



# STORY TELLING IN JOB DEVELOPMENT

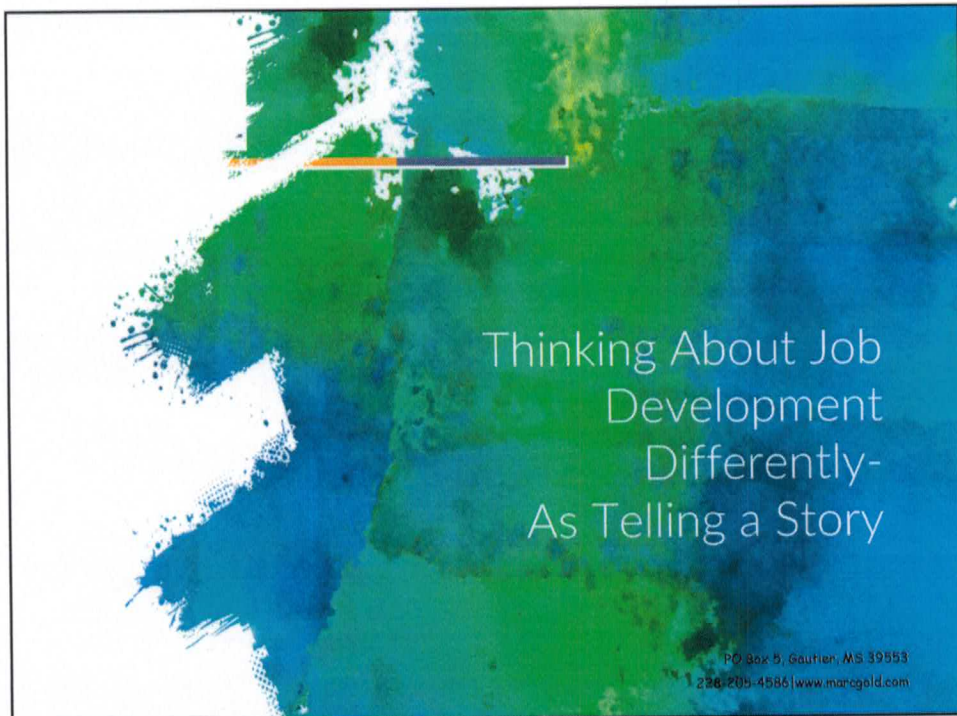
Prepared for Marc Gold's Retreat  
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## Agenda

- Why Stories
- The elements of every story.
- Then have a discussion on how it aligns with job development.
- What pieces of your story your agencies and the job seekers needs to be part of job development.
- Practice telling you job development story

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## The Financial Sector Uses Storytelling

- × "All great stories are comprised of a narrative arc - a high-stakes quest or journey. The arc should establish a setting, introduce characters, describe conflict, and find a resolution.
- × Money and the security it represents are *emotional* — and there's nothing that taps into emotions better than storytelling".
- × <https://www.forbes.com/sites/kateharrison/2019/02/20/even-the-financial-sector-can-use-storytelling-to-close-deals/#a3630a67df19>

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# Why Stories

Our brains are more engaged by storytelling.

We remember stories.  
Presenting your message is with  
Stories makes it more effective.

Stories create an emotional response.

Think of Nike's "Just Do It Campaign"

Source: [Onespot.com](http://Onespot.com) Consumers want stories that inform them by using the story cycle we can both inform and create an emotional response.

92% of Consumers want ads that tell stories

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The Story Cycle adapted From A Joseph Campbell in The Hero with a Thousand Faces.



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## The Backstory

### Step 1: Backstory:

- Why what you do is important.
- How it shapes who you are and where you are going.
- It provides context.
- It helps frame how what you are offering can change how the employer does business for the better
- Why you are good at what you do
- It provides meaning for your employer
- It is what draws people in

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What are important point to the Backstory for:

For you

Your Agency

Your Job  
Seeker

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## The Hero

- Joseph Campbell taught us that the hero's journey is universal and crosses all barriers and borders.
- The hero is an ordinary person called to action, first doesn't want to go on the journey but due to the support of the mentor goes on a journey that transforms him or her.
- Everyone wants to be seen as the hero. **You are not the hero in this story** and it's your job to show potential employers that they are.
- This is a great way to provide useful and informative content to employers, and **show them how they can be the hero of their own story.**

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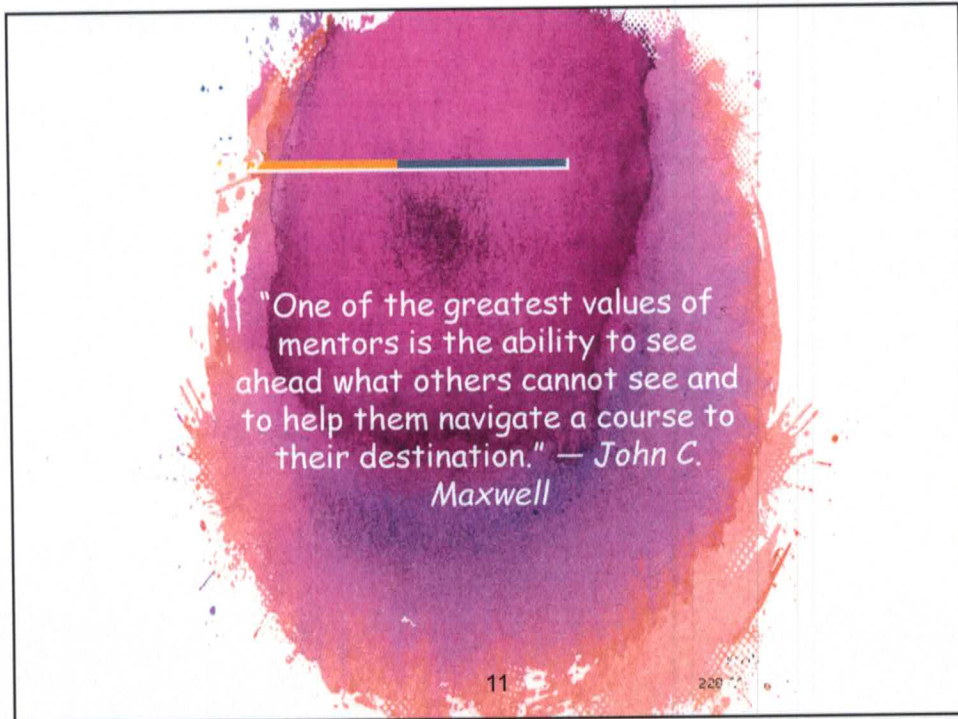
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## ANTAGONISTS

- **An Antagonist, by definition, acts in opposition to** the hero. The antagonist maybe a villain or challenges or barriers. It really it's a matter of perspective.
- In your story you must be able to address how you can address the barriers to allow the employer to be the hero in the story.
- What are the barriers/antagonist your employers face?
- How do you present solutions as part of the story?

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## The Mentor

Mentor: "The Mentor provides motivation, insights and training to help the Hero."

In your story who is the mentor?

- Is it you?
- Another employer?
- Leadership
- Does it change?

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## The Journey

- × The Hero begins his/her quest
- × S/He may go willingly or s/he may be pushed by his/her mentor or events.
- × S/He crosses the threshold between the world s/he is familiar with and that which s/he is not.
- × Out of his/her comfort zone the Hero is confronted with challenges.
- × The Hero must overcome each challenge s/he is presented with on the journey towards his/her ultimate goal.

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## The Journey

- The Hero finds out who can be trusted and who can't. S/He may earn allies and meet enemies who will, each in their own way, help prepare him /her for the greater ordeals yet to come.
- **The ordeal** may be a dangerous physical test or a deep inner crisis that the Hero must face in order to survive or for the world in which the Hero lives to continue to exist.
- The hero overcome his/her most difficult challenge and is reborn with insight to fulfill his/her destiny.

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## How Does Job Development Relate to the Journey

- × What are the piece you want to weave into your story?
  - × Call to action to meet a need or challenge?
  - × A way to address a challenge?
  - × Helping employers gain insights?

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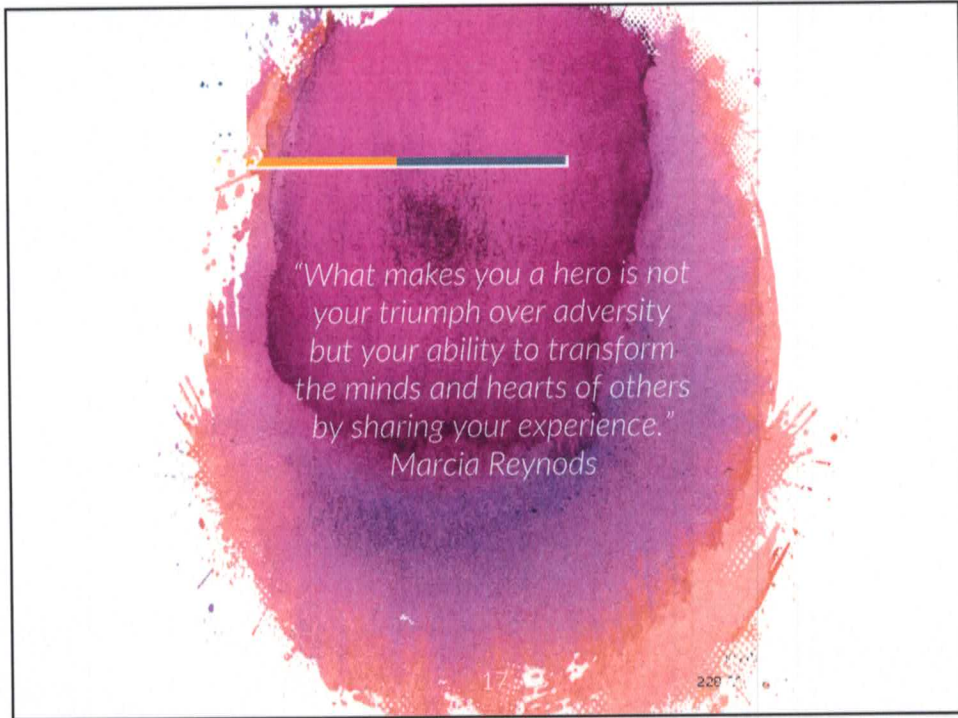
## Victory

- The Hero is victorious ultimately transformed into a new state, as a stronger person and often with a prize.
- The Reward may come in many forms: an object of great importance or power, a secret, greater knowledge or insight, or even reconciliation with a loved one or ally.

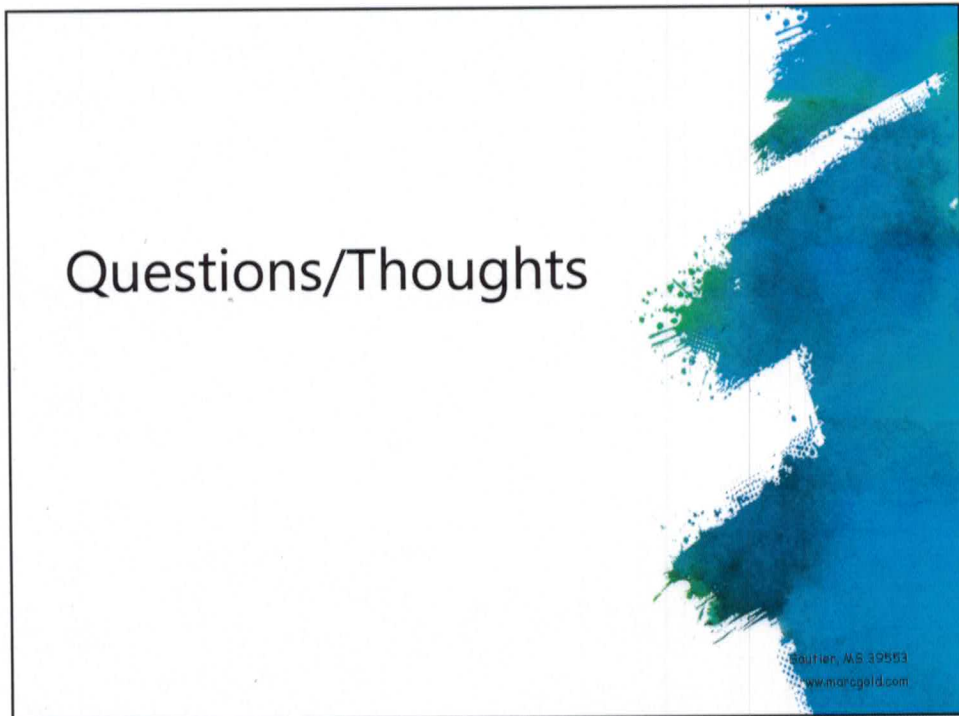
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## STORY TELLING IN JOB DEVELOPMENT

THANK YOU!

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