



Storytelling



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A woman with long dark hair, wearing a bright yellow long-sleeved sweater and a large black wide-brimmed hat, is smiling and looking off to the side. She is holding the brim of her hat with both hands. The background is a solid light blue.

Agenda

What is the storytelling?

What is the purpose of storytelling in business modelling?

Making your financial plan into a Story!

Storytelling



Navigating the future



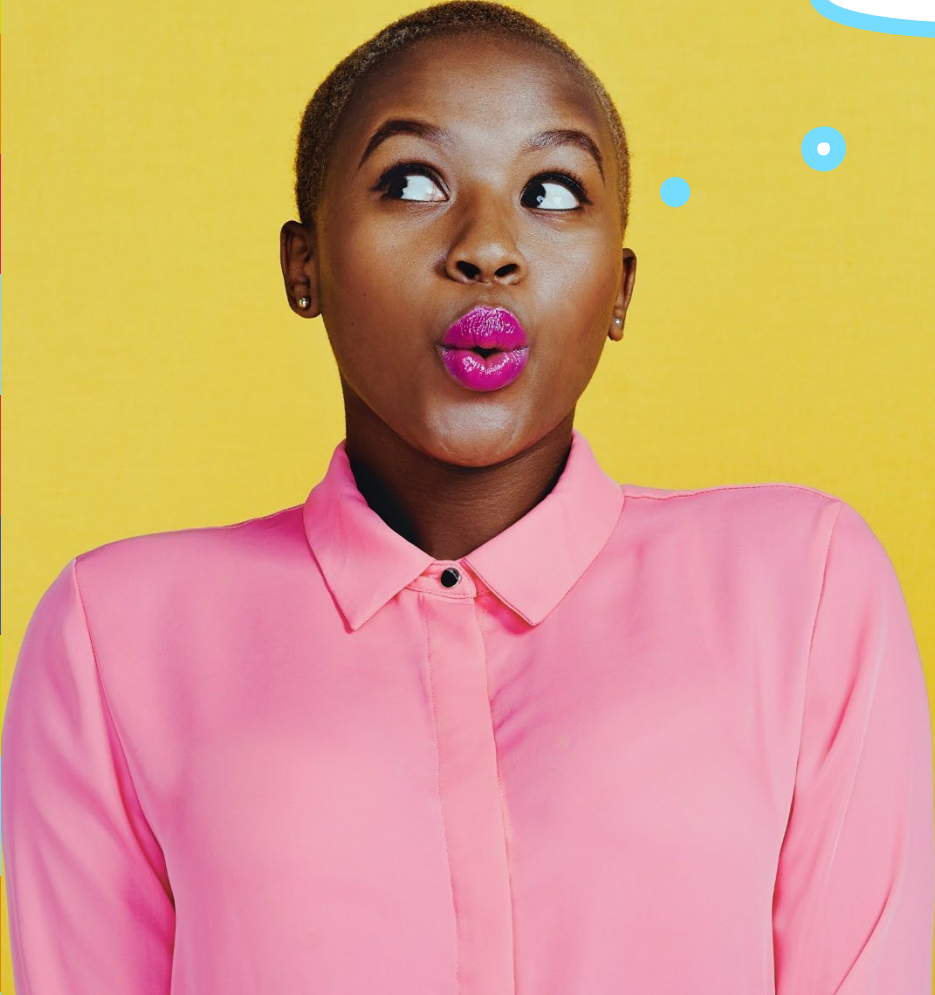
Storytelling



Where is it used for?

- Preserving history and traditions (to keep ancestral knowledge alive)
- Teaching and educating (moral lessons, warnings, wisdom)
- Building identity (cultural identity, communal bonds)
- Entertainment and expression (myths, fables, legends, plays, literature)
- To make sense of the world (understanding phenomena, human behavior, the unknown, existential questions)
- **Influence and power** (a tool for persuasion used by leaders, religious figures to shape opinions, unify groups, and even controlling the narrative)

Storytelling = an ancient and everlasting practice

A woman with short dark hair and bright pink lipstick is looking upwards with a surprised expression. She is wearing a light pink button-down shirt. The background is a vibrant yellow, framed by a border of colorful squares in shades of orange, red, blue, and green. A large, white, cloud-like thought bubble with a blue outline is positioned above her head, containing the text 'Do not miss out on activating the right side of the brain!'. Three small blue circles lead from her head to the thought bubble.

Do not miss out on activating the right side of
the brain!

A tool of persuasion!

How is that in case of business modelling?

Storytelling in business

Stories are experiences. When you share a story, you relive an experience and invite others to share in it with you. In this way, you move people from focusing on the tangible and intangible qualities of products and services to memorableness. And today's customers want memorable experiences. They want to engage with organizations that reveal themselves. Buyers perceive greater value when the experience lingers in their memory.

Stories are how people convey meaning → people will spend time to listen to well-constructed stories

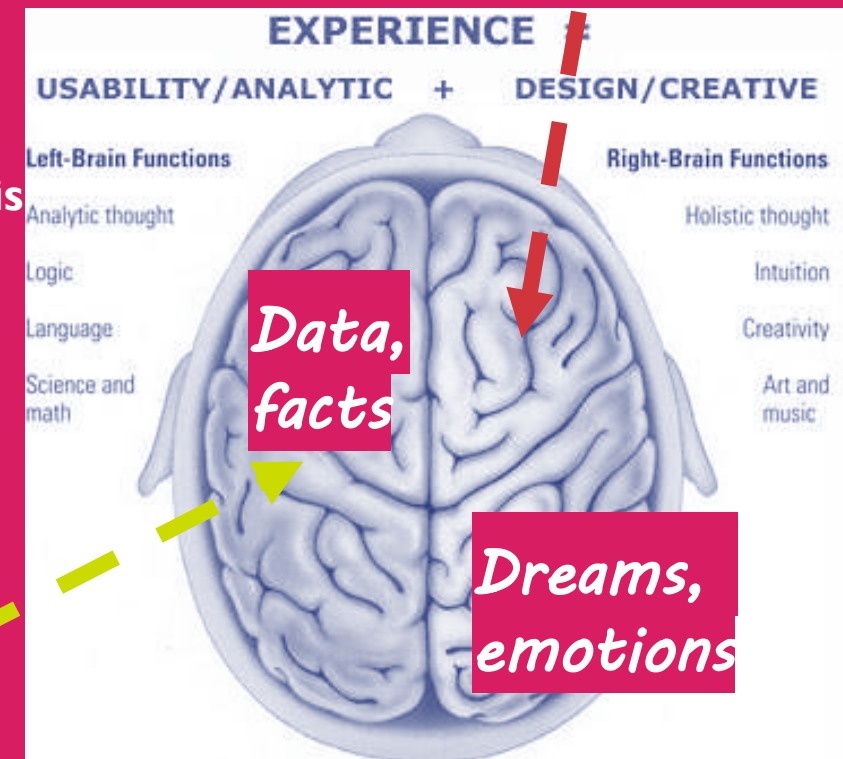
How stories impact people:

Processes info through imagination

- Physically – active listener, if you hear a good story, you put your pens down and listen, you want to know... .., where the story is going. People are more open and receptive. A **deeper** kind of listening
- Mentally – the brain is predisposed to think in terms of a story. A **story is how a brain creates meaning**. Because of this predisposition you pay closer attention when you hear a story!
- Emotionally - If a story is linked to your memories and past experiences, **meaning making occurs**. You activate right side! Consequence: **emotional engagement!**

Emotional brain is where feelings of **trust, loyalty** and **hope** are activated

Process info through logic/reason





If you do not engage the **right brain** through your story people shut down when faced with too many data!





We realize you may feel uncomfortable telling stories. Or you may think using stories at work isn't very *professional*. As we tell every single client we work with, you're a natural born storyteller. You have what it takes. We're here to reawaken and remind you of your innate story skills.

Storytelling Principles in Business

Woven throughout this book are core principles about business storytelling. You've gotten the first: Move people to action. Here are several others:

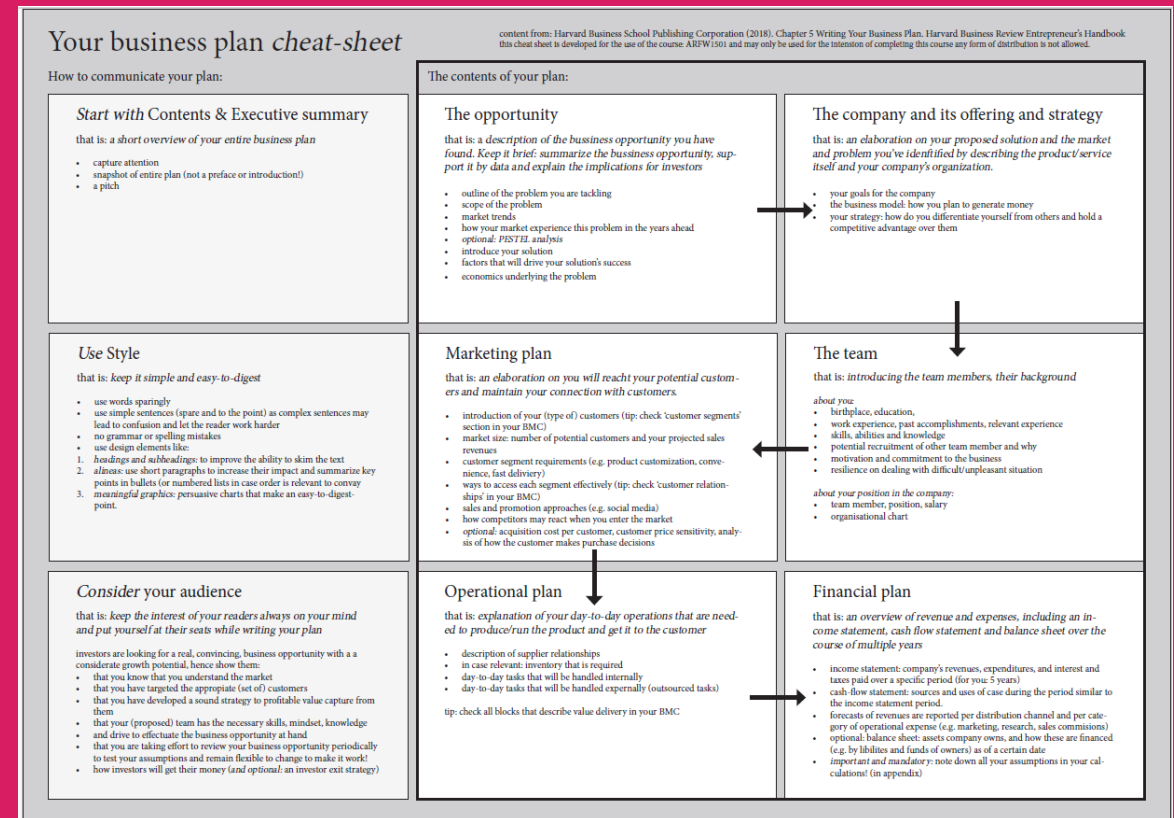


- ✓ **All stories need to be treated with respect:** Know that story has the power to transform, harm, or heal. Whether you recognize it now or not, your personal stories carry great wisdom. Treat your stories well and they will treat you well.
- ✓ **Be authentic and ethical with your storytelling:** This is far more important than being polished.
- ✓ **When you share a story, you spark a story:** The most magical and highest value of storytelling is in sharing stories face to face.

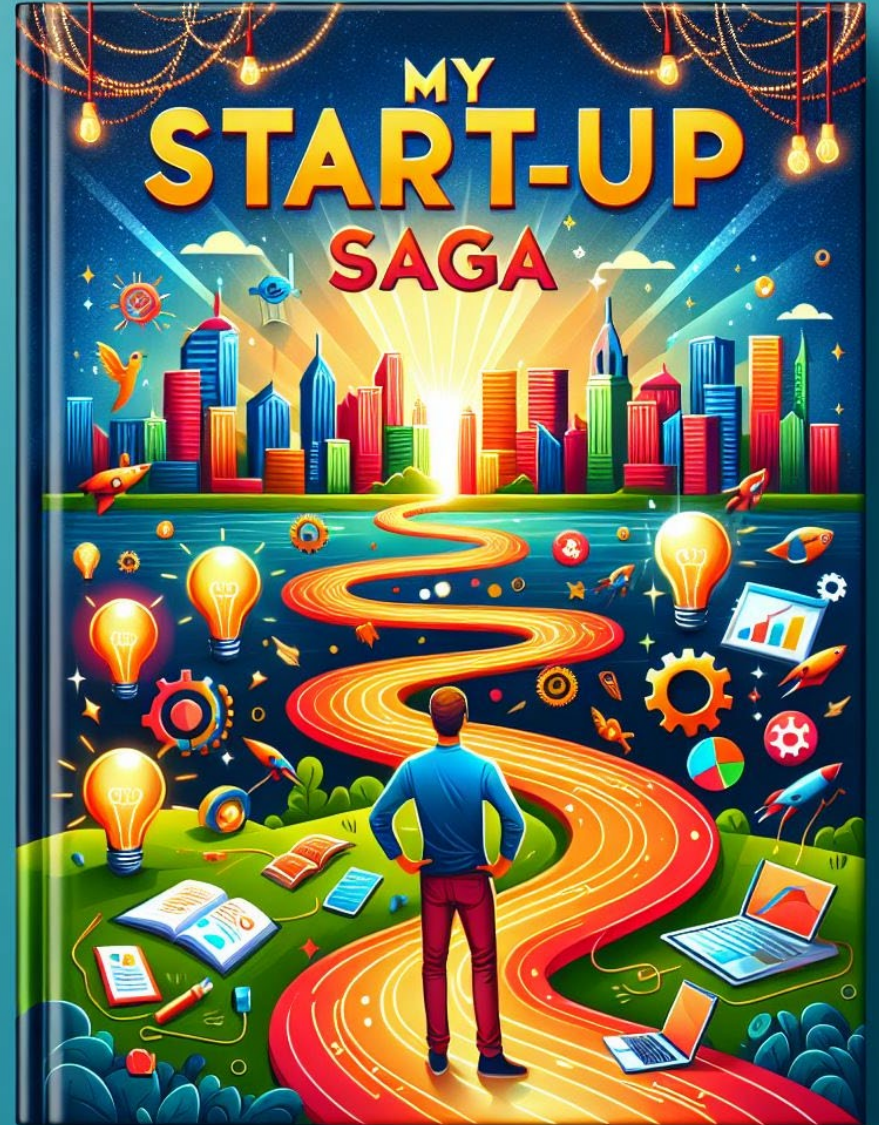
So... how to get your business plan into a story?



- Problem Discovery (*Problem Discovery and Validation*)
- The customer type and needs (*Hypothesis and Testing*)
- The opportunity
- The company and its offering and strategy
- The team
- Marketing plan
- Operational plan
- Financial plan



Make Our Start-up Saga



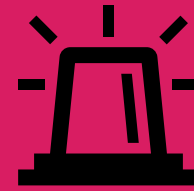
START

Once upon a time...



1 The Struggle

Problem Discovery and Validation



Your start-up saga



Your protagonist notices something wrong in the world. Something doesn't work, or someone is struggling. What is the problem they discover? Is the problem real? What evidence do they find?

Goal: Introduce the problem. Identify a clear, validated problem through research, observation, and interviews.



Once upon a time, in the dim kingdom of Noctaria, there lived a young inventor named Loira. Noctaria had little sunlight; the sky was often cloudy, and people lived by flickering fires and smoking oil. The fumes made people sick.



2 The People in Need

Hypothesis and Testing



Who is suffering because of this problem? What kind of people are they? What do they need, want, or fear? How does your hero go about understanding these people better?

Goal: Tell about your customer personas and their needs, describe the target market



Everyone dreamed of light—light that did not burn, did not pollute, and never went out. People were longing for light that wasn't harmful. And out there in the wider world—people in villages waited in darkness, too.



3 The Hidden Treasure or Breakthrough Invention

The Opportunity



Now the problem is clear and the people in need are identified, what will you realize that could be a game-changing solution? What makes this the right time and place to act?

Goal: Describe the market opportunity, market trends, and your solution to solve the problem.



On a stormy night, deep within the Caves of Gleen, Loira discovered a crystal that emitted a soft, bright light—without heat, without smoke. She named it Luminas, the Luminous Crystal. She realized instantly: this could change the entire realm.

An unprecedented opportunity had arrived: sustainable, inexhaustible light for everyone.



4 The Venture's Rise

The Company and its offering and Strategy



*Soon a team of heroes will come together
and form something bigger than themselves.
What called? What do they aim to achieve?
What product or service do they offer, and
what strategy will help them succeed?*

Goal: Define the business model,
product/service, value proposition, what
do they offer the world, and you do plan
to deliver it





Loira founded her own house: LUXARIS, the House of Light. Their mission was clear:
“Bring light to the world—clean, silent, and eternal.”
The offering?

Small Luminas crystals for homes, larger ones for villages, and even floating lanterns for the skies. Their strategy was simple but powerful:

- Protect the secret of the crystal.
- Safeguard the place where it is mined.
- Teach others how to use it safely.
- Build distribution points in every realm across the land.

5 The Heroes

The Team of Heroes



Who are the heroes that will be part of the team leading this venture?
What part do they play (roles)?
What are their powers, their strengths? Why are they in? How do they work together to overcome early challenges?

Goal: Outline the team and their individual roles, backgrounds, and how their skills contribute to the success of the venture.



Loira knew she couldn't do it alone. She gathered a team of extraordinary minds:



Bran, a clever trade traveler with contacts in five kingdoms.

Ilya, an engineer who designed devices to let the crystal shine safely.

Nara, a wise priestess who served as the company's moral compass.

Together, they formed the Light Committee, dedicated to honesty, sustainability, and innovation.



6 The Word Spreads

Marketing Plan



How do the heroes spread the word? Who do they talk to, how do they convince them, and what tools do they use to attract and reach new people to use the invention?

Goal: Describe branding, customer acquisition channels, positioning, and marketing tactics.





Loira's team didn't just tell stories—they let people see the light. They organized light festivals in villages: the moment the crystal began to shine, people cheered and begged to buy one. Some wanted it for working by; village leaders, for street lighting.

They kept engaging with communities to explore how the crystal could be used and sought out the right partners to meet those needs—such as the Lightpost Masters and Worklight Coordinators.

They used storytellers, traveling troubadours, and visual performances to convey what the light meant: hope, safety, warmth, and future. Across the realm, their slogan spread by word of mouth: “If you want light that lasts, seek the Luxaris crystal that never fades.”

7 The Plan of Attack

Operational plan



*Now the invention needs to be built and delivered.
How do they make it work? What systems, processes,
or logistics are put in place to keep everything
running? With whom do you partner up?*

Goal: Describe your supplier relationships, stakeholder relationships, The distribution challenges and the day to day tasks performed by the team or others.



The crystals came from the Gleen caves, so Loira built a safe, sustainable mine there. Her workers labored in shifts, using wind power to operate machinery.

Distribution was handled by airmail pigeons and magical coaches. In every village, they built a Light Point: a store and workshop where crystals were maintained and recharged.



8 The Dragon's Gold

Financial Plan



How much will this journey cost, and what treasure will it bring in return? Even if the heroes first helped themselves, how do they plan to survive and thrive financially in the coming five years?

Goal: include an overview of your income and case-flows in the coming five years. What will the dragon get in return?





Loira didn't ask for gold from the wealthy. She asked for investments in the form of trust and energy. In return, investors received a share of the light's yield and early access to new inventions.

Costs were kept low thanks to local production and reuse. Her plan became profitable by the second year—with expansions into neighboring realms planned for the third. She even created a fund to deliver free crystals to orphanages and hospitals.

START

And so...

And so...

...Loira became not just an inventor, but a **visionary**. Not through gold, but through light, she changed the world. And while nights still fell dark in other lands, in Noctaria, each evening glowed softly with the sustainable shimmer of a dream made real.

And everyone knew:

Light begins with one idea—and one heart brave enough to shine.



The End

