

Complex Risk

SYMPOSIUM

JUNE 3-4, 2026 — SAINT LOUIS, MISSOURI

Strategic Storytelling for Impact

Kindra Hall

Bestselling Author & Speaker





STORIES THAT STICK

THE IRRESISTIBLE POWER OF STRATEGIC STORYTELLING

WHY DOES STORYTELLING WORK SO WELL?



FOOLPROOF STORYTELLING STRATEGIES



STO • RY
/'stôre/

Goal

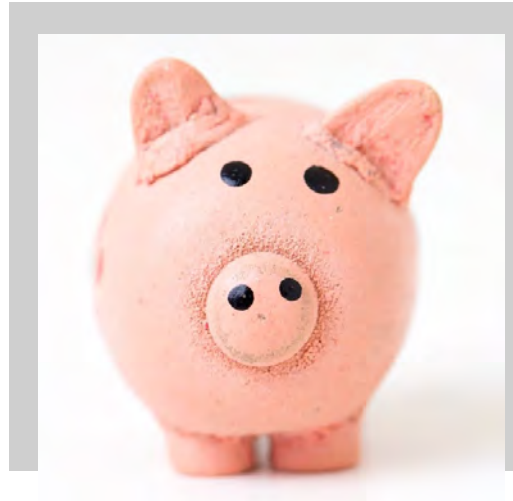
To redefine story, what it
is and what it is not.





WHY DOES STORYTELLING WORK *SO* WELL?

WHY DOES STORYTELLING WORK *SO* WELL?



STORIES
ILLUSTRATE
VALUE

WHY DOES STORYTELLING WORK *SO* WELL?

SIGNIFICANT OBJECTS

ANTHROPOLOGICAL EXPERIMENT

200 Objects

Total cost = \$250





SIGNIFICANT OBJECTS ANTHROPOLOGICAL EXPERIMENT

Purchased for **\$1.00**



SIGNIFICANT OBJECTS ANTHROPOLOGICAL EXPERIMENT

Purchased for **\$1.00** —————→ *Story*



SIGNIFICANT OBJECTS ANTHROPOLOGICAL EXPERIMENT

Purchased for **\$1.00** —————→ *Story* —————→ Sold for **\$104.50**

WHY DOES STORYTELLING WORK *SO* WELL?

SIGNIFICANT OBJECTS

ANTHROPOLOGICAL EXPERIMENT

200 Objects

Total cost = \$250

Total sold = \$8,000



WHY DOES STORYTELLING WORK *SO* WELL?



SIGNIFICANT OBJECTS ANTHROPOLOGICAL EXPERIMENT

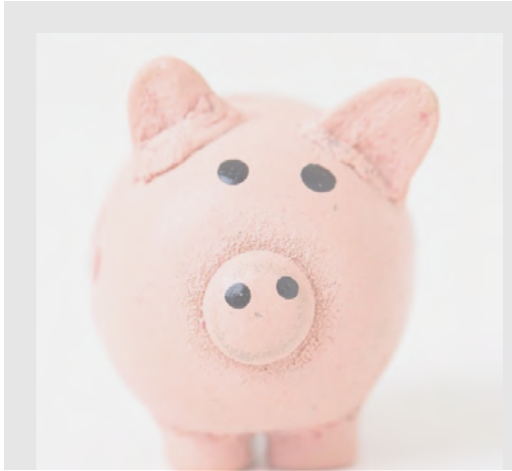
200 Objects

Total cost = \$250

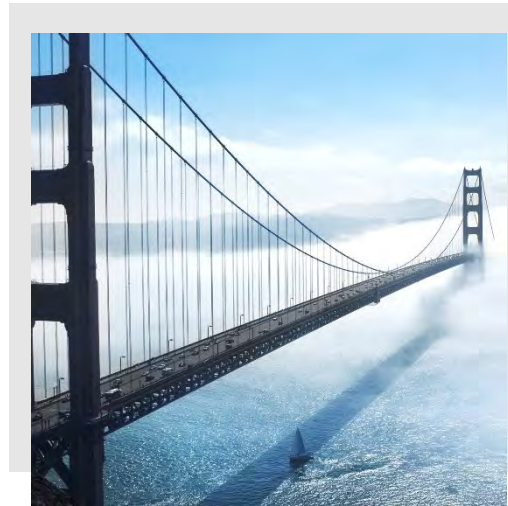
Total sold = \$8,000

+3,100%

WHY DOES STORYTELLING WORK *SO* WELL?



STORIES
ILLUSTRATE
VALUE



STORIES
CONNECT
PEOPLE

WHY DOES STORYTELLING WORK *S*OWELL?

WHY DOES STORYTELLING WORK *SO* WELL?

Tell them about the Importance of

WHY DOES STORYTELLING WORK *SO* WELL?

Tell them about the Importance of

PERSEVERANCE

WHY DOES STORYTELLING WORK *SO* WELL?

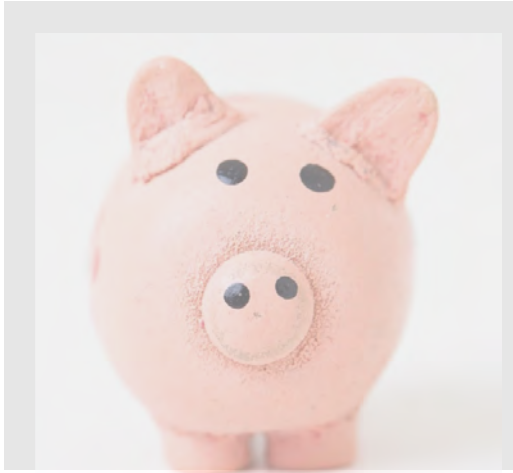
The First Time or the Worst Time You

WHY DOES STORYTELLING WORK *SO* WELL?

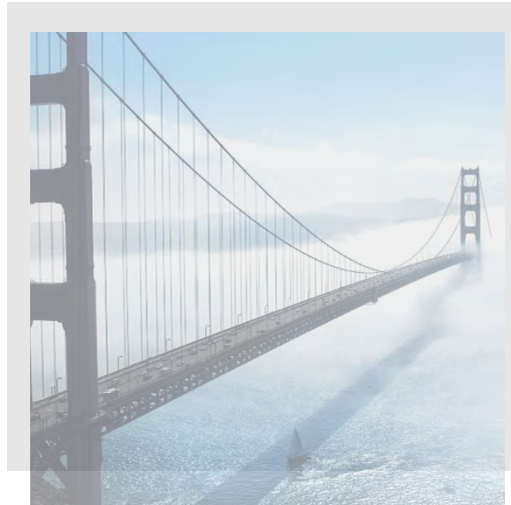
The First Time or the Worst Time You

FELL OFF YOUR BIKE

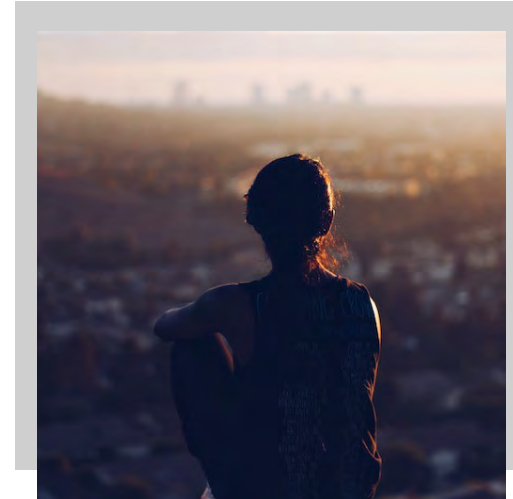
WHY DOES STORYTELLING WORK *SO* WELL?



STORIES
ILLUSTRATE
VALUE



STORIES
CONNECT
PEOPLE

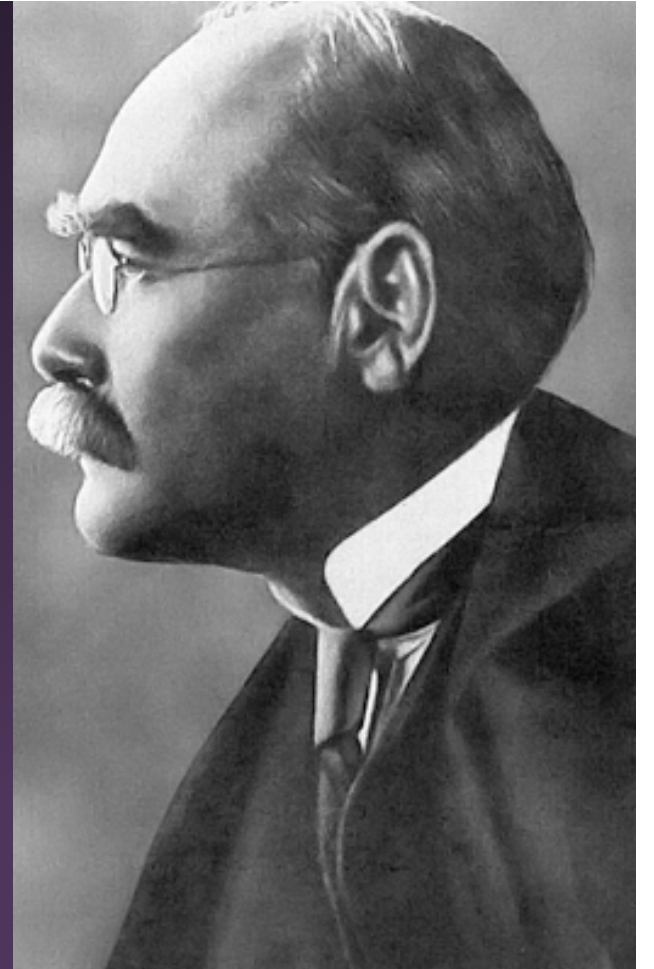


STORIES
STICK

WHY DOES STORYTELLING WORK *SO* WELL?

““ If history were taught in the form of stories,
it would never be forgotten ””

RUDYARD KIPLING



I
Into the Primitive



STO • RY / 'stôrē/

Goal: To redefine story, what it is and what it is not.

WHAT A STORY IS **NOT**

1. A Story is not bullet points of facts // benefits // info.
2. A Story is not impressive data // numbers.
3. A Story is not jargon, high-level values or promises.

WHAT A STORY IS

1. There is a **beginning**, middle, and end
2. A Story happens in a particular **moment**
3. There are **emotions** not just **information**
4. There are characters to **care** about & details to bring it to life

STO•RY /'stôre/

A STORYTELLING CASE STUDY – THE BEFORE



STO•RY /'stôre/

A STORYTELLING CASE STUDY – THE BEFORE



STO•RY /'stôre/

THE BIGGEST STORYTELLING MISTAKE

STORIES

STO•RY /'stôre/

A STORYTELLING CASE STUDY – THE AFTER



STO•RY /'stôre/

A STORYTELLING CASE STUDY – THE AFTER





FOOLPROOF STORYTELLING STRATEGIES

GET A FULL YEAR OF **WEEKLY STORYTELLING TECHNIQUES**



GET A FULL YEAR OF **WEEKLY STORYTELLING TECHNIQUES**

33777



GET A FULL YEAR OF **WEEKLY STORYTELLING TECHNIQUES**

33777

STORYTELLING



GET A FULL YEAR OF **WEEKLY STORYTELLING TECHNIQUES**

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STORYTELLING

HIT SEND



GET A FULL YEAR OF **WEEKLY STORYTELLING TECHNIQUES**

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STORYTELLING

HIT SEND

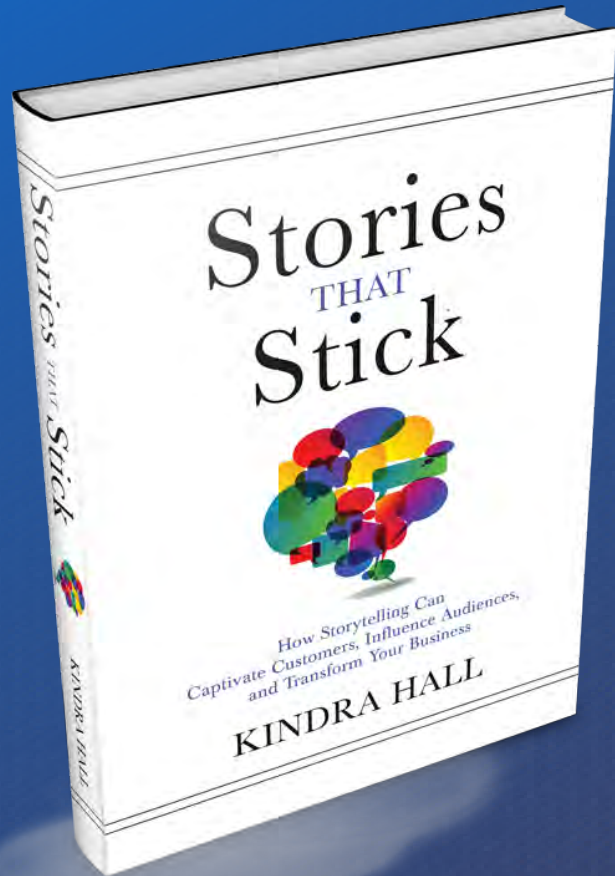
THEN **FOLLOW THE INSTRUCTIONS**





FOOLPROOF STORYTELLING STRATEGIES

FOOLPROOF STORYTELLING STRATEGIES



FINDING
the story

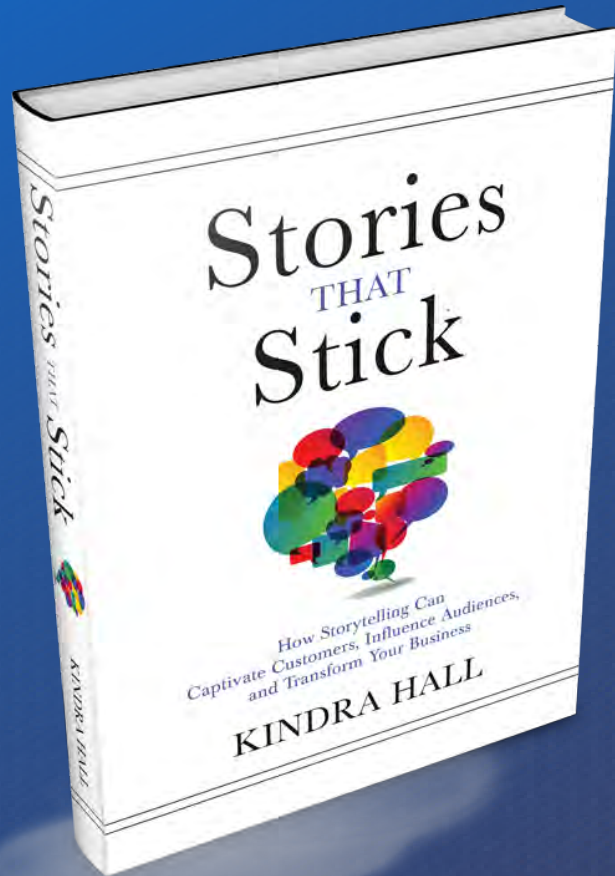


CRAFTING
the story



TELLING
the story

FOOLPROOF STORYTELLING STRATEGIES



FINDING
the story



CRAFTING
the story



TELLING
the story

FINDING THE STORY



FINDING THE STORY

1. Make a List of Features // Benefits.

FINDING THE STORY

1. Make a List of Features // Benefits.
2. Make a List of Key Insights.

FINDING THE STORY

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4. Make a List of Objections // Questions.

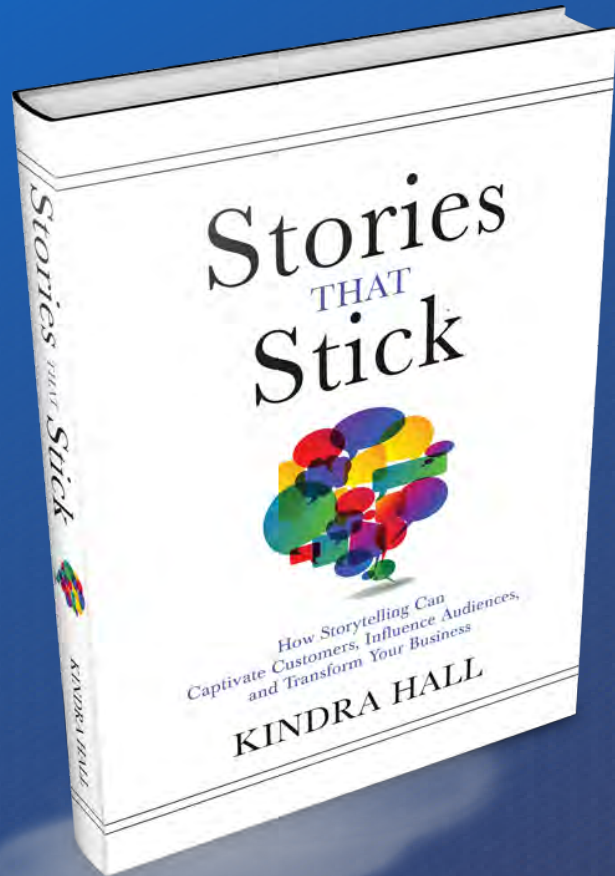
FINDING THE STORY

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3. Make a List of What Matters Most to Them.
4. Make a List of Objections // Questions.
5. Make a List of Lessons Learned the Hard Way.

FINDING THE STORY

1. Make a List of Features // Benefits.
2. Make a List of Key Insights.
3. Make a List of What Matters Most to Them.
4. Make a List of Objections // Questions.
5. Make a List of Lessons Learned the Hard Way.
6. Make a List of Successes // Proudest Moments.

FOOLPROOF STORYTELLING STRATEGIES



FINDING
the story

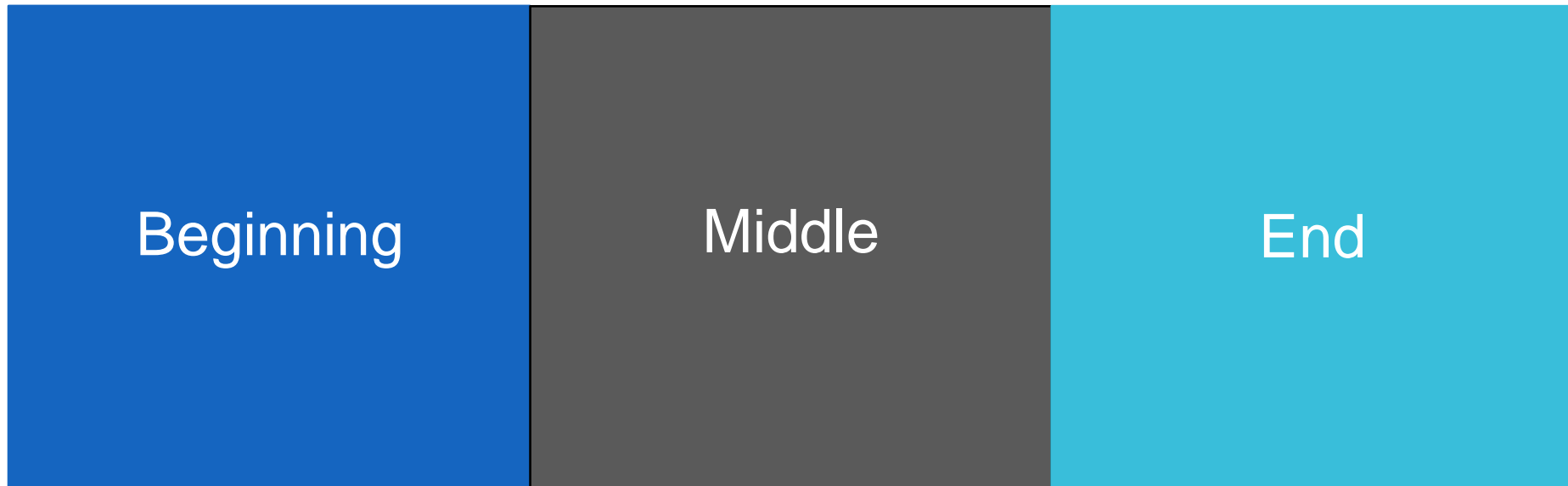


CRAFTING
the story



TELLING
the story

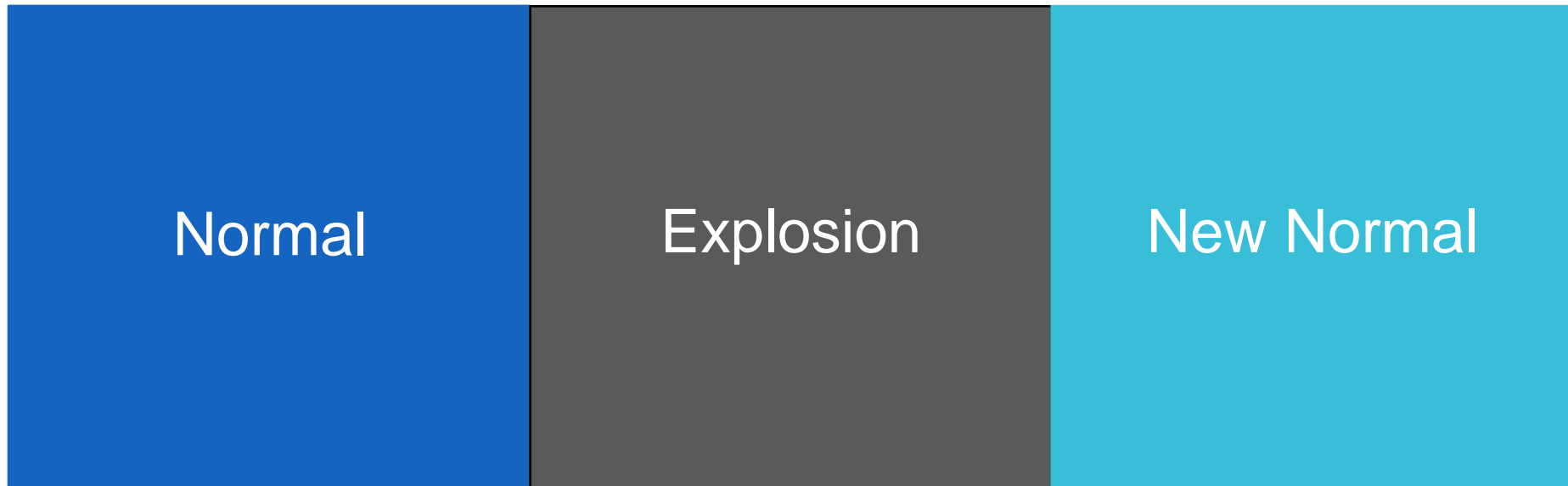
CRAFTING THE STORY



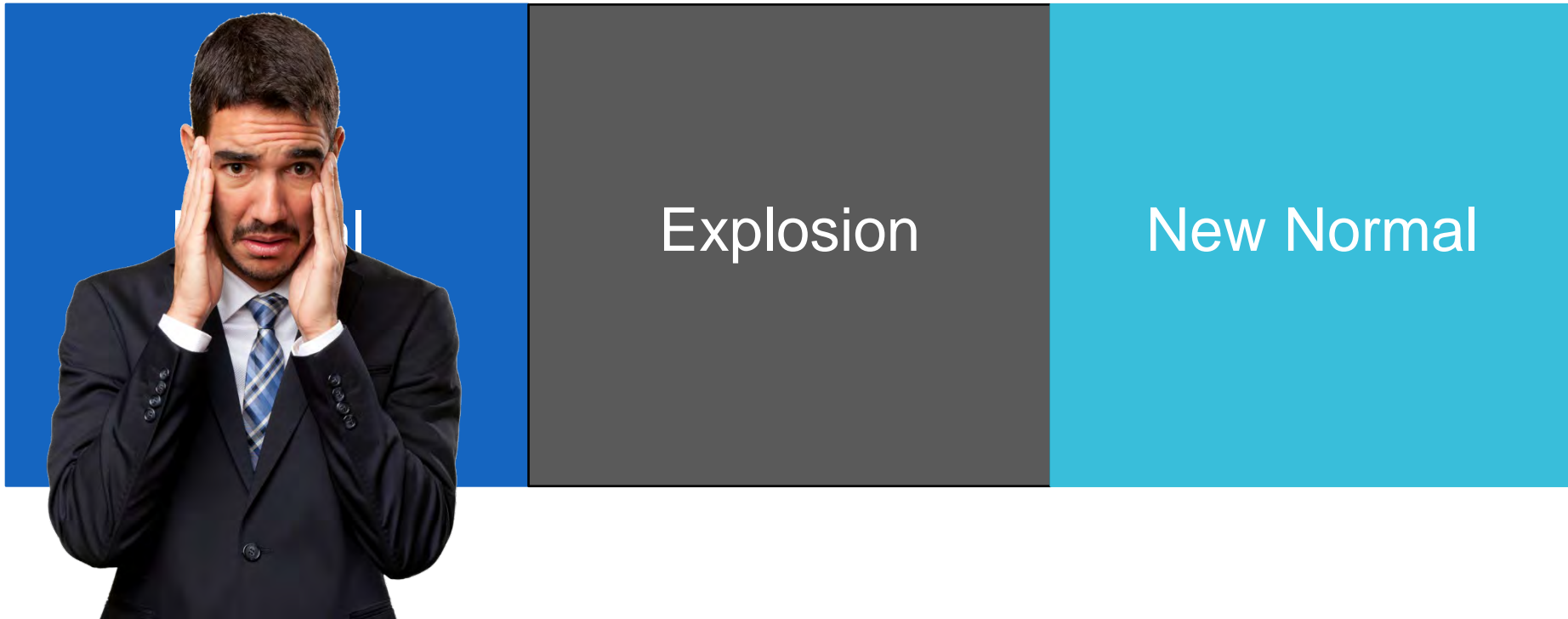
CRAFTING THE STORY



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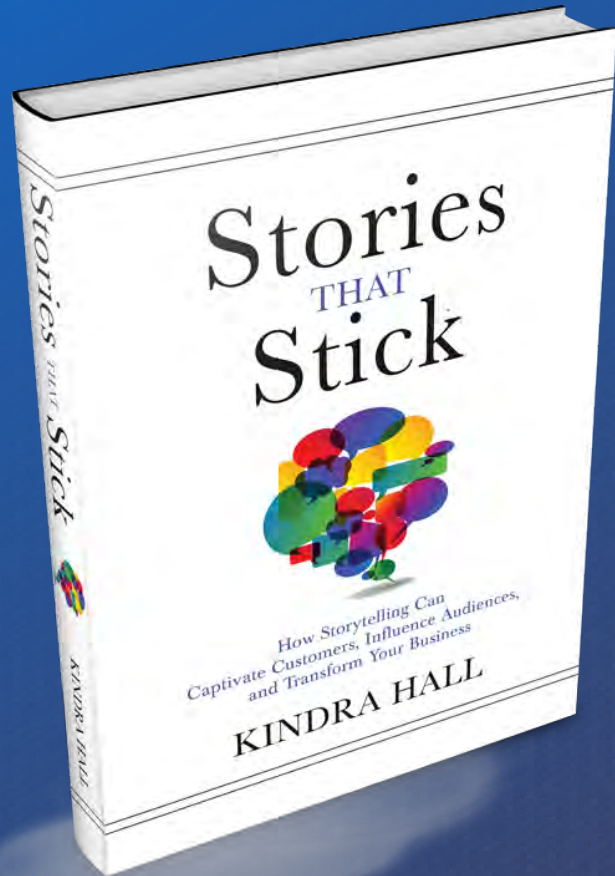
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TELLING THE STORY

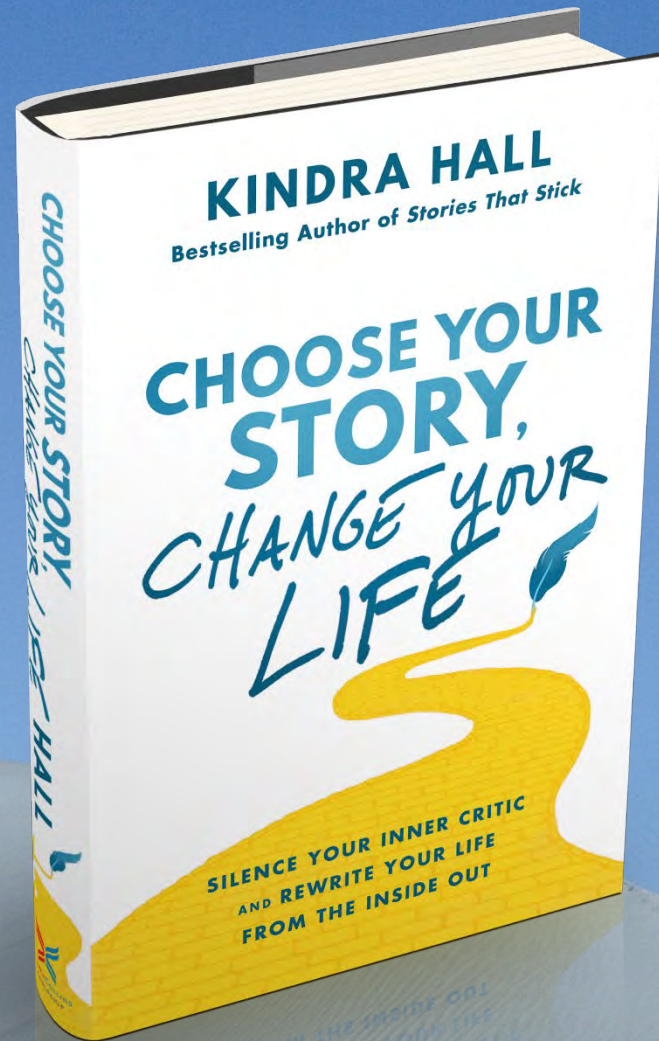
TELLING THE STORY

Presentations and Meetings

Internal and External Stakeholders

Tell Their Story Back to Them

The Most Important Story of All...



The Story You Tell Yourself

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KINDRA HALL

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