

Notebook - The So What Strategy Revised Edition: INTRODUCING CLASSIC STORYLINES THAT ANSWER ...

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you must state the 'So what' clearly and unambiguously at the beginning of your communication and then make the case to support it, rather than trying to tie everything together at the end when your audience may have lost focus or interest.

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A business storyline¹ is a simple map of ideas arranged into a logical order and hierarchy.

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developing clarity around a storyline helps drive clarity of thinking and communication.

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took a disciplined approach to thinking through what they wanted to achieve from their communication and how they would structure and communicate it, they had more impact and achieved better results.

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Business leaders don't want to trawl through lengthy, poorly-thought-out communication.

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storylines map the structure of your ideas in a way that is both clear and compelling.

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Being able to take the complex and make it clear and take the clear and make it compelling is one of the hallmarks of good leaders.

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the introduction must be right.

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Once leaders understand the issues at hand they can usually make decisions quickly.

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Only the information that answers the core question posed by the communication is included. Anything else can be placed in an appendix or left out altogether.

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STORYLINING BUILDS A CULTURE OF INTELLIGENT COLLABORATION AROUND REAL BUSINESS ISSUES

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To persuade, you must have a clear point of view, and also the ability to engage your team, stakeholders and your leaders in that point of view. If you can deliver that you have real impact.

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the difference between people who are technical experts and people who are leaders who have credibility and the trust of those around them.

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Without the rules, a storyline becomes just another template with places to dump ideas,

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Sometimes we don't have to argue a case about why we have to act – we just have to act! That's where Action Jackson comes in.

it's a simple storyline describing steps use it when you want to spell out an action plan build it to map an overall recommendation and supporting steps avoid using it when your audience still needs to be c

use storylining to help push your thinking and refine your communication.

To make this pattern work for you, you must: know that The Pitch articulates and supports a recommendation use The Pitch when you need to persuade someone understand that The Pitch highlights your value proposition 'right up front' avoid being glib; it's critical that your supporting reasons convince your a

To make the Traffic Light storyline work for you, you must: know that it provides a clear status update use it for status updates understand that it enables you to provide an overview – and as much detail as you want – to explain your current position avoid being s