Storytelling and the CASCADE Effect

Over the past few years, there has been a growing interest in the use of storytelling in marketing, as well as in public speaking.

Knowing this perhaps you want to tell a story as a way to perhaps position a new product. How do you know you are getting the most out of your effort. To that end I am providing you with my checklist.

The word C.A.S.C.A.D.E. in one sense means to effectively flow information to an audience. And by effectively, my measures are that your story be embraced, remembered, and shared.

Being given to acronym’s for the ease of remembering lessons, I developed the following acronym using the word CASCADE to help you consider or reconsider your story.

For your consideration……

Conflict ….Most great stories have a conflict going on and the audience is gripped by the potential resolution. Consider further a twist or the unexpected to add to your story.

Actors ….. a story usually has actors; consider how they might be made most relevant to the audience, perhaps made as reflective as possible of the audience When your audience connects to the characters, they have now entered the story.

Simple … keep the story as simple as possible as simple leads to memorability, Often a universal theme can help in terms of the plot; simple and universal.

Credible … is the story believable; if not it may be dismissed

Authentic … is there a sense of genuineness about your story. Not only is it real, but also the real thing.

Dialogue… all great stories have dialogue so be sure to include some spoken lines by the characters and work those lines to make them special

Emotional … does your story get to the heart (as well as the wallet). Light a passion in yourself and your listeners/readers.

A great story told in video format that ticks off a lot of these points is linked here for your convenience and it is the story upon which the brand Patagonia is built…

<https://www.youtube.com/watch?v=bB8ZWOKoygY>

Jeff Heilbrunn, August 2019