



business  
storytelling 101

# the 3x3x3 approach

it has 3 key components,  
each with 3 elements

**approach**

1. **character / situation**
2. **conflict**
3. **resolution**

**engagement**

1. **emotional**
2. **rational**
3. **inspirational**

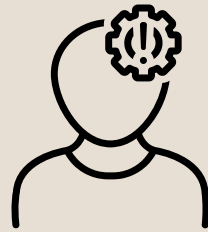
**messaging**

1. **clarity**
2. **consistency**
3. **call to action**



# Approach - planning the presentation

divide the full presentation into 3 parts



## Situation / Character

In a business context, these situations / characters could be

- employees,
- customers, or
- even the business itself.



## Conflict / challenge

Clearly define the conflict to engage your audience.

- a problem your business faced,
- a market challenge, or
- an internal obstacle.



## Resolution

Conclude by explaining how the conflict was addressed:

- successful project,
- a new product launch, or
- a positive change in the company.

# engagement - connecting with audience

## Three Levels of Engagement:

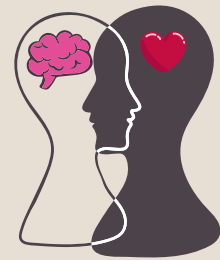


### Emotional

Connect with your audience on an emotional level.

Share

- experiences or challenges that resonate with them.



### Rational

Provide facts, data, and logical reasoning to support your story.

- Its crucial for decision-making



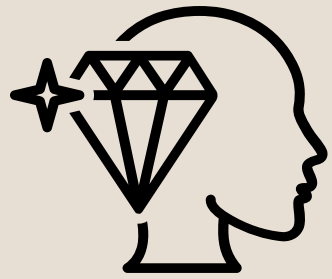
### Inspirational

Aspirational: Inspire your audience with what the future could look like.

- impact of the resolution on business

# messaging - convincing the audience

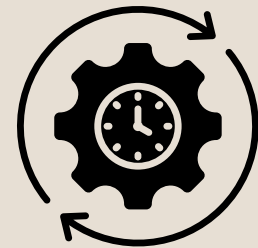
## Three Key Messages



### Clarity

Ensure that your main message is clear and easy to understand.

Avoid jargon or complex language that may confuse your audience.



### Consistency

Stick to the agenda or the objective of the meeting.

Consistency helps build trust and credibility.



### Call to Action

What do you want your audience to do or take away

- buy a product,
- support a cause, or
- make a decision

# example 1

**operations manager** preparing a monthly/quarterly update for senior management

## approach

- **Character:** Meet Sarah, our team leader. She's been with us for five years
- **Conflict:** Last quarter, We had supply chain disruptions, resulting in delayed raw material & increased lead times.
- **Resolution:** Sarah's leadership & team's resilience helped us overcome disruptions & cut production costs by 10%.

## engagement

- **Emotional:** Sarah and her team's commitment reflects our perseverance and dedication..
- **Rational:** Data shows our changes led to cost reduction and a more resilient supply chain.
- **Aspirational:** This success paves the way for growth and competitiveness.

## messaging

- **Clarity:** Despite challenges, Sarah's team reduced costs by 10%.
- **Consistency:** This story aligns with our commitment to innovation and adaptability.
- **Call to Action:** Senior management, endorse Sarah's strategies and allocate resources for stronger supply chain. Ensure our continued success

# example 2

**sales manager** preparing a monthly/quarterly update for senior management

## approach

- **Character:** Lisa, our Sales Manager known for building relationships & expanding our presence
- **Conflict:** Last quarter, our sales team faced tough competition & changing customer preferences
- **Resolution:** Lisa's leadership led to a 15% revenue growth, driven by a 10% increase in customer acquisition and 20% larger deals.

## engagement

- **Emotional:** Lisa and the team inspire us with their perseverance and innovation.
- **Rational:** Data shows Lisa's decisions drove growth, with a 12% improvement in customer retention.
- **Aspirational:** We aim to sustain growth with a 20% revenue increase next year.

## messaging

- **Clarity:** Effective sales strategies led to 15% revenue growth in challenging conditions..
- **Consistency:** Aligns with our commitment to adaptability and customer-centricity.
- **Call to Action:** Apply Lisa's strategies for sustained growth and achieve our 20% revenue goal.

# example 3

**project manager** preparing a monthly/quarterly update for senior management

## approach

- **Character:** Mark, our experienced Project Manager known for delivering on time and within budget.
- **Conflict:** Last quarter, our team faced a challenge: mid-project changes by the client
- **Resolution:** 20% increase in project profitability. Thanks to Mark's leadership.

## engagement

- **Emotional:** Mark and the team inspire us with their adaptability and teamwork.
- **Rational:** Data shows our flexibility maintained profitability & boosted our Net Promoter Score (NPS) by 15 points.
- **Aspirational:** We aim to grow and target a 30% increase in project profitability.

## messaging

- **Clarity:** Effective project management led to record client satisfaction and a 20% increase in project profitability..
- **Consistency:** Aligns with our commitment to client-centricity and excellence in project delivery.
- **Call to Action:** Replicate Mark's strategies for consistent success and achieve our 30% profitability goal



**For more  
information**

**Blog: xpresso-shots**

<https://xpressoshots.com/3x3-x3-approach-to-business-storytelling/>

**Email Address**

raj.verma@breakfree.co.in

**Website**

[www.breakfree.co.in](http://www.breakfree.co.in)