



## 9 Conversations

Tell the story of your new business

### SESSION GUIDANCE NOTES

Step 8: Business storytelling

#### Guiding question

How do I tell the story of my business idea using the BMC as a structure?

#### Objectives

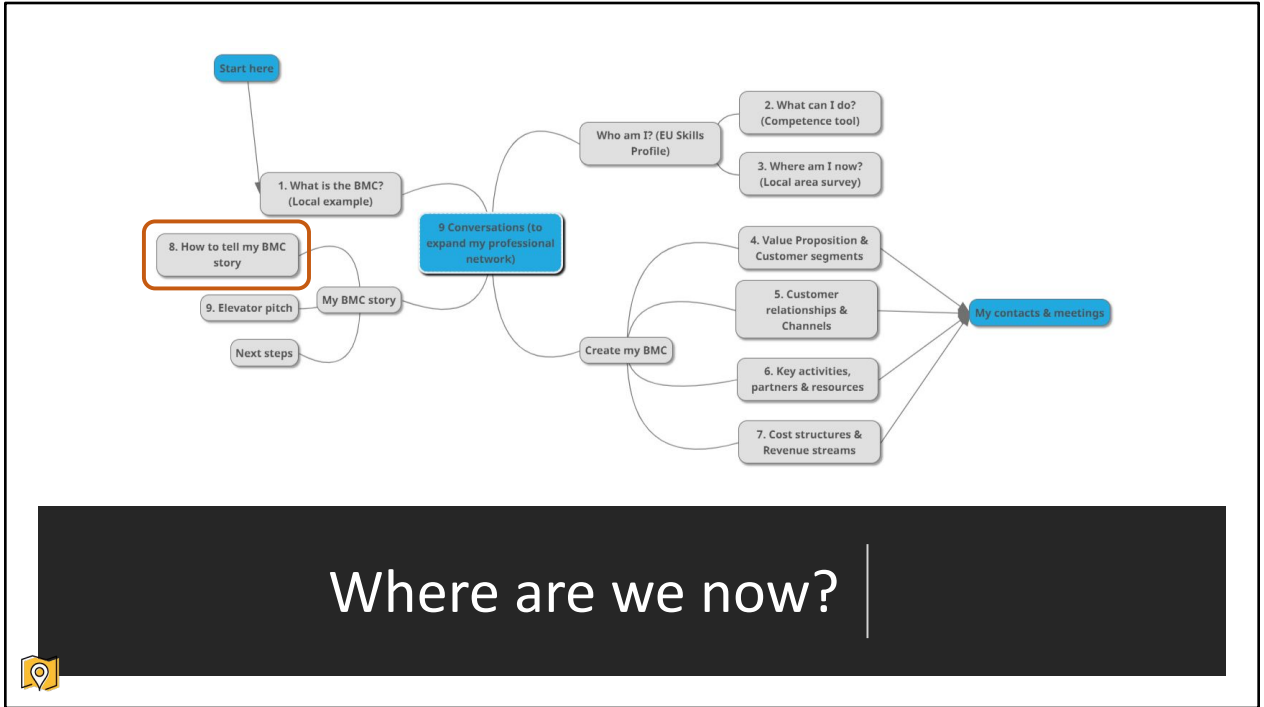
The main aim of this session is to plan how to tell your business story to invited guests.

To find out what makes a good business story

To find out about tools to tell your story

To start preparing your story

Be able to present or critique the BMC of two participants (if needed because of size of group)



**SESSION GUIDANCE NOTES**

5 minutes

Confirm the 9-week programme using the diagram and offer flexibility of the steps.

## Agenda in minutes

Where we are now	5	Technical help	5
Expectations	5	Wrap up (feedback etc)	5
Contacts and meetings	10		
Storytelling: why it matters	10		
Storytelling discussion	30		
Story arcs	15		
Pitch case	15		
Using a storyboard	20		



### SESSION GUIDANCE NOTES

The group may decide to spend more time in some areas and less time on other areas.

The green highlight is the participant led discussion part of the session.

Add expectations from last week here.

# My contributions



A 3D white figure holding a blank white sign. The figure is standing on a white surface with a soft shadow. The sign is rectangular and held with both hands. The figure has a simple, rounded design.



### SESSION GUIDANCE NOTES

5 minutes

#### Preparation

Replace the image on the right with a copy of the expectations agreed by the group.

#### Activity

Remember your agreed expectations and contributions.

Are we on the right track to meet these?

Do the expectations need to be amended?

## Contact and meetings

- Meetings
- Email
- Phone



### SESSION GUIDANCE NOTES

10 minutes

Share challenges in making contacts eg language challenges, cultural differences  
Share advice on how to find useful information and how to make contacts  
Report back on useful local sources of information, meetings or phone calls completed.

#### **Standard prompts for expanding your network**

Think about who might be able to help you add details to your BMC.

Time to talk about contacts and meetings that need to be set up before next week.

Talk about how to find out about relevant people and organisations to contact about your business idea.

Exchange ideas about how to find out about local information eg libraries, online portals and so on.

How will you keep records of who you have contacted and what the result was.

This is important to set up from the beginning.

More advice on networking here:

<https://www.popupbusinessschool.co.uk/popup-online-course/step-19-networking-making-connections-that-will-pay-off>

Report back on useful local sources of information, meetings or phone calls completed.

Check that record keeping of contacts is working.

This is linked to the main 9 Conversations badge as participants must be able to document at least three new useful contacts in order to get the overall programme badge.



### SESSION GUIDANCE NOTES

10 minutes

\*Key slide\*

Because our brains are built to remember stories, this means that we learn very well from stories.

It also means that being able to tell a few stories about our business could be useful to secure loans, suppliers and customers.

Stories are a way to be remembered.

Does anyone in the group have a favourite business story? Why do they remember it?

## Discussions

1. How many stories are relevant to your business?
2. Look at the BMC and imagine who you would tell your story to, when and why. eg You should sound trustworthy to the bank when they phone you to hear why you want to open a business account, or when you are securing suppliers or marketing to customers.
3. Should you always tell the same story? Or should you emphasise different parts at different times?
4. Through how many channels can you tell your story? eg. Email, phone, in meetings, on your website, video etc.
5. Which media will you use? Written, oral, video, presentation etc.
6. Which of your stories will you tell in meeting 9?



### SESSION GUIDANCE NOTES

30 minutes

\*Key slide\*

Your group should choose to answer those questions that are relevant to them.

Additional prompts for each question

1. Everytime you interact with someone in connection with your business, getting a business bank account, contacting potential customers and partners you are in effect telling a story.
2. Use your contacts list built over the last seven weeks to remember when you had to tell your story, how well you did it, how it could be made better.
3. You could discuss whether there would be differences in the story you tell to the bank when applying for an account and when trying to reach potential customers. What differences would there be and why?
4. Some businesses work best on face to face contact while many others need to use other channels such as social media, print ads and so on.
5. What would be the advantages and disadvantages of using the different media for your business idea?
6. The stories told in the last meeting will depend on who the external guest is. The group can discuss possibilities. They can use the BMC as a guide or do it



1. another way.

# Story template



A story can follow this pattern:

- Which "pain" will you solve?
- Why should it be you(r business)?
- Which conflicts or challenges do your potential customers have?
- Why is your solution **the** answer?
- What does your solution look like and which additional advantages does your solution give? eg. Not just good coffee but also a clear conscience.



## SESSION GUIDANCE NOTES

5 minutes

\*Key slide\*

Your story should have a simple structure.

The slide shows one possible structure.

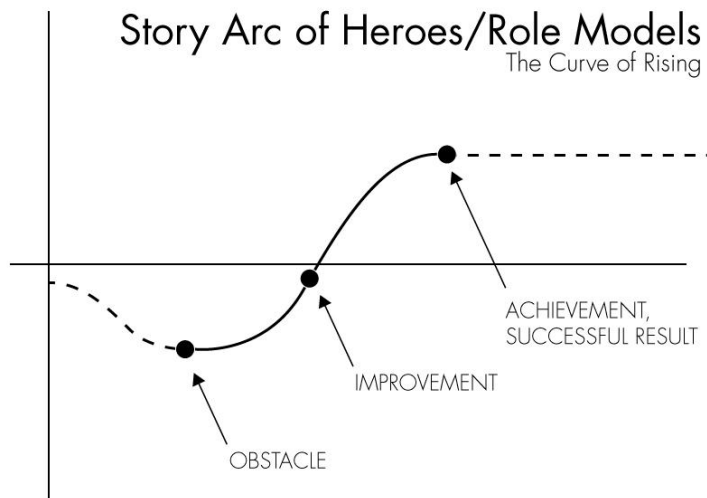
- This structure is often used in advertising.

You could use a tour of the BMC template as your story structure starting with yourself as the hero (entrepreneur with certain skills) and moving on to the challenge (pain) experienced by your potential customers. And finishing with a happy ending of how you are going to relieve that pain through your activities, partners and resources etc.

Learn more about storytelling principles as practiced by the Disney company, Pixar, here:

[https://medium.com/@Brian\\_G\\_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fc6ae225f50](https://medium.com/@Brian_G_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fc6ae225f50)

# Dramaturgy



## SESSION GUIDANCE NOTES

5 minutes

\*Key slide\*

Dramaturgy is a word that describes the structure of a good story.

Your story should have a simple structure.

The slide shows another possible structure.

This a structure often used in movies and novels.

You could use a tour of the BMC template as your story structure starting with yourself as the hero (entrepreneur with certain skills) and moving on to the challenge (obstacle) experienced by your potential customers. And finishing with a happy ending of how you are going to relieve that pain through your activities, partners and resources etc.

Which story structure do you think would work best for your business idea and why?

Learn more about storytelling principles as practiced by the Disney company, Pixar, here:

[https://medium.com/@Brian\\_G\\_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fc66ae225f50](https://medium.com/@Brian_G_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fc66ae225f50)

## Which questions do you have for her?



### **SESSION GUIDANCE NOTES**

15 minutes

\*Key slide\*

### **Preparation**

You might try finding a short business pitch in a language better understood by your group (or with subtitles they understand).

### **Activity**

This is an example of person pitching their idea for a social enterprise cafe. (You can turn on the automatic English subtitles using the cogwheel in the bottom righthand corner)

Does everyone know the meaning of Latinx? A gender-neutral word to describe people of Latin American origin

Does everyone know what a social enterprise is? A business where profits are used for social good.

After watching the video discuss the following:

Do you trust her?

Believe in her?

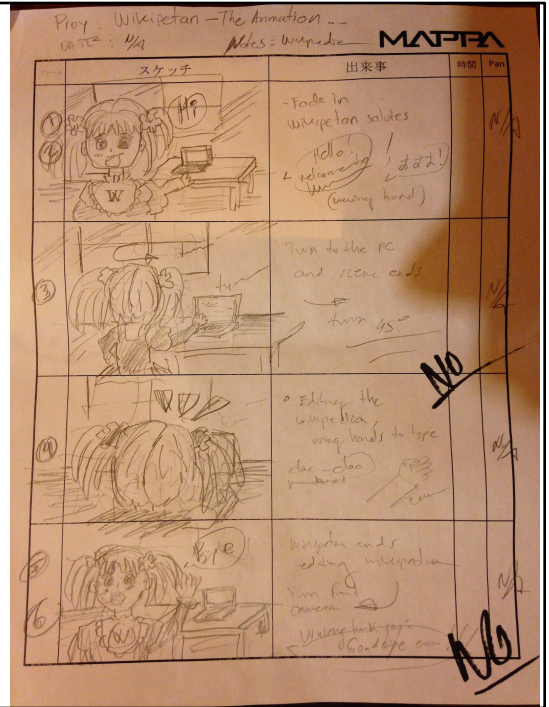
Would you lend her money?

What questions do you have for her?

The video is at <https://youtu.be/fHsoH3dHlcc>

# Make a storyboard of your business story

eg. for marketing



## SESSION GUIDANCE NOTES

20 minutes  
 \*Key slide\*

Storyboards are a way of planning your story.

In a table you show each scene of your story as a row.

Each row contains the image (could be a PowerPoint slide), some narration (what you say or text you show) and finally how long it lasts.

It is especially helpful if you are planning a presentation or a video.

Decide what kind of story you want to tell in your pitch in the final session next week.

It could be an investment pitch (asking for a loan)

It could be a sales pitch (to get new customers)

It could be the story you tell about your company on your future website or FaceBook page.

What are your first ideas about your storyboard?

# Help?

## **Do you need any technical help?**

eg. video, PPT, flyers, social media images etc.

## **Do you need any help with the language?**

Should it be in the national language or English?



### **SESSION GUIDANCE NOTES**

5 minutes

Help each other with technical questions.  
The main advice is to stick with what you know.



### **SESSION GUIDANCE NOTES**

5 minutes

Quick round in the group using the prompt questions below.

You can also make your own notes about each session in your learning diary, at the bottom of this page or some other way.

#### **Prompt questions**

Describe something you learned in this programme.

Describe something that puzzled you in this programme.

Describe something that one of your group colleagues did or said that you found helpful.

Describe something you want to find out more about as a result of today's session.

How could the programme be improved? Consider telling the facilitator.



## Future meetings

We will be meeting for the last time at [location, date and time]



### SESSION GUIDANCE NOTES

Ensure you are clear on the details of the next meeting.  
Share contact info?  
Pool transport?

## Info and links

- Advice on effective storytelling according to Pixar, Disney
- [https://medium.com/@Brian\\_G\\_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fcc8ae225f50](https://medium.com/@Brian_G_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fcc8ae225f50)

Available on the app

- Self evaluation  
<https://9conversations.no/self-evaluation/>
- Learning diary
- 9 Conversations FAQ her  
<https://9conversations.no/faq-prototype/>

### Extra info

- First part of Business Model Generator book free from  
<https://www.strategyzer.com/books/business-model-generation>
- <https://www.designabetterbusiness.tools/tools/business-model-canvas>
- All documents: XXXX
- Make your own BMC online  
<https://canvanizer.com/>
- Elements of a good elevator pitch  
<https://toggl.com/blog/elevator-pitch-examples>



## SESSION GUIDANCE NOTES

These are the digital links that participants can access after the programme has ended.

## Get the Badge

To complete this step you must:

- Create a storyboard for their elevator pitch presentation
- Add a reflective entry to the learning diary that addresses at least one of the prompt questions

Complete this step by posting to .... [link]



### SESSION GUIDANCE NOTES

This is to be completed outside the session.  
Facilitator collects evidence to support awarding the badge.

# Take it further

Watch the video to find out how the Business Model Canvas can help to tell the story of the business.

Complete the badge for this session.

Create a storyboard for your pitch in Step 9

Make a video pitch

Practice your pitch



Who are the different “target groups” and what are they looking for?

- A bank will probably look for security and sustainability.
- An investor might look for future profit.
- A supplier will look for guarantees of getting paid.
- A partner will look for future income and future growth.
- This you should have in mind when you make (maybe several different) presentations based on your business model and the BMC.
- Using the BMC might also help you to structure the presentation in an understandable way.
- An important point is that by having a solid and realistic business model you can document and sell all the important aspects of your business model and how the elements are linked together.
- A solid business model will be evidence of a hard working entrepreneur who have a thorough and “realistic” view of the business to be started.

MASTERING CONVERSATIONS

## SESSION GUIDANCE NOTES

Participants aiming for Level 2 certification should complete the following in their e-portfolio:

Reflect on who you need to present/sell the business to, and what you need to focus on in your presentation/business model to succeed with the presentation. Reflect briefly on why it might be difficult to use the same presentation to get a loan from a bank and to get money from a potential investor.

Aim to write 300-750 words.

Video: [https://youtu.be/iyj0oHdp\\_vk](https://youtu.be/iyj0oHdp_vk)