instrument of good storytelling in a CREATE design thinking workshop knows: storytelling, doing, and acting while slipping into the jointly developed personas for the target audience already constitute half the journey! There is no organization, no company, no project, and no learning topic where this "story" does not work. The only requirement: "A little courage is needed," says founder and CEO Christoph Schmidt-Martensson, "to engage in this type of creative work, thinking, speaking, and listening...". Learning content, platforms, campaigns, measures - and using modern tools from agile product development - and applying all of this skillfully to digitally supported blended learning. Suddenly, the story from the first kickoff workshop is transformed: into the first highly interactive case study in eLearning and a source of inspiration.

Tell your story...



CHALLENGES FOR COMPANIES

Many companies struggle with various challenges despite their efforts to implement storytelling.

MAINTAINING MOTIVATION

Keeping learners engaged and motivated throughout the entire story can be difficult for many, especially if the content lacks interactivity or appeal.

STRUCTURING THE LEARNING JOURNEY

The structure plays a crucial role. It's essential to first capture attention and raise awareness to establish a successful foundation for the learning journey and engage all trainees.

CULTURAL SENSITIVITY

Designing stories that are inclusive and culturally sensitive while effectively engaging a diverse audience proves to be a significant challenge.

BALANCING STORY & EDUCATION

Another common difficulty is maintaining a balance between storytelling and educational objectives. Maintaining balance is crucial.

OBTAINING FEEDBACK

For many companies, gathering and incorporating feedback into storytelling is challenging but essential for improvement.

PRODUCTION & LOCALIZATION

Language and localization are significant considerations for large, globally distributed companies, as is the production of high-quality content.

In today's world, it's essential to ensure that content is accessible to learners with diverse abilities and backgrounds - Inclusion is key.



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