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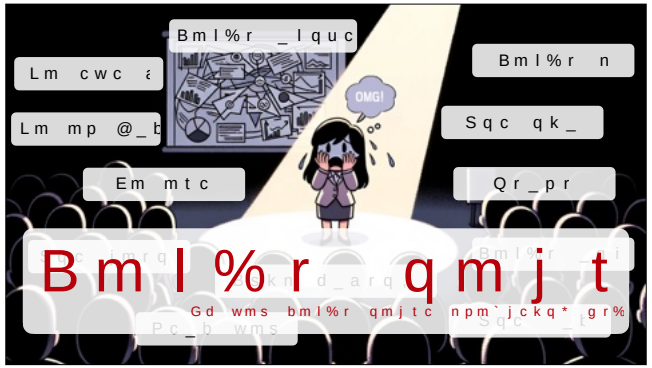
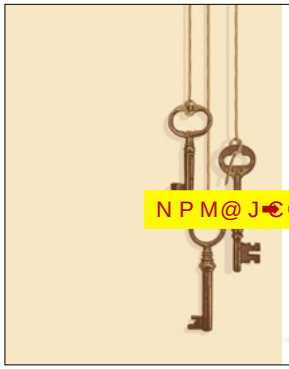
- **Inversion Thinking**
  - **Munger is famous for it.**
    - **Let's test it on communication.**



SOLVE PROBLEMS

- **If we don't solve problems,**
  - **We won't grab attention.**
    - **Story deals in problems.**
    - **Today, we'll look at 3 kinds of story problems.**
    - **But first a brief review.**



STORY STRUCTURE

- In stories, we meet a
  - (1) character with a goal
  - (2) who meets trouble
  - (3) and tries to escape it.
  - Why use story?

No story structure, no story!

KEY SOLUTION

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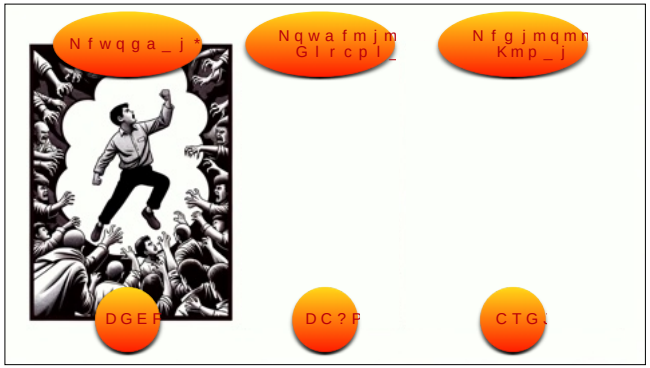
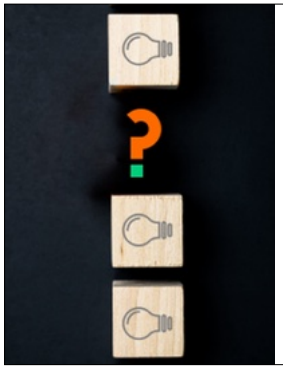
- We power up communication by engaging with messages born from story structure.
  - More interesting, enjoyable, and memorable.





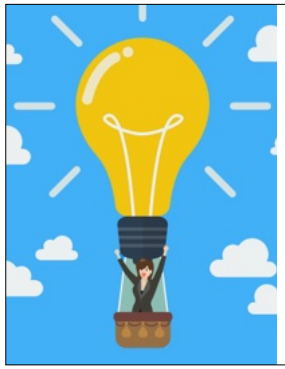
REMEMBER

Not just storytelling -- but story style, structure, logic

- (1) Start with the problem!
  - Your audience is the hero.
  - They want X, but face problems, challenges, and troubles to get X.

STORY STYLE

- **(2) Provide the solution.**
  - **Your presentation solves the hero's problem.**



STORY STYLE

- **(3) Share the result.**
  - **The result is the happy ending to the story.**
  - **The solution brings a good result for the hero.**

PHYSICAL/EXTERNAL

- **ACME Company overworks their employees.**
  - **Workers get very tired, and some get sick.**
  - **Employees hospitalized from overwork.**

PSYCHO/INTERNAL

- **Because of overwork at ACME Company,**
  - **Workers suffer stress, depression, panic attacks, and poor judgement.**
  - **Some workers needed professional counseling.**

PHILOSOPHICAL/MORAL

- Overwork is wrong. It...
  - hurts people,
  - steals workers' freedom,
  - decreases morale,
  - wastes money with churn,
    - What's the solution?

LEADERS LIMIT OVERWORK

- We can't always avoid overtime. But ideally, we avoid overwork.
  - Lead by example.
    - Avoid 3AM emails.
    - Set start and end times for meetings.
    - Set priorities.

BREAKS LIMIT OVERWORK

- Rest and lunch breaks can help us limit overwork.
  - Lorem ipsum dolor
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    - Adipiscing elit sed
    - Tempor incididunt ut

FLEX HOURS LIMIT OVERWORK

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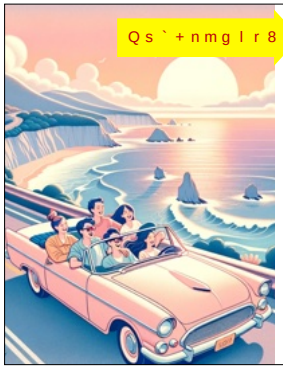

TIME OFF LIMITS OVERWORK

- Mock slides show the idea of sub-points (solutions) supporting the main point.
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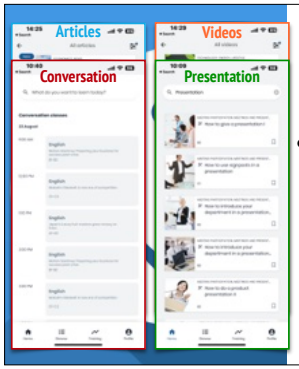
RESULT

- What happens when we follow these solutions?
  - Employees will feel more energized, appreciated, focused, and purposeful.
  - They'll perform better!

POWER UP ENGLISH SKILLS

- To give story style presentations, need to power up language skills.



POWER UP ENGLISH SKILLS

- Get story input + output with goFLUENT
  - Articles, Videos
    - Conversation Classes
    - Search Presentation

KEY SOLUTION

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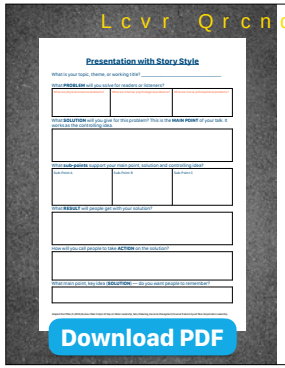

NEXT WEBINARS

- ☑ The basics of story style
- ☑ 3 Kinds of Problems
  - ▷ Story Controlling Ideas & Story Sub-plots
  - ▷ Critical Incidents
  - ▷ Physical Message, voice, eye-contact, gestures