

THE
APPLIED SCIENCE
— & —
BEWITCHERY
of Storytelling



**CLARIFY YOUR STORY,
AMPLIFY YOUR IMPACT,
SIMPLIFY YOUR LIFE**



Caedon

OUR HAPPY CARVANA PURCHASE.

THIS IS HOW WE
DO IT.

ABBT
Small in spirit, big in influence.



Our rules of thumb for how to stay small in spirit as we grow big in influence.

THIS IS HOW WE DO IT.....

Our rules of thumb for how to stay small
in spirit as we grow big in influence.

NO. 1

CUSTOMERS FIRST



NO. 2

SQUAD UP



NO. 3

PRESSURE = FORCE / AREA



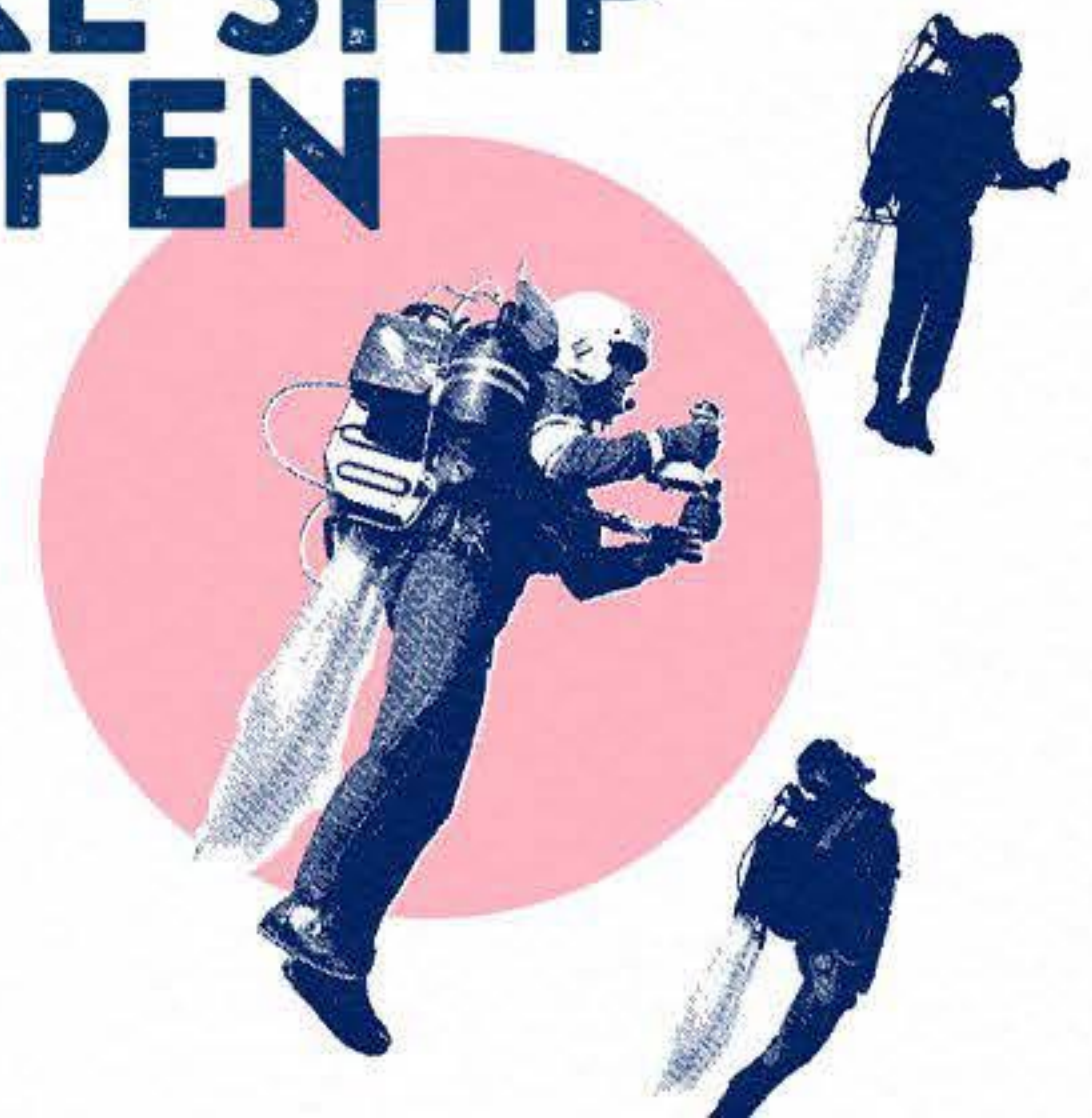
NO. 4

BIG DREAMS, SMALL STEPS



NO. 5

MAKE SHIP HAPPEN



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As a top executive, you want to connect with prospects **and** convert them into raving life-long customers.

But most communicators don't connect because they lead with logical arguments when what your audience really wants is the emotional pull of a story.

Therefore, immediately hook into the primal part of your prospect's brain – where all of their real buying decisions are being made – with an ABT that excites people to action.

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AND = AGREEMENT

BUT = CONTRADICTION

THEREFORE = CONSEQUENCE

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Our cause-and-effect, pattern-seeking, decision-making limbic brain loves the three forces of story.



ABT BUILD

Audience



AND

Stakes



BUT

Problem



THEREFORE

Solution

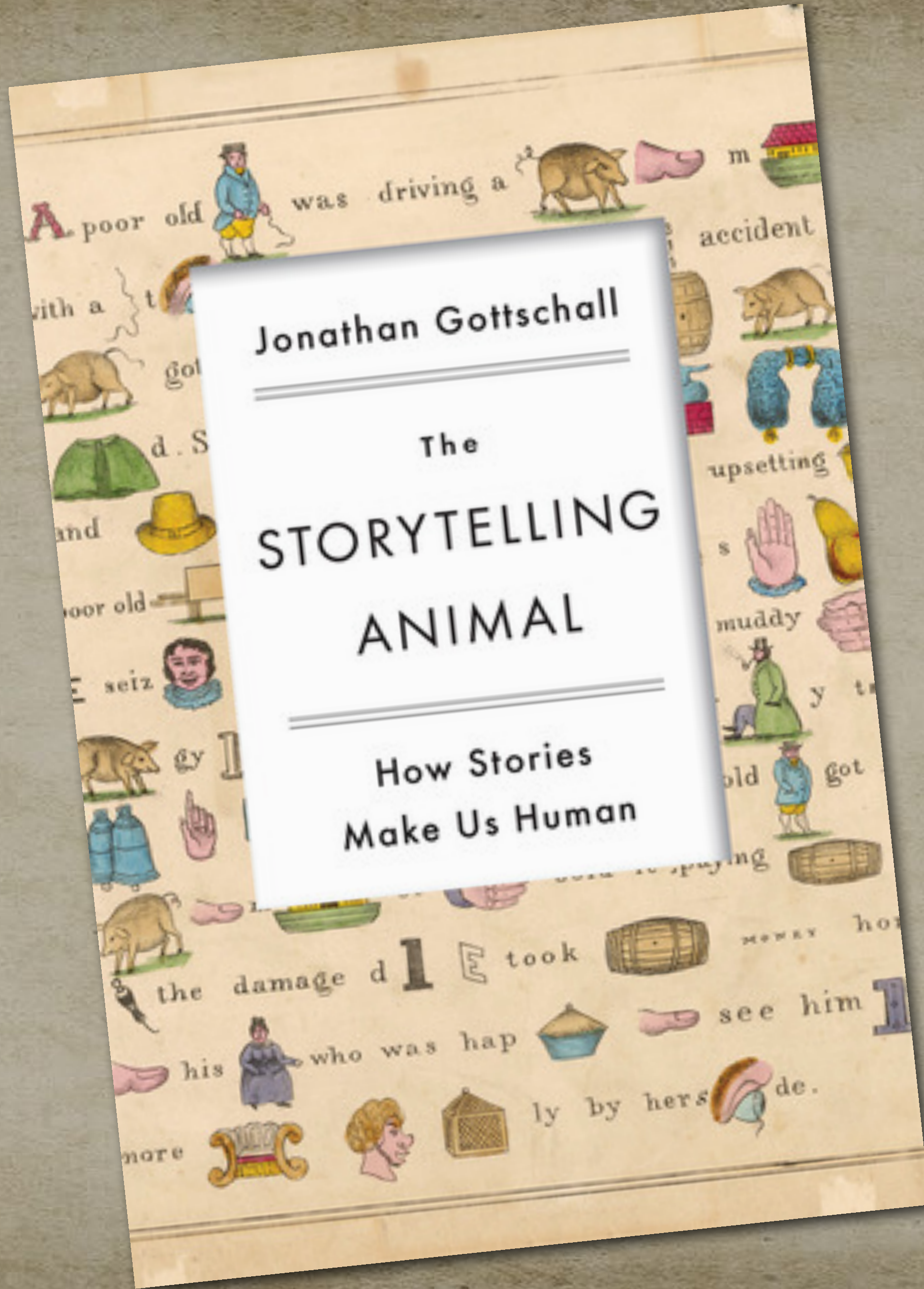




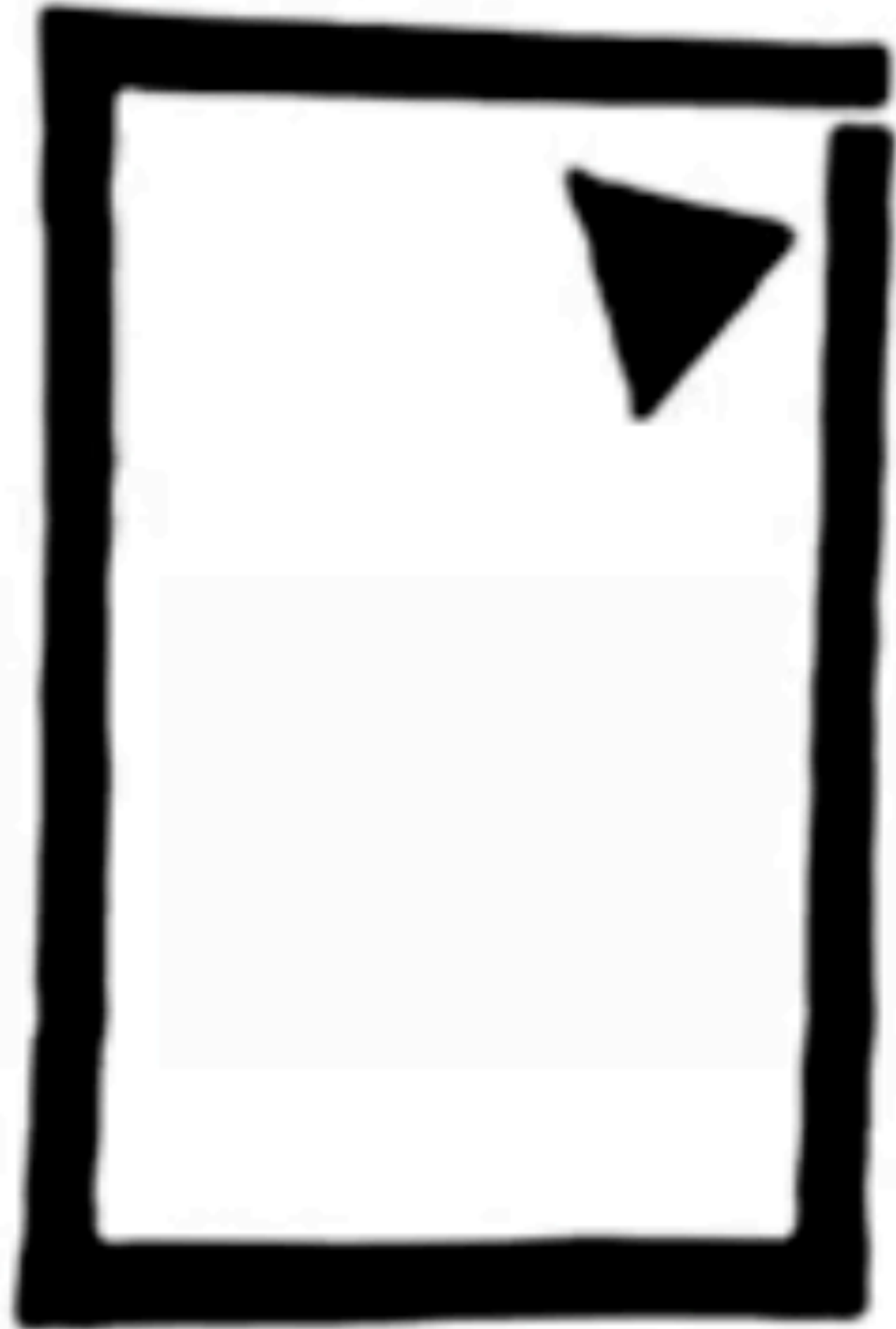
STORY IS PRIMAL.



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IF YOU CONFUSE, YOUR AUDIENCE WILL MAKE UP A STORY AND IT WON'T BE THE STORY YOU INTENDED UNLESS YOU INTENTIONALLY TELL THEM A STORY.



ABT BUILD

Audience



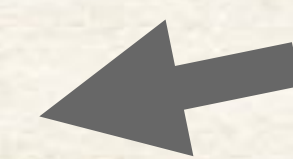
AND

Stakes



BUT

← Problem



THEREFORE

← Solution





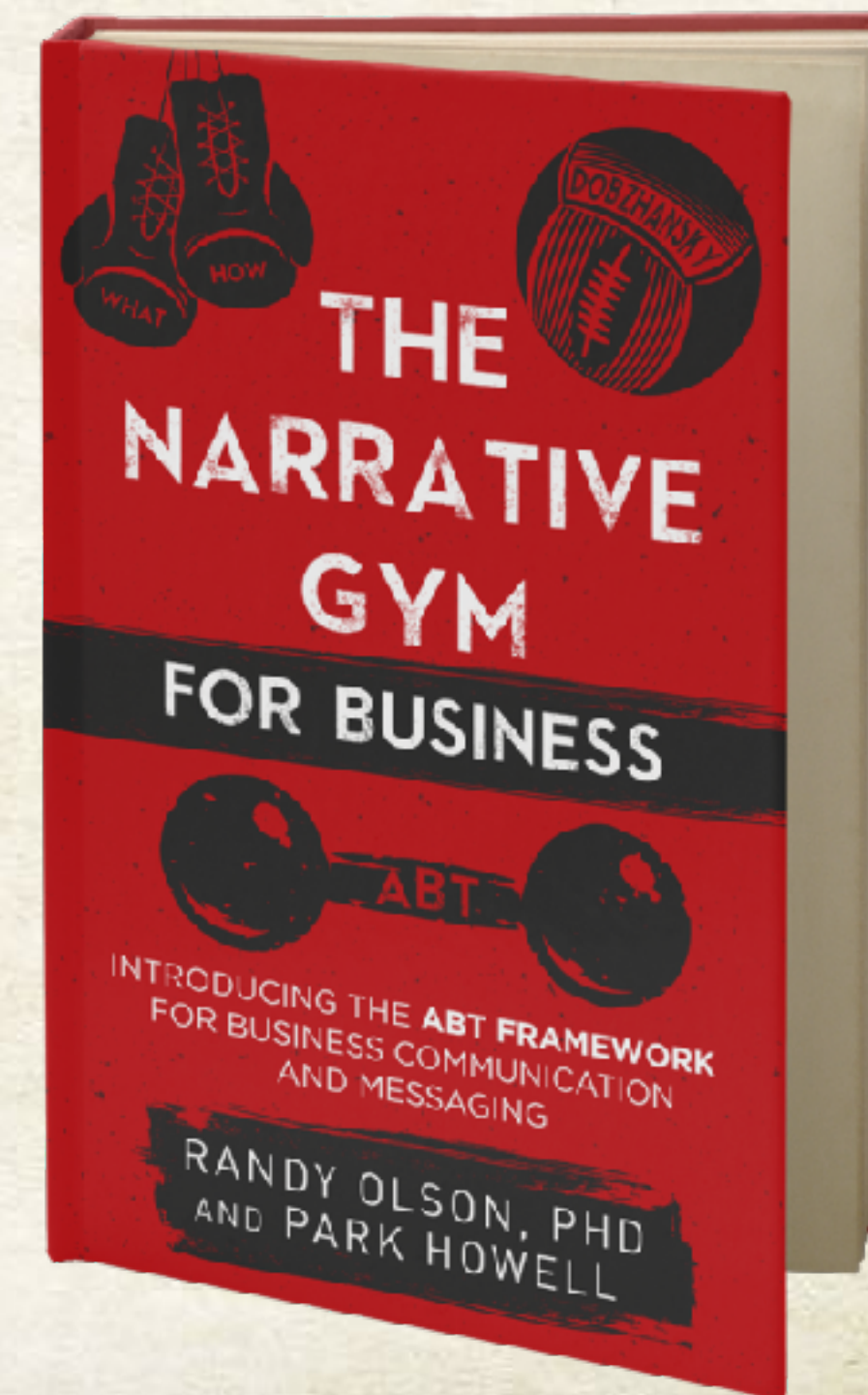


South Park Writers' Room



Randy Olson, Ph.D

Harvard scientist turned
Hollywood Filmmaker & Author



[Click here to grab you copy of
The Narrative Gym for Business
on Amazon.](#)

the business
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Little Miss Muffet

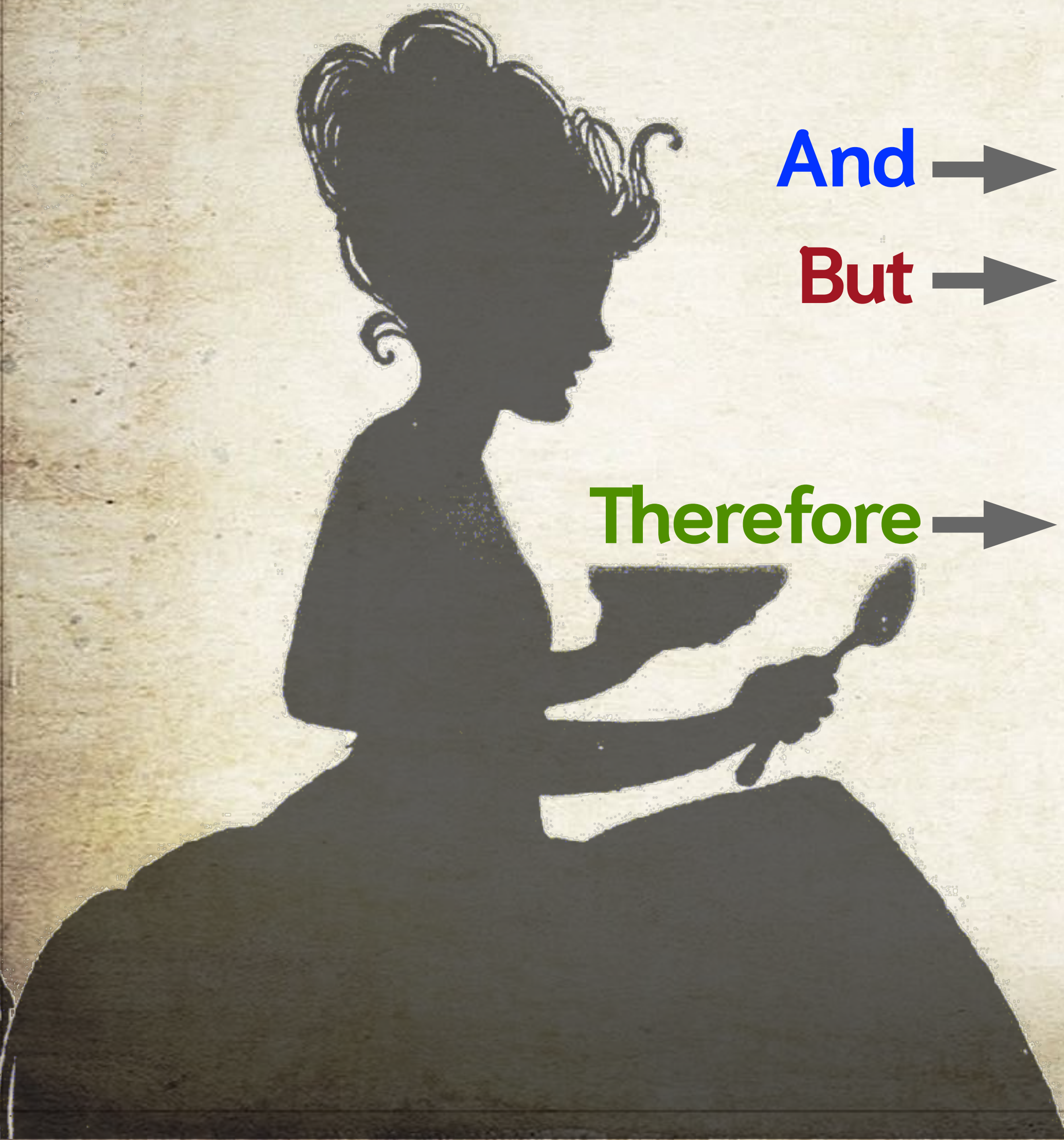
Sat on a tuffet,

And → *Eating her curds and whey.*

But → *Along came a spider,
Who sat down beside her,*



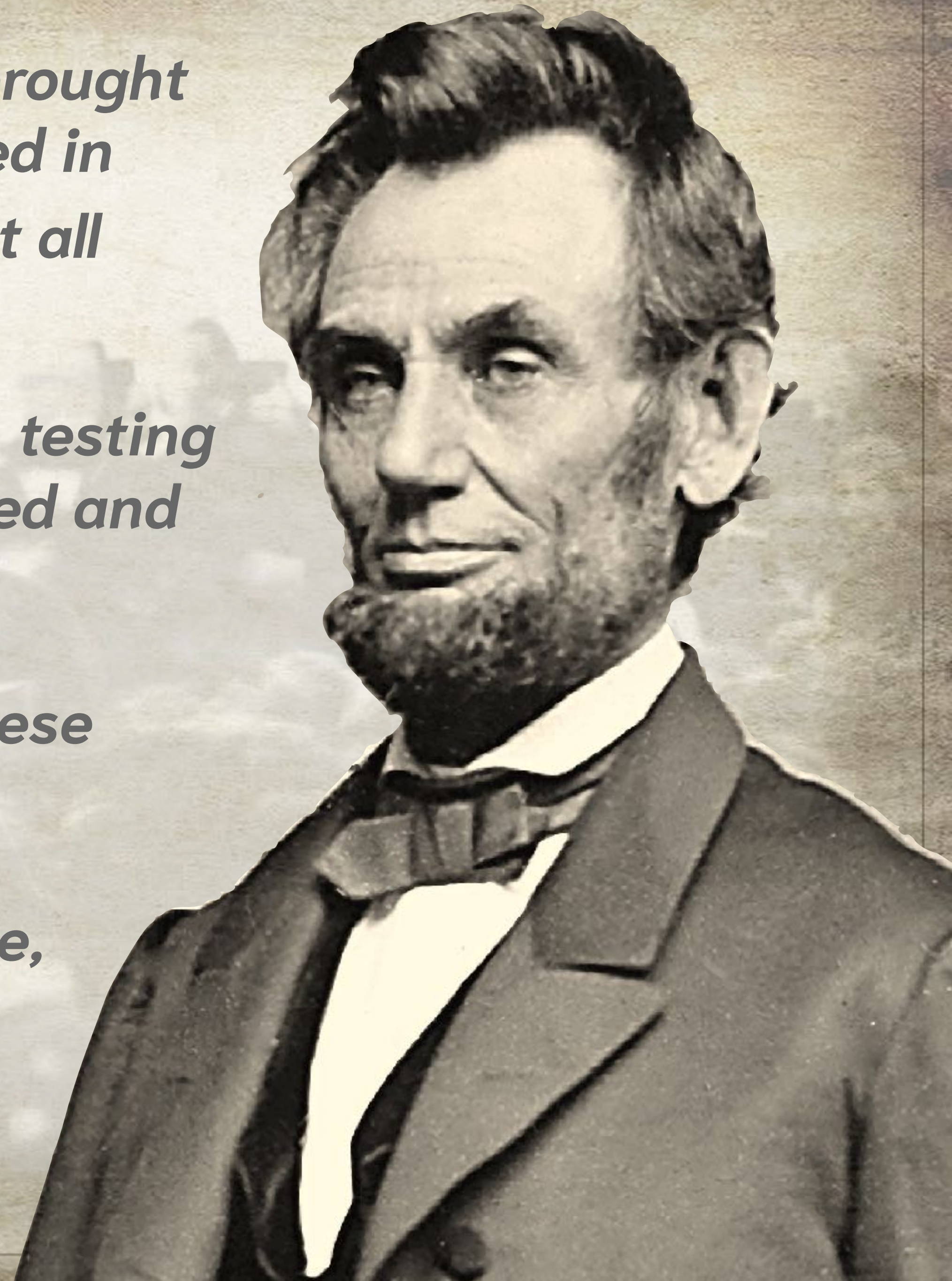
Therefore → *And frightened Miss Muffet away.*



*"Fourscore and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty **AND** dedicated to the proposition that all men are created equal.*

***BUT** now we are engaged in a great civil war, testing whether that nation or any nation so conceived and so dedicated can long endure...*

***THEREFORE...** we here highly resolve that these dead shall not have died in vain -- that this nation, under God, shall have a new birth of freedom -- and that government of the people, by the people, for the people, shall not perish from the earth.*





*Hey, I just met you
AND this is crazy,
BUT here's my number
SO call me maybe.*

Who is your #1 audience, what do they want
AND why is it important to them?

BUT why don't they have it?

THEREFORE, how are you uniquely equipped
to help them get it?

Flatbed Trailer Cargo Securement

We are the Cargo Control People, and we are here to help truckers and fleets alike get back control over their cargo. Give us a tie down problem, and we'll give you the ideal solution to make the securement job a smooth and effortless process. From Straps to Winches to Ropes to Hooks, we have everything you need to help you securely tie down your important cargo.



Your cargo is gold and it's critical to ship it as safely as possible. But there are many potholes along the road to a successful delivery. Therefore, secure your valuable load with the straps, winches, ropes and hooks from the Cargo Control People at KineDyne.

Document Systems

Shorter runs. Quicker turnaround times. Complete control over your in-house printing. It's what you want.

But your productivity is currently stuck on PAUSE.

Therefore, Sharp digital MFPs and copier/printers will have you printing like a pro with our industry-leading innovation, user friendly design, outstanding reliability, unsurpassed security and boundless expandability.

For years, Sharp document products and solutions have been earning high praise and prestigious awards from leading MFP testing organizations. For Sharp, this represents more than just an accumulation of accolades. It means that trusted industry experts as well as customers recognize that the remarkable innovation, user-friendly design, outstanding reliability, unsurpassed security, and boundless expandability of Sharp digital MFPs and copier/printers truly exemplify the company's unwavering commitment to quality and excellence.





Christopher Lochhead
Legendary Silicon Valley Marketer



#1Apple Podcaster | #1 Author "Play Bigger" @lochhead · 17h

60,963

Most #Entrepreneurs would love to design a new category and build a billion \$ business. But there is so much #startup bullshit on twitter it's hard to know who to listen to. Meet @DavidSacks he knows a few things.

bit.ly/3bXuDCm pic.twitter.com/TjibN9j0OK

[View Tweet activity](#)





The Way We Work

VERSION YEAR: 2022 LAST UPDATED: 1.21.2022

TEAM: Ernie Garcia

I. INTRODUCTION

Carvana is now a 9 year old company. By any reasonable standard, we have done incredibly well in a very short period of time. As evidence, in 2021, we were named one of the four fastest companies to ever make the Fortune 500, we had our first profitable quarter, and we sold our 1 millionth car.

How did we get here? Start ups aren't supposed to win. They start with fewer assets and less experience. Anything they can do, the incumbents can do better. Just ask an economist. But they often do win. If you ask them why, they will tell you it is because of things economists don't care about. A clear vision. A clean sheet of paper. Great people. Fight. We believe they are right. This is what we believed when we started, and it got us here.

So why do big companies lack those things? The best answer that we can come up with is that even when you start with great people and good intentions, the addition of time and complexity inevitably leads to the accumulation of processes that slow people down, make working less fun, and therefore slowly sap a company of its effectiveness and its fight.

II. VISION, MISSION, AND WORKING VALUES

Mission Statement

Carvana wants to get big and feel small.

Vision

We believe bureaucracy is the result of the accumulation of well intended processes that get introduced ad hoc to address real problems that get identified as a company grows. There is endless business jargon that reveals the positive connotation that gets assigned to this bureaucracy generating force. "Getting on the same page", "Buy-in", "Best Practices", "Empower" etc. And these are real needs and therefore valuable goals.

So how do we fight these forces while still addressing our real needs and constantly learning?

We believe the answer is to strictly adhere to the minimum processes that are necessary to be effective and to organize in a way that makes us more like many small boats moving in the same general direction and less like a large ship.

The first step in achieving this is establishing a set of principles that push in this direction. We prefer principles vs rules as a starting point in everything we do as they are more general, more grounding, simpler, and allow for evolution of tactical specifics over time while maintaining a steady strategic course. Rules, on the other hand, are



The Way We Work

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I. INTRODUCTION

AND

Carvana is now a 9 year old company and you have helped us all do incredibly well in a very short period of time. As evidence, in 2021, we were named one of the four fastest companies to ever make the Fortune 500, we had our first profitable quarter, and we sold our 1 millionth car.

BUT

But start ups aren't supposed to win because they start with fewer assets and less experience. Anything they can do, the incumbents can do better. Just ask an economist.

THEREFORE

So how are we winning? A clear vision. A clean sheet of paper. Great people. Fight. This is what we believed when we started, and it got us here.

BUT

Ah, but big companies lack those things. Why? Because even when you start with great people and good intentions, the addition of time and complexity inevitably leads to the accumulation of processes that slow people down, make working less fun, and therefore slowly sap a company of its effectiveness and its fight.

THEREFORE

Here's why that will never happen here at Carvana.

II. VISION, MISSION, AND WORKING VALUES

Mission Statement

Carvana wants to get big and feel small.

Vision

BEFORE

Leaders understand the importance of coming together to evaluate their employees' performance across the organization AND making sure that they review employees fairly and consistently with an emphasis on talent development.

BUT our organization is growing exponentially and we need to make Talent Calibrations a more scalable, simple, focused, and meaningful experience.

THEREFORE in the next performance cycle, we will pilot a self-service experience for leaders where they can take hold of the steering wheel and drive their own calibration sessions.

AFTER

You know the importance of accurate employee performance reviews AND if we had scalable talent calibrations across the enterprise then we will achieve even greater success of our people.

BUT our calibration sessions aren't currently as productive as they could be because Carvana is growing exponentially and it's difficult to give them the individual attention they deserve.

THEREFORE, we will make talent calibrations easier and more meaningful as we give you the steering wheel in a self-service pilot program during the next performance cycle...

– Sarit Goldberg

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- 1. Write three+ emails every day starting with an ABT.**
- 2. Teach two people how to use the ABT.**
- 3. Craft one ABT for a significant sales call or presentation you have this week.**



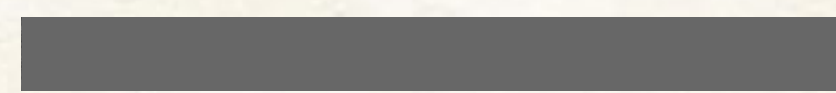
THE 3 FORMS OF THE ABT

1. INFORMATIONAL



CONCISE **COMPELLING**

2. CONVERSATIONAL



CONCISE COMPELLING

3. FINAL



CONCISE COMPELLING



SESSION TWO

SESSION TWO

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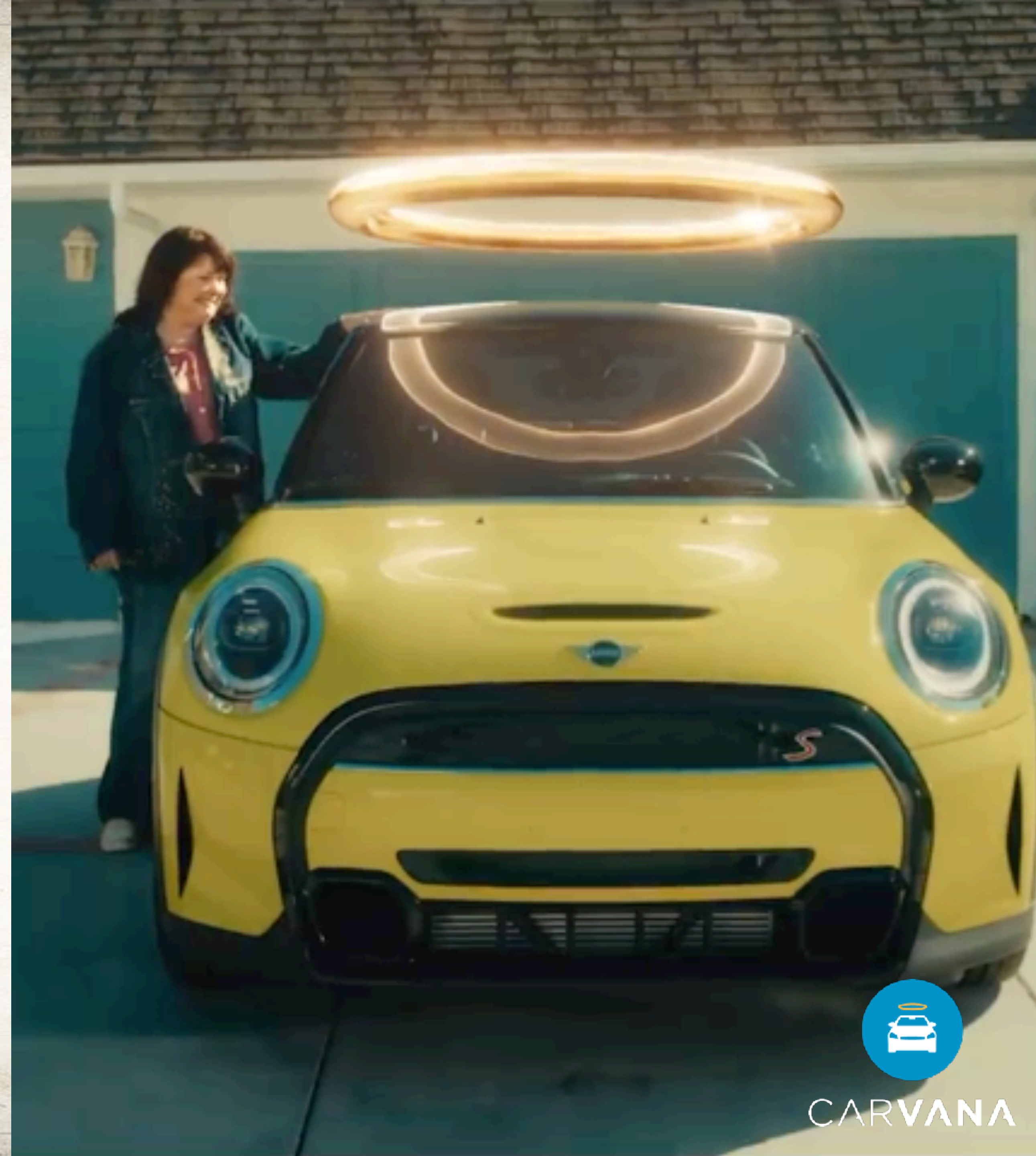
CLOSING THE STORY LOOP



Did I tell you I bought a car from Carvana?
(Son) Yah, ma...
It was so easy.
I found the perfect car.
Under budget, too.
AND I get seven days to love it or my
money back.
I LOVE IT!

I thought online meant no one to help me.
But Susan from Carvana had all the
answers. She didn't try to up-sell me, not
once. Because they're not sales people.

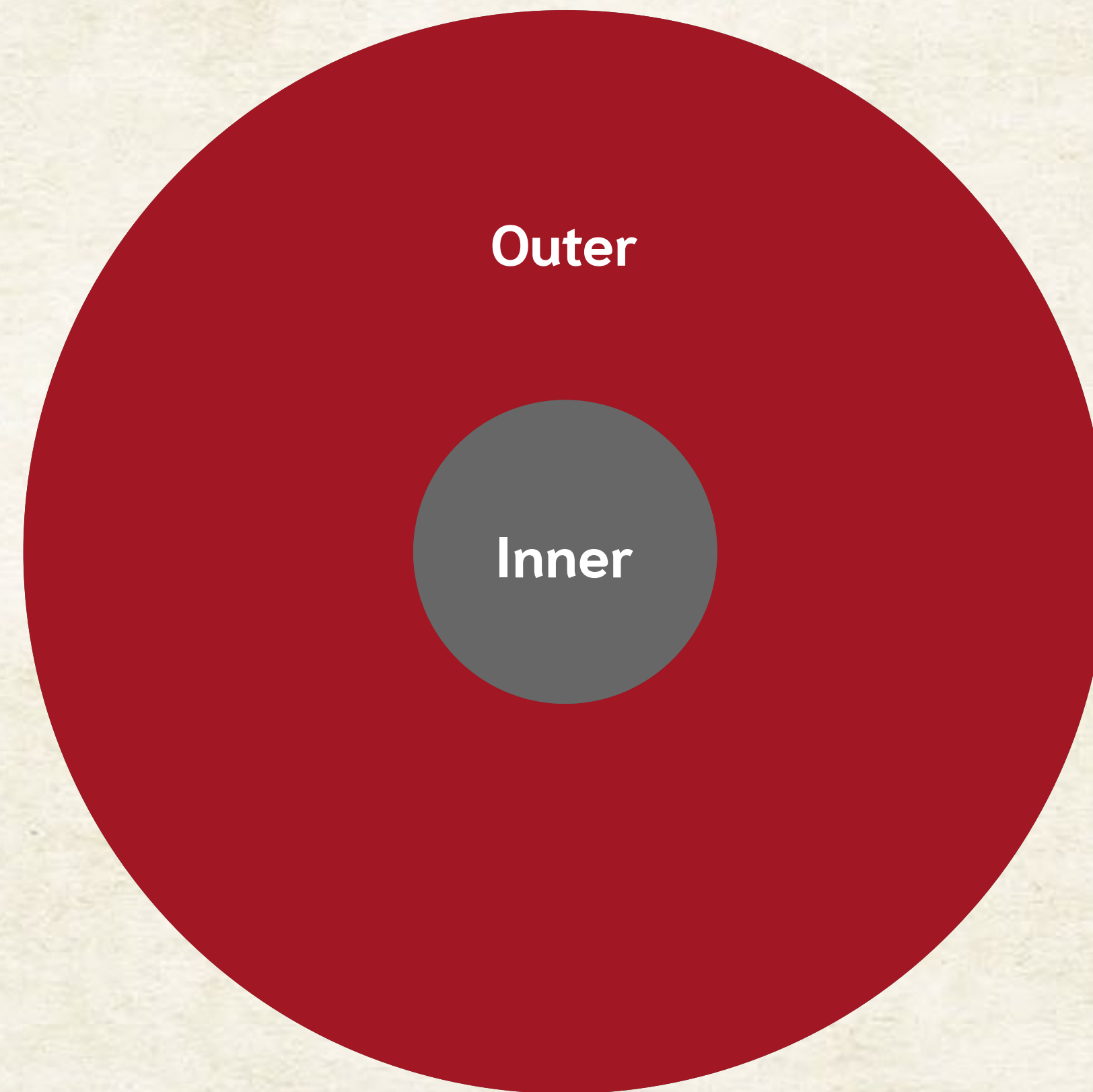
Guess who just checked in on me...
(Son) Mom...
Someone from Carvana.
We'll drive you happy, at Carvana.



CARVANA

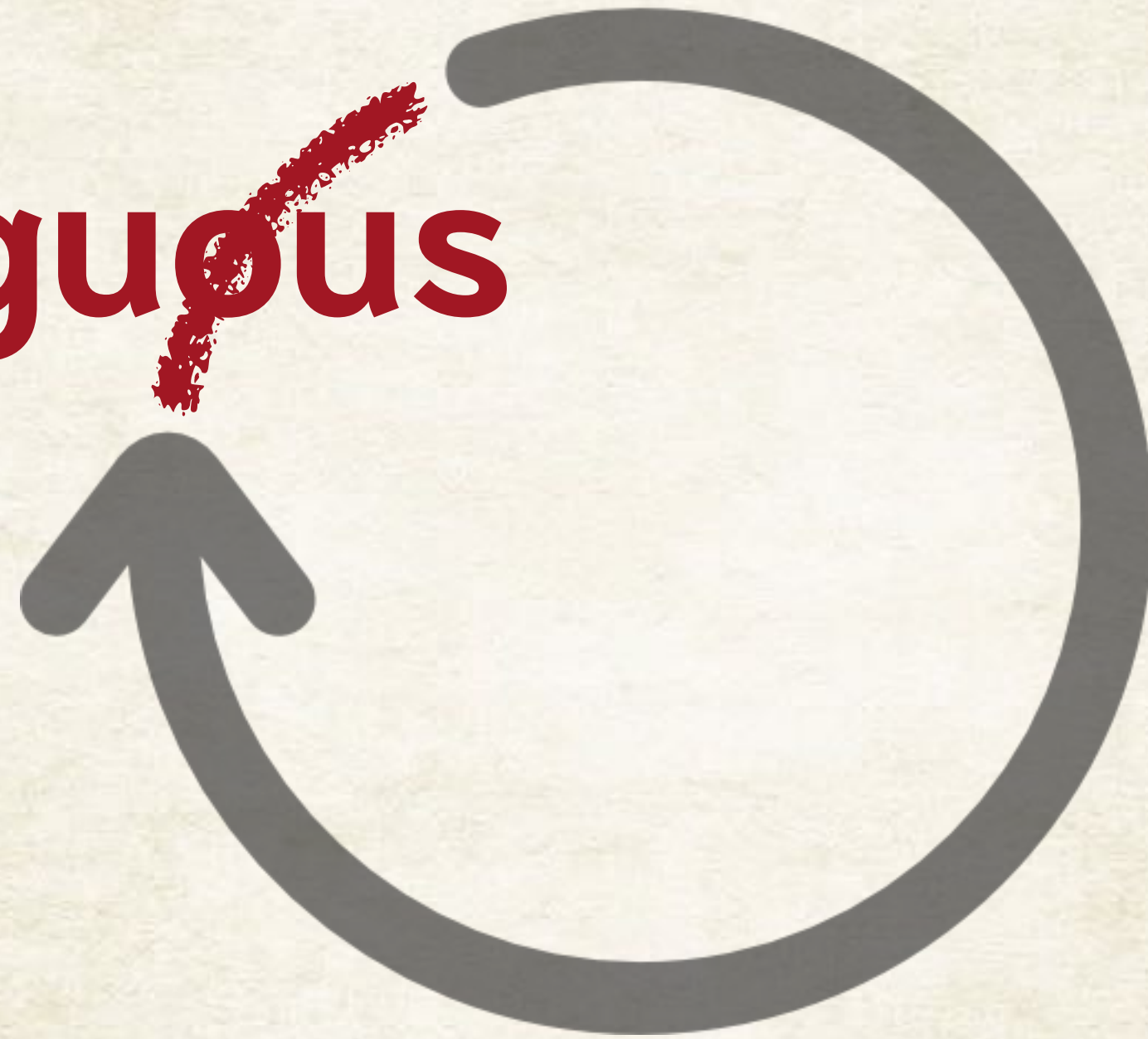
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YOUR AUDIENCES

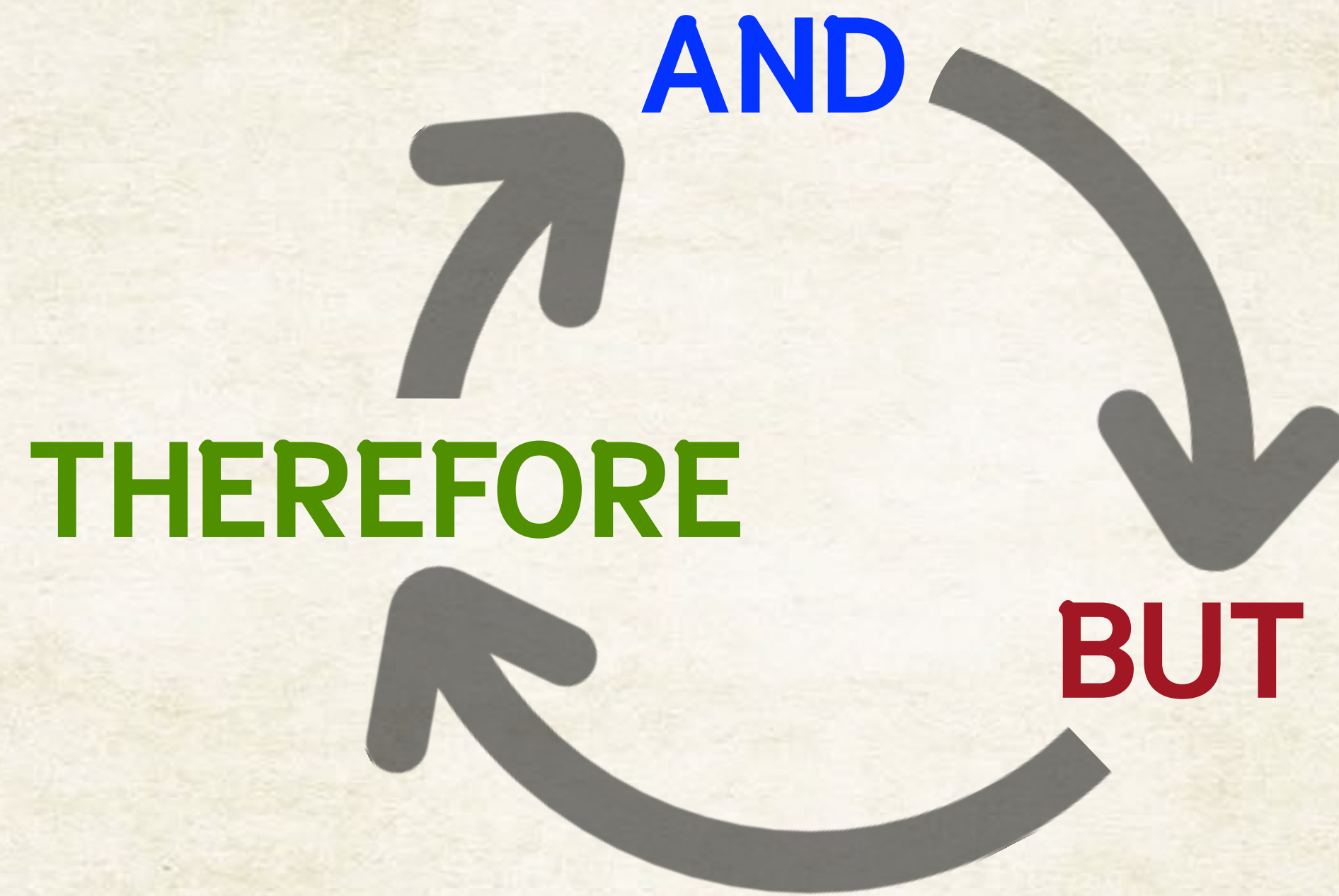


STORY LOOP

Ambiguous



STORY LOOP



THE WHOLE ABT FRAMEWORK

_____ **AND** _____ **BUT** _____ **THEREFORE** _____



THE WHOLE ABT FRAMEWORK

FRAMING

SINGULAR NARRATIVE

Ordinary
World

Stakes?

_____ **AND** _____ **BUT** _____ **THEREFORE** _____
IF/THEN BECAUSE WHAT/HOW

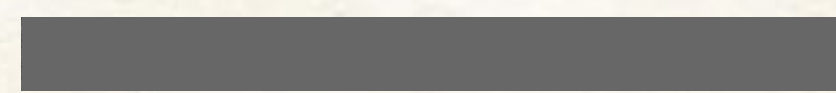
THE 3 FORMS OF THE ABT

1. INFORMATIONAL



CONCISE **COMPELLING**

2. CONVERSATIONAL



CONCISE COMPELLING

3. FINAL



CONCISE COMPELLING

As a Product and Engineering Leader, your goal is to create the finest tools for your users AND *if* you can see their real-time usage *then* you will have the insights to make these tools even greater.

BUT, you don't have that critical user data to inform development because the current tracking tools are filled with blindspots.

THEREFORE, to drive the roadmap of things to come guided by timely and relevant usage data, we need to establish a tracking toolset that makes it easier for all Carvana creators to produce their finest work.

What

How

– Steven Hamrell

THE APPLIED SCIENCE AND BEWITCHERY OF STORYTELLING™

ACT I
SETUP

ACT II
PROBLEM

ACT III
RESOLUTION

Create context
with your ABT:

This **AND** this....

BUT then that....

THEREFORE....



CRAFT A SMALL STORY FOR BIG IMPACT

You have crafted your ABT to clarify the theme of your message and now it's important to support the promise of your premise with a mighty short story. But most people default to impotent generalized information. Therefore, use the five primal elements of a story to take your audience to a moment in time that illustrates the business point you wish to make.



WHEN



WHERE



WHO



ACTION



AHA

10

When did this moment happen?

Where did it occur?

Who is the central character?

What happened and what was the surprising outcome?

What is the "Aha moment" learned from this experience that supports the theme of your ABT?

11



THE FIVE PRIMAL ELEMENTS TO STORY



When



Where



Who



What



Aha

AIRBNB BRAND STORY STRATEGY





There are people who want to explore interesting places around the world **AND** wish to feel less like tourists and more like locals.

BUT typical tourism houses you in large hotels, promotes crowded tours and separates you from the indigenous experiences you seek.

THEREFORE, Airbnb accommodates explorers with authentic residences where you feel like you *belong anywhere*.



AIRBNB BRAND STORYTELLING

“AND”

Berlin, 1987. My father was a guard on the west side of the Berlin wall.
While another man guarded the east. Eventually, the wall came down.

But even after moving away, my father carried a piece of it with him.
While I grew up, it lingered over all of us. A barrier between him and
the rest of the world. I decided I would help by taking him back to
Berlin to show him the beautiful place it had become. When we arrived,
the stranger who answered the door became familiar. The guard who
patrolled the opposite side of the wall now welcomed us as a friend.

“THEREFORE”

After that, things were better for my father. Airbnb. Belong anywhere.

THE FIVE PRIMAL STORY ELEMENTS



When



Where



Who



What



Aha

THE APPLIED SCIENCE AND BEWITCHERY OF STORYTELLING™

ACT I SETUP

ACT II PROBLEM

ACT III RESOLUTION

Create context
with your ABT:

This **AND** this....

BUT then that....

THEREFORE....

Share an example
anecdote:



When



Where



Who



What



Aha



SESSION THREE

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HOW TO CRAFT A STORY STRATEGY FOR LONG-FORM COMMUNICATIONS

TOP 10 REASONS TO TELL YOUR STORY

- #1 CREATE A COMMON STORYTELLING LANGUAGE WITH MY TEAM**
- #2 HOOK MY AUDIENCE IMMEDIATELY WITH MY MESSAGE**
- #3 SIMPLIFY MY PITCH**
- #4 TAKE THE NUMB OUT OF MY NUMBERS**
- #5 MIND OUR MARKETING/SALES GAP**
- #6 LISTEN AND YOU WILL SEE**
- #7 INSPIRE MY PEOPLE TO SELL WITH ENTHUSIASM**
- #8 BE REMARKABLY MEMORABLE**
- #9 OWN ANY ROOM: BOARDROOM, BREAK ROOM, CHAT ROOM & LIVING ROOM**
- #10 EXCITE MY AUDIENCE TO ACTION!**

THE FIVE PRIMAL ELEMENTS TO STORY



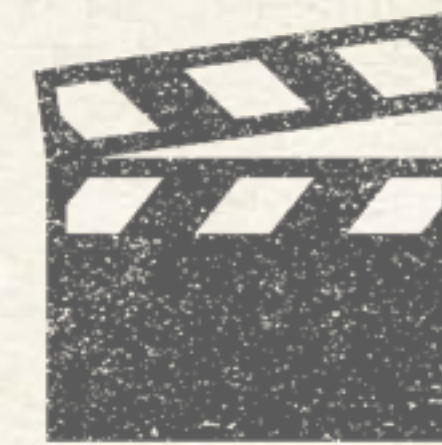
When



Where



Who



What



Aha



THE APPLIED SCIENCE AND BEWITCHERY OF STORYTELLING™

ACT I SETUP

ACT II PROBLEM

ACT III RESOLUTION

Hook 'em:

This **AND** this....

BUT then that....

THEREFORE....

Land 'em:



When



Where



Who



What



Aha

Your moments:



Moment of
Connection



Moment of
Insight



Moment of
Influence



Moment of
Success

SALES ARCH

Build Trust



Convey Expertise



Overcome Objections



Celebrate Outcomes

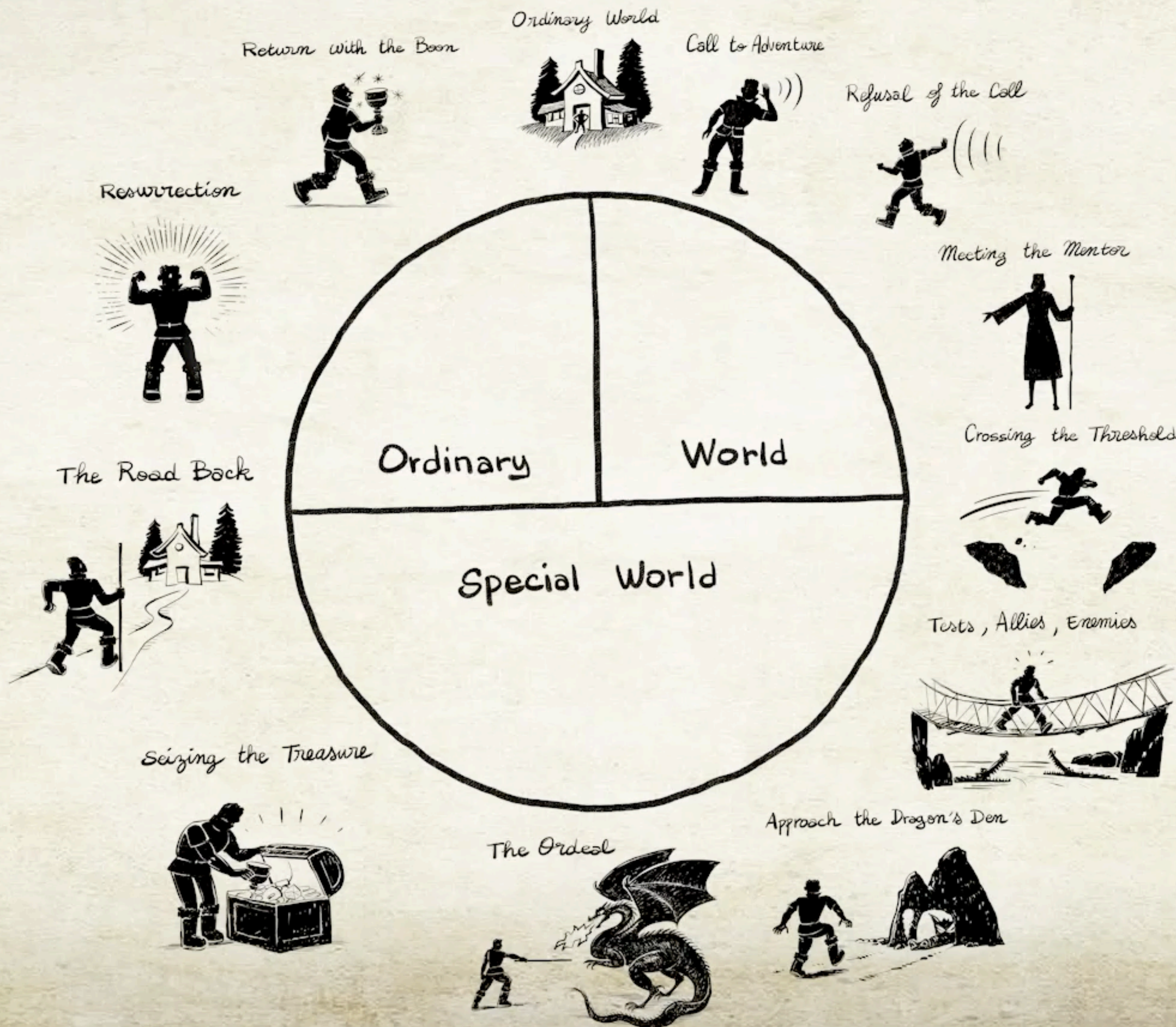




JOSEPH CAMPBELL

Hero's Journey

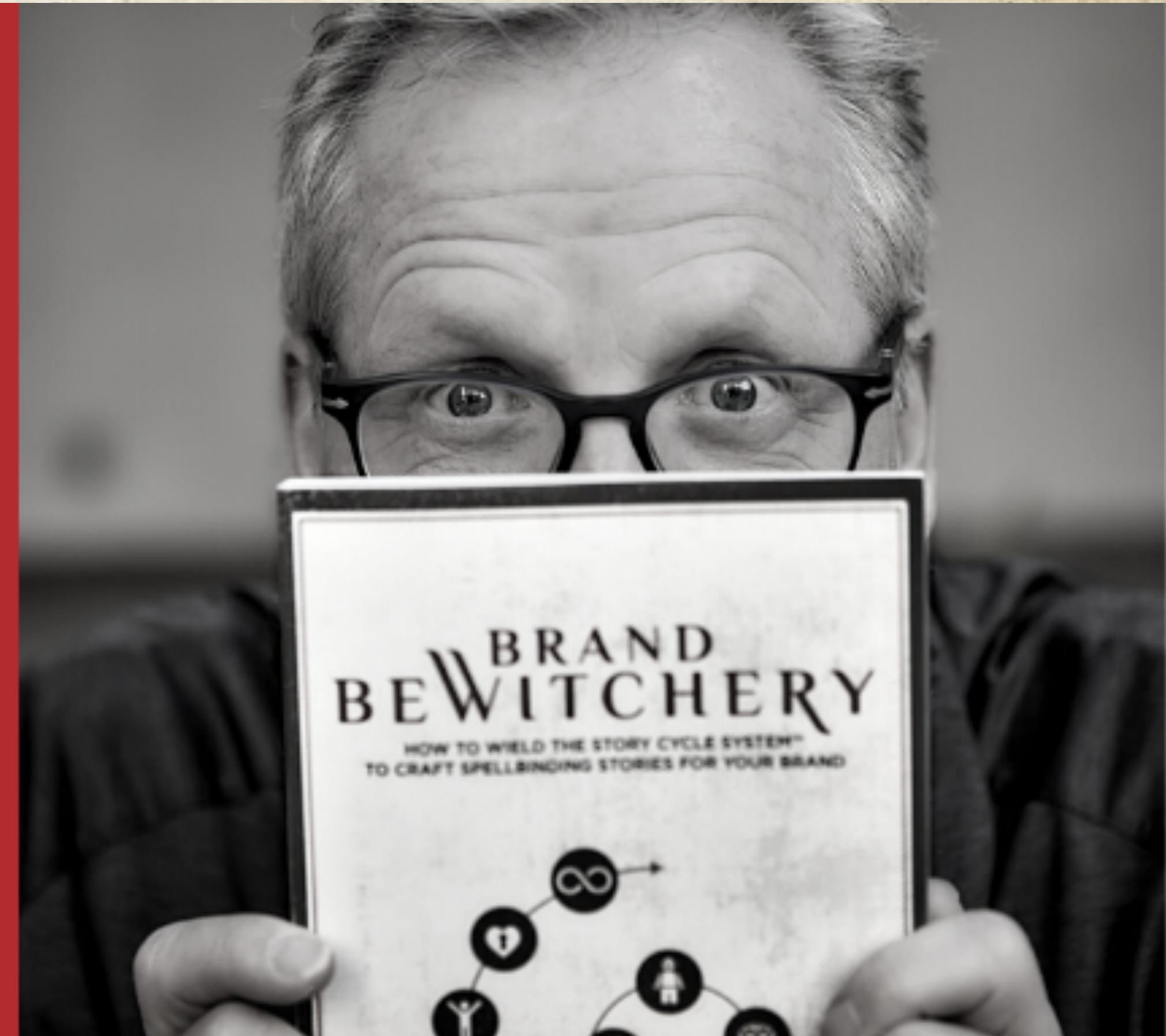
Joseph Campbell



the business
of **story** .podcast

HOW TO CRAFT YOUR BRAND STORY STRATEGY WITH THE STORY CYCLE SYSTEM™

SPECIAL ANNIVERSARY SHOW #350



PARK HOWELL
CREATOR OF THE STORY CYCLE SYSTEM™

ACT I
❦

Audience: _____
Think: _____
Feel: _____
Do: _____

What do they wish for and want? _____

Why don't they already have it? _____

ACT II
❦

What has changed in their world? _____

What will happen if they do nothing? _____

What will happen if they do something? _____

How are you uniquely equipped to help them get what they wish for and want? _____

ACT III
❦

What will success look like to them? _____

What will success *feel* like to them? _____

What do you want them to do now? _____

ACT I

ACT II

ACT III

Find the hurt. Amplify the pain. Heal the wound.

ACT I



Audience: _____

Think: _____

Feel: _____

Do: _____

ACT I



What do they wish for and want? _____

Wish

Want

Will

the business
of **story**

ACT I



Why don't the already have it? _____

ACT II



Amplify the pain.

ACT II



What has changed in their world?

Fear?

ACT II



What will happen if they do nothing?

FOMO

ACT II



What will happen if they do something?

FOrME

ACT II



How are you uniquely equipped to help them get what they wish for and want?

Your expertise & offering

ACT III



Heal the wound.

ACT III



What will success look like to them?

ACT III



What will success *feel* like to them?

ACT III



What do you want them to do now?

Your call-to-action

THE APPLIED SCIENCE AND BEWITCHERY OF STORYTELLING™

ACT I SETUP

ACT II PROBLEM

ACT III RESOLUTION

Hook 'em:

This **AND** this....

BUT then that....

THEREFORE....

Land 'em:



When



Where



Who



What



Aha

Story Strategy:



Backstory



Hero



Stakes



Disruption



Antagonists



Mentor



Journey



Victory



Moral



Ritual

ACT III



Think: Just learned a secret to sales.

Feel: Enchanted!

Do: Use these story frameworks to your advantage.

A person is silhouetted against a vast, starry night sky. The Milky Way galaxy is visible, stretching across the frame with a vibrant purple and blue hue. The person stands on a dark, rocky outcrop in the foreground, looking up at the stars. The overall scene is serene and contemplative.

**The most potent story you tell
is the story you tell yourself.**

So make it a great one.