

# LORE CLASSROOM

## 5 TYPES OF BUSINESS STORIES

### *YOUR "WHY" STORY*

Your "Why" Story answers the question: Why do you do what you do? For example, maybe a mentor, teacher or coach inspired you to pursue a passion. Maybe something traumatic or something inspiring happened in your life, or in the life of a loved one, that influenced what you do today. Maybe seeing the mission of the organization in action inspired you to get involved.

A "Why" story focuses on your personal drivers. Your core values and your purpose are the focus. When you use story to share what inspires you and why, your listeners are inspired to act.

### *THE IMPACT STORY*

An Impact Story focuses on the value that a product or service provides to your clients or the community. The story highlights how you, personally, have witnessed the power of the product or service in helping others. For example, an Impact Story may highlight a client's pain and inefficiencies that were resolved by your team or organization, or how the development of a new product feature changed the trajectory of the launch.

An Impact story focuses on how you witnessed, drove, or participated in the value and impact of a product or service.

### *THE COMPANY'S ORIGIN STORY*

An Origin Story is usually told by the company founder or product inventor. It describes the inspiration and how an idea became a company or a movement. A powerful origin story, if crafted and shared, can become company lore, a common narrative, that is told over and over again.

### *YOUR CLIENT'S STORY*

Client testimonials, customer reviews, and customer feedback, told by the clients themselves, are useful stories that convey the value of your brand.

### *THE "IMAGINE IF" STORY*

The "Imagine If" Story describes a future, fictional, example of what will be if a specific course of action is taken. Often used in combination with an impact story, the Imagine If story describes how an intended change or action will affect the future of the organization or have an impact on a client. For example, when implementing a new technology, a story about the limitations of the current system (Impact story) followed by a story about the outcome of the project (Imagine If story) gives the team a better understanding of why a change is needed and how it will affect them.

The "Imagine If" story paints the picture of what is coming or what could have been. These stories are useful for managing expectations during organization change.