



KNOWLEDGE TRANSFER

Clip 9 Springboard Storytelling

Myths and fairy tales have always been a powerful means of expression. Through their retelling, they pass on information about how people think about the world. Adventure stories in particular have always fascinated mankind. They cast a spell over listeners, loosening up discussions and promoting collective learning. Take advantage of the power of adventure stories and use them to introduce changed processes or simply to deliver the training material in a more enjoyable way.

Springboard Stories are motivating “future stories” that give listeners courage. They motivate and inspire listeners to leave the beaten path. The story structure itself is based on the story script of an adventure story to create anticipation and to be memorable. A springboard story always has one or more main characters. The most important prerequisite is that these characters trigger empathy with your listeners.

Springboard Stories aim to be a jumping off point for the future. A story motivates listeners and encourages them to try new things and make memories! Writing a story together (from the blank sheet to a vision of the future) builds team spirit. A springboard story can encourage trainees to contribute fresh ideas to the company.

For the story to really reach its full potential, it is important to spread it as far as possible throughout the company. So use the reliable communication channels within the company. Post the story on the intranet, for example, or even better, present the story in a personal briefing, meeting or workshop.

Springboard Storytelling also has its limitations. The biggest challenge of this method is certainly its complexity and how much time it takes. It is also not always easy to tell a really captivating story.

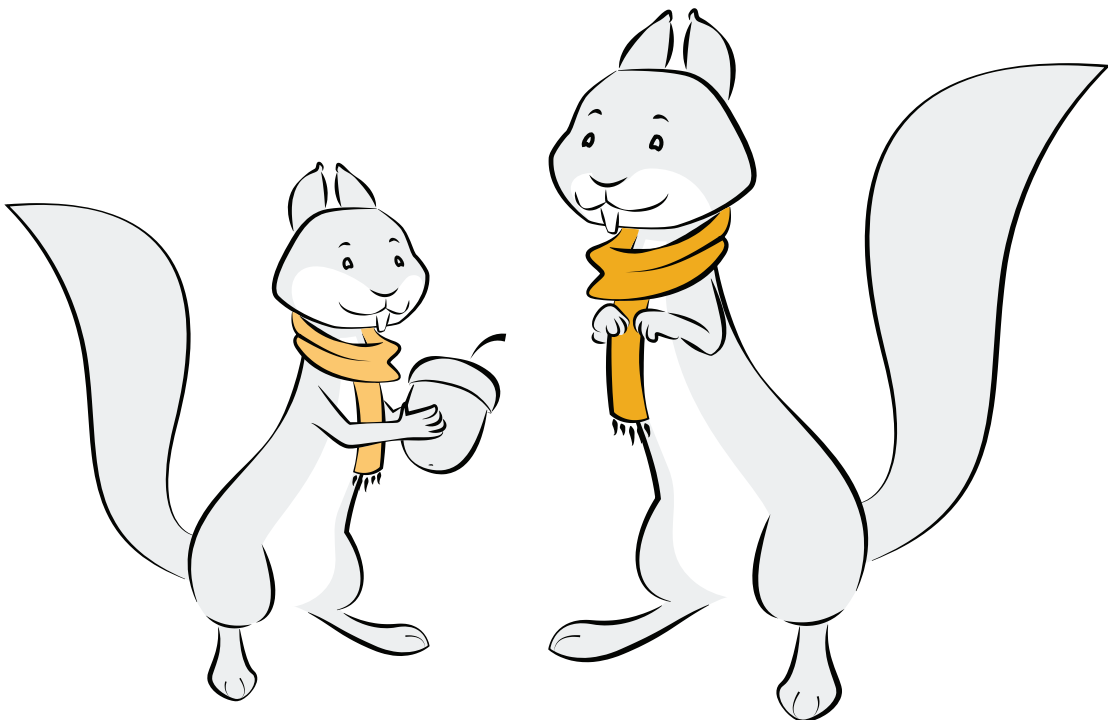
Instructions for a successful and exciting story:

A springboard story should be written like a journey of a hero. The hero wants to change and improve a difficult situation in life. On her/his way our hero encounters some obstacles and eventually he/she overcomes the barriers and achieves sustainable success and improves the situation for all the participants. Telling the story in this way will trigger empathy with listeners and makes the story exciting.



I recommend you stick to the film script. This method runs along the following lines:

- Preparation
 - Determine general objectives
 - Team building
 - Clarify the concern
- Implementation = Create a Springboard story based on the film script
 - Call of adventure – Call for change
 - Refusal
 - Encounter with supporters – Searching for help
 - Overcoming the first barrier – Starting the project
 - Challenging path
 - Small steps and big problems
 - Decision
 - Success
 - Journey home - Reaching sustainability
 - Crossing back over the barrier - final implementation
- Analysis and evaluation
- Dissemination



Disclaimer

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