

Hooked: How Leaders Connect, Engage and Inspire with Storytelling**Gabrielle Dolan & Yamini Naidu****SYNOPSIS**

Hooked is designed to be a quick, easy-read primer for creating and sharing business stories, which they differentiate from traditional storytelling. Business storytelling is defined as sharing a story about an experience but linking it to a business message that will influence and inspire your audience into action.

While the book gives a multitude of helpful storytelling tips, many of which are summarized in the sidebar at right, one of the more interesting ideas is the identification of four types of storytellers and tips on how each can improve. The types of storytellers are defined based on two criteria:

- The level of engagement – This ranges from a low level of engagement where people are hardly listening to a high level of engagement where people are hooked and hanging on a person's every word.
- The strength of the purpose – This ranges from a low where people have no idea why a person is telling the story or what they want them to do to a high where the purpose is crystal clear and people know exactly what to do.

The four types of storytellers are:

- The Avider (low engagement and low purpose) – This person sometimes doesn't even tell stories or may focus primarily on stories that make him/her look good.
- The Joker (high engagement and low purpose) – While highly engaging, the primary purpose of the joker can simply be to make people laugh, rather than inspire action.
- The Reporter (low engagement and high purpose) – The most common business style, the reporter gives a lot of facts, figures and supporting data, but often is not engaging.
- The Inspirer (high engagement and high purpose) – The inspirer is comfortable telling stories and sharing personal information with a real purpose. People love to hear their stories and are often moved to action.

Once a person identifies their storytelling type, the book goes on to give tips to improve. This book is a great resource for corporate communicators or leaders who are interested in quick tips to become better business storyteller.

Review by Chris Gay, Bridge Consulting

Quick Tips for Storytelling

The authors provide numerous tips for creating a good story, and many of them are summarized in this checklist:

- Is your purpose clear and is there only one purpose; could you put it on a bumper sticker?
- What is your audience; what motivates them and what are their concerns?
- Have you picked a personal or business experience to convert into a story?
- Structure your story so it starts with time and place.
- Who is the single key character in your story?
- Less is more...eliminate all unnecessary detail from your story.
- Feel it and see it. Is their emotional and sensory data in your story?
- The devil is in the detail so get all of your facts right.
- Does the story link back to the purpose without being directive?
- Have you written your story down?
- Check your story's duration and timeline.
- Seek permission if necessary.
- Credit your story if needed and stay credible.