



## Transcript from October 1, 2010 to October 2, 2010

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All times are Pacific Time

### October 1, 2010

- 12:30 pm **3keyscoach:** #Business storyteller? Come join @ConversationAge & me for this wk's #kaizenblog We'll talk about stories that work->Fri 12pm ET/5pm BTS
- 1:01 pm **debmorello:** @ConversationAge @3keyscoach Good morning ladies, I'm sorry to miss #kaizenblog today :( will catch you on the flip side!
- 1:16 pm **ConversationAge:** Join @3keyscoach & me #kaizenblog chat - we will talk about "stories that work" - today 12Noon ET
- 1:42 pm **jeanniecw:** @ConversationAge Can't make #kaizenblog today but you know I'll watch for the transcript! Have fun.
- 1:44 pm **ConversationAge:** @jeanniecw we'll miss your smarts #kaizenblog. I know this conversation will go fast!
- 1:48 pm **jeanniecw:** @ConversationAge Aww...thanks. I always look forward to it, but sometimes duty calls! #kaizenblog
- 2:04 pm **TanjaZieg:** Sorry to have to miss #kaizenblog today! Something's come up. But I look forward to the transcript, and to being there next week! Have fun!
- 2:11 pm **MaryCDavid:** ...Sorry to have to miss #kaizenblog today! Something's come up. But I look forward to the transcript, and to being there next week! Have...
- 2:40 pm **tipperary\_lass:** I'll be there -> RT @ConversationAge: Join @3keyscoach & me #kaizenblog chat - we will talk about "stories that work" - today 12Noon ET
- 3:29 pm **CASUDI:** Stories that work #kaizenblog in 30mins ~ @hacool @CathyWebSavvyPR @EFulwiler @DavidSpinks @MarshaCollier @Marc\_Meyer @LisaPetrilli
- 3:30 pm **ChatSchedule:** 30 minutes until #kaizenblog starts - RT if you'll be here
- 3:31 pm **3keyscoach:** Why Do Organizations Tolerate Bad Bosses? #kaizenblog recap <http://bit.ly/bs49g2>
- 3:31 pm **3keyscoach:** #Business Storytellers->In 30 min, Join us for this wk's #kaizenblog We'll talk about stories that work
- 3:31 pm **CASUDI:** RT @ChatSchedule: 30 minutes until #kaizenblog starts - RT if you'll be here

- 3:38 pm **pprothe:** Great summary. Really important topic. RT @3keyscoach: Why Do Organizations Tolerate Bad Bosses? #kaizenblog recap <http://bit.ly/bs49g2>
- 3:42 pm **mentormarketing:** @rocbuzz Thanks for the story inclusion. #kaizenblog
- 3:50 pm **ChatSchedule:** 10 minutes until #kaizenblog starts - RT if you'll be here
- 3:58 pm **Note\_to\_CMO:** RT @3keyscoach: #Business Storytellers->In 30 min, Join us for this wk's #kaizenblog We'll talk about stories that work.
- 3:59 pm **CathyWebSavvyPR:** Stories that work #kaizenblog in 2 mins ~ @hacool @CathyWebSavvyPR @EFulwiler @DavidSpinks @MarshaCollier @Marc\_Meyer @LisaPetrilli
- 4:00 pm **ConversationAge:** Welcome to 12ET #kaizenblog chat on "stories that work"
- 4:00 pm **Note\_to\_CMO:** Hey, I posted on that a while ago - McKee, Dr. Norman Holland and Joseph Campbell / Why Brand Stories Work <http://bit.ly/b7vv0v> #kaizenblog
- 4:00 pm **WriterChanelle:** Hopping in! #HFChat #kaizenblog
- 4:00 pm **CathyWebSavvyPR:** RT @ConversationAge: Welcome to 12ET #kaizenblog chat on "stories that work"
- 4:00 pm **3keyscoach:** Hello, everyone and Welcome! #kaizenblog
- 4:00 pm **3keyscoach:** RT @ConversationAge: Welcome to 12ET #kaizenblog chat on "stories that work" #kaizenblog
- 4:01 pm **CathyWebSavvyPR:** RT @3keyscoach: #Business storyteller? Come join @ConversationAge & me for this wk's #kaizenblog We'll talk about stories that work->Fri 12pm ET/5pm BTS
- 4:01 pm **ConversationAge:** RT @Note\_to\_CMO: posted on that while ago - McKee, Dr. Holland, Joseph Campbell / Why Brand Stories Work <http://bit.ly/b7vv0v> #kaizenblog
- 4:01 pm **ambercleveland:** Excessive tweet notice - joining #kaizenblog for the next hour. Feel free to filter or join - it's a great chat
- 4:01 pm **Note\_to\_CMO:** @LauraSJones24 Thank you LSJ! Very kind of you. Joining #kaizenblog this morning?
- 4:02 pm **ConversationAge:** Framing for #kaizenblog chat peeps - The McKee-Fields Sessions Part 1: Story Takes Flight <http://ow.ly/2M0jf> [@jonathanfields #storytelling]
- 4:02 pm **WriterChanelle:** @3keyscoach Hello hello! #kaizenblog
- 4:03 pm **mentormarketing:** Hello all #kaizenblog
- 4:03 pm **ConversationAge:** we'll get into it right away - Q1 - why do stories work? #kaizenblog
- 4:03 pm **chris\_paulsen:** @CASUDI I'm in #kaizenblog #kaizenblog

- 4:03 pm **niglesiasg**: RT @ConversationAge: Framing for #kaizenblog chat peeps - The McKee-Fields Sessions Part 1: Story Takes Flight <http://ow.ly/2M0jf> [@jonathanfields #storytelling]
- 4:03 pm **ConversationAge**: Q1 - why do stories work? #kaizenblog
- 4:04 pm **CathyWebSavvyPR**: RT @ConversationAge: we'll get into it right away - Q1 - why do stories work? #kaizenblog
- 4:04 pm **MaryAnnHalford**: @ConversationAge and @3keyscoach wish I could participate in #kaizenblog today but at my b-school reunion
- 4:04 pm **WriterChanelle**: @ConversationAge Oooo...McKee scriptwriter McKee? #kaizenblog #storytelling
- 4:04 pm **CASUDI**: A! ~ Stories work because people can relate to them ~ life is a story :-) #kaizenblog
- 4:04 pm **ConversationAge**: RT @CASUDI: A! ~ Stories work because people can relate to them ~ life is a story :-) #kaizenblog
- 4:04 pm **LauraLCrum**: stories work because they give us context and hope. #kaizenblog
- 4:04 pm **Note\_to\_CMO**: Q1: Stories work because that's how we're wired. Every culture is story-based, every brain is story-ready. #kaizenblog
- 4:04 pm **3keyscoach**: RT @ConversationAge Framing-The McKee-Fields Sessions Pt1: Story Takes Flight <http://ow.ly/2M0jf> [@jonathanfields #storytelling] #kaizenblog
- 4:04 pm **3keyscoach**: RT @CASUDI: A! ~ Stories work because people can relate to them ~ life is a story :-) #kaizenblog
- 4:05 pm **CathyWebSavvyPR**: RT @CASUDI: A! ~ Stories work because people can relate to them ~ life is a story :-) #kaizenblog
- 4:05 pm **tipperary\_lass**: Hello from Paris #kaizenblog
- 4:05 pm **ConversationAge**: @WriterChanelle yes, \*the\* very one - bookmark that series of videos. They are great #kaizenblog
- 4:05 pm **3keyscoach**: @MaryAnnHalford Sounds like you're in my "neighborhood" Have fun! #kaizenblog
- 4:05 pm **ambercleveland**: RT @CASUDI: A! ~ Stories work because people can relate to them ~ life is a story :-) #kaizenblog
- 4:05 pm **3keyscoach**: RT @Note\_to\_CMO: Q1: Stories work because thats how were wired. Every culture is story-based, every brain is story-ready. #kaizenblog
- 4:05 pm **ambercleveland**: RT @Note\_to\_CMO: Q1: Stories work because thats how were wired. Every culture is story-based, every brain is story-ready. #kaizenblog
- 4:06 pm **WriterChanelle**: @ConversationAge You know I will. Lol. I have his book. Saw Adaptation too. Hilarious. #kaizenblog
- 4:06 pm **CathyWebSavvyPR**: Q1 stories work becasue they draw you in, they offer context, & help pple connect #kaizenblog
- 4:06 pm **CASUDI**: @CathyWebSavvyPR just think of how many stories you can tell about your own life ~ some compelling,some not :-) #kaizenblog

- 4:06 pm **ConversationAge**: Stories also work because our brains use narrative as a shortcut to remember things <http://ow.ly/2N1eq> #kaizenblog
- 4:06 pm **WriterChanelle**: RT @CASUDI: A! ~ Stories work because people can relate to them ~ life is a story :) #kaizenblog
- 4:06 pm **mentormarketing**: Oral history was our primary evening entertainment for 1000's of years, all based upon storytelling. #kaizenblog
- 4:06 pm **LauraLCrum**: from very young, we're taught to appreciate stories (we read to babies) and having things framed as stories is a throwback #kaizenblog
- 4:06 pm **CathyWebSavvyPR**: @3keyscoach @Note\_to\_CMO - yes - what do we tell many kids on way to bed - stories, around holiday dinner table stories - #kaizenblog
- 4:07 pm **Paul\_Pruneau**: @ConversationAge Stories connect all of us and our experiences together. They inspire, inform and influence ideas and actions. #kaizenblog
- 4:07 pm **jheenan**: RT @Note\_to\_CMO: Q1: Stories work because that's how we're wired. Every culture is story-based, every brain is story-ready. #kaizenblog
- 4:07 pm **ConversationAge**: Also catch up with Brand Stories that Work interviews I did <http://ow.ly/2N1gl> #kaizenblog
- 4:07 pm **Note\_to\_CMO**: We believe stories because our brains go into neutral when we know we dont have to act on what we hear. We're open. #kaizenblog
- 4:07 pm **CASUDI**: @Note\_to\_CMO interesting to think why are we so wired to stories ? stories happen in sequence, time is sequence??? life is...#kaizenblog
- 4:07 pm **chris\_paulsen**: Dale Carnegie training teaches to tell stories when public speaking. Tried it 4 blog w/ great feedback fm readers #kaizneblog #kaizenblog
- 4:07 pm **ConversationAge**: RT @Paul\_Pruneau: Stories connect all of us and our experiences together. They inspire, inform and influence ideas and actions. #kaizenblog
- 4:07 pm **LauraLCrum**: stories humanize, I think. #kaizenblog
- 4:07 pm **idanezg**: RT @ConversationAge: Stories also work because our brains use narrative as a shortcut to remember things <http://ow.ly/2N1eq> #kaizenblog
- 4:07 pm **CathyWebSavvyPR**: RT @mentormarketing: Oral history was our primary evening entertainment for 1000's of years, all based upon storytelling. #kaizenblog
- 4:07 pm **robpetersen**: Q1. Stories work because, if we relate to them, we can see/believe they can be replicated to work over and over #kaizenblog
- 4:07 pm **ConversationAge**: RT @mentormarketing: Oral history was our primary evening entertainment for 1000's of years, all based upon storytelling. #kaizenblog

- 4:08 pm **sarahmontague:** @ConversationAge : Q1Stories work because they are a way for ppl to share experiences;makes it tangible + personal. #kaizenblog
- 4:08 pm **ambercleveland:** RT @Paul\_Pruneau: Stories connect all of us and our experiences together. They inspire, inform and influence ideas and actions. #kaizenblog
- 4:08 pm **ConversationAge:** RT @sarahmontague: Q1Stories work because they are a way for ppl to share experiences;makes it tangible + personal. #kaizenblog
- 4:08 pm **Scribnia:** RT @ConversationAge: we'll get into it right away - Q1 - why do stories work? #kaizenblog
- 4:08 pm **megfowler:** Hello! can someone catch me up on Q1? #kaizenblog
- 4:08 pm **BaerDesignGroup:** RT @ConversationAge: RT @Paul\_Pruneau: Stories connect all of us and our experiences together. They inspire, inform and influence ideas and actions. #kaizenblog
- 4:08 pm **elizabethsosnow:** RT @Note\_to\_CMO: We believe stories b/c our brains go into neutral when we know we dont have to act on what we hear. We're open. #kaizenblog
- 4:08 pm **3keyscoach:** @debmorello We'll miss you today too! #kaizenblog
- 4:08 pm **tipperary\_lass:** Stories work because its who we are, we are raised with stories, we love the journey a good story takes us on :) #kaizenblog
- 4:08 pm **torreymcgraw:** Q1: Stories allow ppl to feel a part of something they can believe in. We all want to believe in something. #kaizenblog
- 4:09 pm **CathyWebSavvyPR:** RT @mentormarketing: I've recently been inspired by Studs terkel's oral hstories & book "working" to launch @whydoweblog #kaizenblog
- 4:09 pm **ConversationAge:** RT @chris\_paulsen: Dale Carnegie training teaches to tell stories when public speaking. Tried it 4 blog w/great feedback #kaizenblog
- 4:09 pm **LauraLCrum:** @CASUDI I think it's because stories are a base. Even children get them. Higher level thinking takes longer, progression. #kaizenblog
- 4:09 pm **Note\_to\_CMO:** @CASUDI Look at Norman Holland's research in my blog post - <http://bit.ly/b7vv0v> - I sent this to McKee + even he loved it! #kaizenblog
- 4:09 pm **ambercleveland:** @megfowler Q1 is why do stories work? #kaizenblog
- 4:09 pm **ConversationAge:** RT @Note\_to\_CMO: We believe stories b/c our brains go into neutral when we know we dont have to act on what we hear. We're open. #kaizenblog
- 4:09 pm **eoghanol:** Stories work because we're Irish. How else could our Government deceive us for so long? #kaizenblog

- 4:09 pm **tatitosi**: RT @ConversationAge: Oral history was our primary evening entertainment for 1000's of years, all based upon storytelling. #kaizenblog
- 4:09 pm **3keyscoach**: @jeanniecw We'll make sure you have transcript #kaizenblog
- 4:10 pm **3keyscoach**: @megfowler Q1 - why do stories work? #kaizenblog
- 4:10 pm **ConversationAge**: Q2 - what are the elements of a good story? #kaizenblog
- 4:10 pm **EJEllisTweets**: Stories work because they engage a listener's attention, imagination & anticipation. #kaizenblog
- 4:10 pm **Note\_to\_CMO**: Q1: Joseph Campbell says stories give us "the experience of life." McKee often says "stories are equipment for living." #kaizenblog
- 4:11 pm **ConversationAge**: RT @EJEllisTweets: Stories work because they engage a listener's attention, imagination & anticipation. #kaizenblog
- 4:11 pm **megfowler**: A1: Stories work because they always have -- from oral history to digital media. We frame things in experiences. #kaizenblog
- 4:11 pm **nittyGriddyBlog**: RT @ConversationAge: RT @Paul\_Pruneau: Stories connect all of us and our experiences together. They inspire, inform and influence ideas and actions. #kaizenblog
- 4:11 pm **3keyscoach**: @MaryCDavid We'll miss your input! Have a good weekend #kaizenblog
- 4:11 pm **ConversationAge**: RT @Note\_to\_CMO: Q1: Campbell says stories give us "the experience of life." McKee often says "stories are equipment for living" #kaizenblog
- 4:11 pm **pprothe**: Late to #kaizenblog - Good Morning! Way back, people never read to themselves - only aloud to groups. Telling stories.
- 4:11 pm **tipperary\_lass**: RT @ConversationAge: Q2 - what are the elements of a good story? #kaizenblog
- 4:11 pm **CathyWebSavvyPR**: RT @EJEllisTweets: Stories work because they engage a listener's attention, imagination & anticipation #kaizenblog
- 4:12 pm **WriterChanelle**: Conflict, character, growth, change RT @ConversationAge: Q2 - what are the elements of a good story? #kaizenblog
- 4:12 pm **ConversationAge**: RT @pprothe: Late to #kaizenblog - Good Morning! Way back, people never read to themselves - only aloud to groups. Telling stories.
- 4:12 pm **KirstenParagona**: @ConversationAge Stories work, because it gives people something tangible to digest. #kaizenblog
- 4:12 pm **Note\_to\_CMO**: Q2: Key element of a good story is "the dark side" - what happens to our hero (us, usually) when everything goes wrong. #kaizenblog
- 4:12 pm **ConversationAge**: RT @WriterChanelle: Conflict, character, growth, change RT @ConversationAge: Q2 - what are the elements of a good story? #kaizenblog
- 4:12 pm **chris\_paulsen**: Q2 engaging the listener / reader #kaizenblog #kaizenblog

- 4:12 pm **ConversationAge**: RT @Note\_to\_CMO: Q2: Key element of a good story is "the dark side" what happens to our hero (us) when everything goes wrong #kaizenblog
- 4:12 pm **pprothe**: Q2: Story elements? Protagonist, Conflict, steps to resolving conflict. Key twists to plot #kaizenblog
- 4:12 pm **CASUDI**: @ConversationAge Good set up (begin) Good ending (conclusion/resolution) & of course compelling middle #kaizenblog
- 4:12 pm **3keyscoach**: Can you talk more about hope? Interesting! RT @LauraLCrum: stories work because they give us context and hope. #kaizenblog
- 4:12 pm **DavidSpinks**: Q2: It's relatable. #kaizenblog
- 4:13 pm **jgibbard**: @ConversationAge an essential element of a good story is conflict, it provides the edge. #kaizenblog
- 4:13 pm **RichBecker**: @ConversationAge Great stories allow the listener to see more than speaker tells. It's how we relate and become immersed. #kaizenblog
- 4:13 pm **ConversationAge**: RT @RichBecker: Great stories allow listener to see more than speaker tells. It's how we relate and become immersed in something #kaizenblog
- 4:13 pm **WhyDoWeBlog**: RT @DavidSpinks: Q2: It's relatable. #kaizenblog
- 4:13 pm **tbkuplic**: Stories are also how we organize our visions of ourselves. We are the protagonist in our own life story #kaizenblog
- 4:13 pm **Paul\_Pruneau**: @ConversationAge Essential story elements: context, insights, personal experience, and outcome. #kaizenblog
- 4:13 pm **LauraLCrum**: Q2- Strong story line, relateable characters, journey, change, outcome #kaizenblog
- 4:13 pm **Note\_to\_CMO**: Q2: We need to see how the hero is sent on a journey/goes through trials/wins support/ultimately succeeds. #kaizenblog
- 4:13 pm **3keyscoach**: RT @ConversationAge: Q2 - what are the elements of a good story? #kaizenblog
- 4:13 pm **ConversationAge**: RT @Paul\_Pruneau: Q2: Essential story elements: context, insights, personal experience, and outcome. #kaizenblog
- 4:13 pm **megfowler**: A2: Elements of a great story: fully realized characters, a universal challenge w/ personal twist & an unmistakable perspective. #kaizenblog
- 4:13 pm **ConversationAge**: RT @LauraLCrum: Q2- Strong story line, relateable characters, journey, change, outcome #kaizenblog
- 4:13 pm **Note\_to\_CMO**: Q2: Interesting to note how perfection bores us. We hate that guy who does everything right. #kaizenblog
- 4:13 pm **ConversationAge**: RT @tbkuplic: Q1: Stories are also how we organize our visions of ourselves. We are the protagonist in our own life story #kaizenblog
- 4:13 pm **ambercleveland**: @ConversationAge A2 element of good story - the listener/reader can see themselves in the story #kaizenblog

- 4:13 pm **DavidSpinks:** Q2: A good story has a good lesson. #kaizenblog
- 4:14 pm **3keyscoach:** RT @CathyWebSavvyPR: Q1 stories work because they draw you in, they offer context, & help ppl connect #kaizenblog
- 4:14 pm **ConversationAge:** RT @ambercleveland: A2 element of good story - the listener/reader can see themselves in the story #kaizenblog
- 4:14 pm **ConversationAge:** RT @DavidSpinks: Q2: A good story has a good lesson. #kaizenblog [teachable moment]
- 4:14 pm **DavidSpinks:** RT @ConversationAge: RT @ambercleveland: A2 element of good story - the listener/reader can see themselves in the story #kaizenblog
- 4:14 pm **jgibbard:** @ConversationAge another key element of good story telling is the storyteller. #kaizenblog
- 4:14 pm **tbkuplic:** Yes We need conflict and a hero within reach. RT @Note\_to\_CMO: Q2: what happens to our hero when everything goes wrong. #kaizenblog
- 4:14 pm **megfowler:** A2: The most successful stories seem to be those that inspire either empathy or outrage... strong responses. #kaizenblog
- 4:14 pm **3keyscoach:** RT @ConversationAge: Also catch up with Brand Stories that Work interviews I did <http://ow.ly/2N1gl> #kaizenblog
- 4:15 pm **BMWLeader:** RT @WriterChanelle: Conflict, character, growth, change RT @ConversationAge: Q2 - what are the elements of a good story? #kaizenblog
- 4:15 pm **LauraLCrum:** @3keyscoach reading/writing/being a story gives us the chance to be our own protagonist #kaizenblog
- 4:15 pm **Paul\_Pruneau:** RT @ConversationAge: RT @tbkuplic: Q1: Stories are also how we organize our visions of ourselves. We are the protagonist in our own life story #kaizenblog
- 4:15 pm **Note\_to\_CMO:** McKee related that 'the board of directors has heard every lie imaginable.' They want bad news. <http://bit.ly/a88kAd> #kaizenblog
- 4:15 pm **tipperary\_lass:** Q2 - a perfect balance between theme, plot, story structure, Characters and settings #kaizenblog
- 4:15 pm **LauraLCrum:** @jgibbard agreed. Must have a good narrative/narrator #kaizenblog
- 4:15 pm **RuckusMedia:** Agree with @DavidSpinks on Q2... a good story is relatable! And continues to stick with you even after its finished. #kaizenblog
- 4:15 pm **pprothe:** Syd Field teaches every movie has set up: !st 10 min. + ., Plot pt. 1: issue. Mid: hurdles along way. Plot Pt. 2- twist. Resolution #kaizenblog
- 4:15 pm **KirstenParagona:** @ConversationAge good story has lesson 2 b learned, a hero /villain & something we take away/learn we didn't have b4 reading. #kaizenblog

- 4:15 pm **3keyscoach:** RT @torreymcgraw: Q1: Stories allow ppl to feel a part of something they can believe in. We all want to believe in something. #kaizenblog
- 4:15 pm **ambercleveland:** A2: A good story inspires empathy #kaizenblog
- 4:15 pm **Note\_to\_CMO:** Q2: Funny convo w/ McKee on storytelling and Power Point. Unexpected, to say the least. #kaizenblog
- 4:15 pm **robpetersen:** Q2. 1) Familiar character, 2) takes journey, 3) goes thru transformation 4) teaches us something very useful #kaizenblog
- 4:16 pm **Vision\_21:** RT @ConversationAge: RT @RichBecker: Great stories allow listener to see more than speaker tells. It's how we relate and become immersed in something #kaizenblog
- 4:16 pm **pprothe:** RE: Syd Field - <http://bit.ly/bQAfxH> #kaizenblog
- 4:16 pm **DavidSpinks:** A good story is entertaining. Drives emotions. #kaizenblog
- 4:16 pm **tbkuplic:** And the lesson is clear and singular. RT @ConversationAge: RT @DavidSpinks: Q2: A good story has a good lesson. #kaizenblog
- 4:16 pm **jjibbard:** PERFECTION RT @LauraLCrum: @3keyscoach reading/writing/being a story gives us the chance to be our own protagonist #kaizenblog
- 4:16 pm **maltae:** Q2 - what are the elements of a good story? #kaizenblog > Emotional + Imaginable
- 4:16 pm **ConversationAge:** RT @jjibbard: another key element of good story telling is the storyteller. #kaizenblog [tell me more about this?]
- 4:16 pm **pprothe:** RT @robpetersen: Q2. 1) Familiar character, 2) takes journey, 3) goes thru transformation 4) teaches us something very useful #kaizenblog
- 4:16 pm **ConversationAge:** RT @tipperary\_lass: Q2 - a perfect balance between theme, plot, story structure, Characters and settings #kaizenblog
- 4:16 pm **EJellisTweets:** Among the elements of a good story: emotionally charged phrasing that punctuates & stimulates visual images. #kaizenblog
- 4:16 pm **3keyscoach:** RT @Note\_to\_CMO @CASUDI Look @ Norman Hollands rsrch in my blog post <http://bit.ly/b7vv0v> -Sent this @ McKee + even he loved it! #kaizenblog
- 4:17 pm **ConversationAge:** RT @KirstenParagona: good story has lesson 2 b learned, a hero /villain & something we take away/learn we didn't have b4 reading #kaizenblog
- 4:17 pm **ConversationAge:** RT @maltae: Q2 - what are the elements of a good story? #kaizenblog > Emotional + Imaginable
- 4:17 pm **megfowler:** @jjibbard @3keyscoach @LauraLCrum I'm not sure we're always the protagonists in our own stories. :) #kaizenblog

- 4:17 pm **KirstenParagona:** RT @RichBecker: @ConversationAge gr8 stories allow listener 2 C more than speaker tells. It's how we relate & become immersed. #kaizenblog
- 4:17 pm **3keyscoach:** Be your own hero! RT @LauraLCrum: @3keyscoach reading/writing/being a story gives us the chance to be our own protagonist #kaizenblog
- 4:17 pm **ambercleveland:** RT @RichBecker: Great stories allow the listener to see more than speaker tells. Its how we relate and become immersed. #kaizenblog
- 4:17 pm **ConversationAge:** RT @robpetersen: Q2. 1) Familiar character, 2) takes journey, 3) goes thru transformation 4) teaches us something very useful #kaizenblog
- 4:17 pm **LauraLCrum:** @RuckusMedia @DavidSpinks not sure always the case. Sometimes, a story resonants because it is foreign rather than familiar #kaizenblog
- 4:18 pm **CathyWebSavvyPR:** Q2 - what are the elements of a good story? #kaizenblog
- 4:18 pm **LauraLCrum:** @megfowler I agree, but I think we should be. #kaizenblog
- 4:18 pm **3keyscoach:** RT @WriterChanelle: Conflict, character, growth, change RT @ConversationAge: Q2 - what are the elements of a good story? #kaizenblog
- 4:18 pm **3keyscoach:** RT @maltae: Q2 - what are the elements of a good story? #kaizenblog > Emotional + Imaginable #kaizenblog
- 4:18 pm **jgibbard:** @megfowler @3keyscoach @LauraLCrum We may not always be but we gain the opportunity to be. #kaizenblog
- 4:18 pm **DavidSpinks:** @LauraLCrum that's a good point. We can almost always relate to the emotions in a story though. #kaizenblog
- 4:18 pm **tbkuplic:** Q2: Storytelling language should allow listener to participate. #kaizenblog
- 4:18 pm **ConversationAge:** RT @jgibbard: How the story is told IS actually PART of story. The inflection when spoken or/and imagery when written or spoken #kaizenblog
- 4:18 pm **ambercleveland:** RT @robpetersen: Q2. 1) Familiar character, 2) takes journey, 3) goes thru transformation 4) teaches us something very useful #kaizenblog
- 4:18 pm **CathyWebSavvyPR:** Q2 - elements of a gd story - knowing your audience, who you writing it for. & yr goal - what reaction/action do U want #kaizenblog
- 4:19 pm **3keyscoach:** RT @KirstenParagona: @ConversationAge Stories work, because it gives people something tangible to digest. #kaizenblog
- 4:19 pm **LauraLCrum:** Agreed. RT @jgibbard: @megfowler @3keyscoach We may not always be but we gain the opportunity to be. #kaizenblog
- 4:19 pm **CASUDI:** @3keyscoach seems like there is a list of good elements ~ sometimes appropriateness comes into play #kaizenblog

- 4:19 pm **pprothe:** Stories make the mundane memorable. Connect issues, make things human. #kaizenblog
- 4:19 pm **3keyscoach:** @jgibbard @megfowler @LauraLCrum Agreed and yet we have opportunity to change how story could end #kaizenblog
- 4:20 pm **ConversationAge:** RT @CathyWebSavvyPR: Q2- elements of gd story-knowing your audience, who you writing it for &yr goal-what reaction/action U want #kaizenblog
- 4:20 pm **LauraLCrum:** @DavidSpinks that's true. It's still part of the human experience. #kaizenblog
- 4:20 pm **jgibbard:** #kaizenblog I think stories exist because they give people a REASON to listen, they ignite the imagination and take you on a journey
- 4:20 pm **sblizzle:** RT @RichBecker: @ConversationAge Great stories allow the listener to see more than speaker tells. It's how we relate and become immersed. #kaizenblog
- 4:20 pm **3keyscoach:** @CASUDI Could you explain more about appropriateness? #kaizenblog
- 4:20 pm **jgibbard:** RT @pprothe: Stories make the mundane memorable. Connect issues, make things human. #kaizenblog
- 4:20 pm **tipperary\_lass:** Q2 - a great story is one that not only makes you think but makes you feel, that stays with you afterward #kaizenblog
- 4:20 pm **chris\_paulsen:** Good stories have interesting details - not generalizations #kaizenblog
- 4:20 pm **sanchezjb:** "Resonance causes change." @nancyduarte in her new book "Resonate - Present Visual Stories That Transform Audiences" #kaizenblog
- 4:20 pm **ConversationAge:** What are some examples of great stories? #kaizenblog
- 4:21 pm **pprothe:** RT @CathyWebSavvyPR: Q2 - elements of a gd story - knowing your audience, who you writing it for. & yr goal - what reaction/action do U want #kaizenblog
- 4:21 pm **3keyscoach:** @megfowler Can you say more about how we might not be protagonists of own story? This would be separate from org story #kaizenblog
- 4:21 pm **WalterAkana:** @MAltaee: Q2 what are the elements of a good story? #kaizenblog >Emotional + Imaginable <- Should also include a conflict that gets resolved
- 4:21 pm **3keyscoach:** Organizations have historians, official or not. A kind of storyteller? #kaizenblog
- 4:22 pm **ConversationAge:** What stories resonate for you in business? #kaizenblog
- 4:22 pm **RichBecker:** Timing and pace are critical elements in story telling. They create conflict. Imagination. Suspense. Impact. #kaizenblog
- 4:22 pm **GlennRemoreras:** "Good stories have interesting details - not generalizations" #kaizenblog RT @chris\_paulsen

- 4:22 pm **CASUDI:** @pprothe making things real as in real life..... but some fantasy stories have good learning points ~ mayB they relate also #kaizenblog
- 4:22 pm **chris\_paulsen:** Examples: Churchill saving Europe. Reagan surviving an assassination attempt. #kaizenblog
- 4:22 pm **3keyscoach:** RT @tipperary\_lass: Q2 - a great story is one that not only makes you think but makes you feel, that stays with you afterward #kaizenblog
- 4:22 pm **ConversationAge:** RT @3keyscoach: Organizations have historians, official or not. A kind of storyteller? #kaizenblog
- 4:22 pm **ConversationAge:** RT @RichBecker: Timing and pace are critical elements in story telling. They create conflict. Imagination. Suspense. Impact. #kaizenblog
- 4:22 pm **LauraJones24:** Completely agree RT @Paul\_Pruneau Stories connect all of us and our experiences together. They inspire, inform and influence #kaizenblog
- 4:22 pm **chris\_paulsen:** Organizations unofficial historians are most definitely story tellers. #kaizenblog
- 4:22 pm **GetResults:** Great teachers have always used stories 2 spread their words - Jesus, Mohammed, Buddha. Joseph Campbell a good resource. #kaizenblog
- 4:23 pm **ambercleveland:** @ConversationAge do you mean biz/brand stories or personal stories? #kaizenblog
- 4:23 pm **ConversationAge:** RT @sanchezjb: "Resonance causes change" @nancyduarte in her new book "Resonate Present Visual Stories That Transform Audiences" #kaizenblog
- 4:23 pm **BillNigh:** RT @Note\_to\_CMO: Q1: Stories work because that's how we're wired. Every culture is story-based, every brain is story-ready. #kaizenblog
- 4:23 pm **Paul\_Pruneau:** @ConversationAge Every person (or brand) needs a story to connect ppl w/an idea and narrative that engenders a relationship. #kaizenblog
- 4:23 pm **pprothe:** Tom Asacker tells a great story about building a brand in Sandbox Wisdom <http://amzn.to/agoJBc> Love his approach #kaizenblog
- 4:23 pm **ConversationAge:** RT @ambercleveland: do you mean biz/brand stories or personal stories? #kaizenblog [business]
- 4:23 pm **CASUDI:** @3keyscoach sometimes a story hits you just right ~ timely (whereas at another time it might have less meaning) #kaizenblog
- 4:23 pm **3keyscoach:** RT @Note\_to\_CMO: McKee related that board of directors has heard every lie imaginable. They want bad news. <http://bit.ly/a88kAd> #kaizenblog
- 4:23 pm **BillNigh:** RT @Note\_to\_CMO: We believe stories because our brains go into neutral when we know we dont have to act on what we hear. #kaizenblog

- 4:23 pm **ConversationAge:** RT @Paul\_Pruneau: Every person (or brand) needs a story to connect ppl w/an idea and narrative that engenders a relationship. #kaizenblog
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- 4:23 pm **3keyscoach:** RT @pprothe: Tom Asacker tells a great story about building a brand in Sandbox Wisdom <http://amzn.to/agoJBC> Love his approach #kaizenblog
- 4:23 pm **pprothe:** RT @3keyscoach: RT @tipperary\_lass: Q2 - a great story is one that not only makes you think but makes you feel, that stays with you afterward #kaizenblog
- 4:23 pm **jgibbard:** @ConversationAge Example of a great story: Kurt Vonegut's: A Long Walk to Forever, part of Welcome to the Monkey House #kaizenblog
- 4:24 pm **LauraLCrum:** Others: Bill Gates as a dropout and now unbelievably successful. Obama's story that got him elected. #kaizenblog
- 4:24 pm **BillNigh:** RT @Note\_to\_CMO: Q1: Joseph Campbell: stories give us "experience of life." McKee often says "stories are equipment for living." #kaizenblog
- 4:24 pm **ConversationAge:** RT @pprothe: @tomasacker tells a great story about building a brand in Sandbox Wisdom <http://amzn.to/agoJBC> Love his approach #kaizenblog
- 4:24 pm **tbkuplic:** The root of word "historia" is tied to the idea of story in most languages. True? @ConversationAge @3keyscoach #kaizenblog
- 4:24 pm **ConversationAge:** RT @jgibbard: Example of a great story: Kurt Vonegut's: A Long Walk to Forever, part of Welcome to the Monkey House #kaizenblog
- 4:24 pm **ambercleveland:** RT @tipperary\_lass: Q2 - a great story is one that not only makes you think but makes you feel, that stays with you afterward #kaizenblog
- 4:24 pm **3keyscoach:** @chris\_paulsen Do you have an example of story w/ great detail? #kaizenblog
- 4:24 pm **CathyWebSavvyPR:** RT @CASUDI: @3keyscoach sometimes a story hits you just right ~ timely (whereas at another time it might have less meaning) #kaizenblog
- 4:24 pm **jgibbard:** @garyvee 's use of Social Media is a tremendous story #kaizenblog
- 4:24 pm **BillNigh:** RT @Note\_to\_CMO: Q2: We need to see how the hero is sent on a journey/goes through trials/wins support/ ultimately succeeds. #kaizenblog
- 4:24 pm **RichBecker:** Apple. Zappos. Papa John's. All of them had great stories at the start. They invited you to become part of their story. #kaizenblog
- 4:24 pm **CathyWebSavvyPR:** RT @ambercleveland: @ConversationAge do you mean biz/brand stories or personal stories? #kaizenblog

- 4:24 pm **BillNigh:** RT @Note\_to\_CMO: Q2: Interesting to note how perfection bores us. We hate that guy who does everything right. #kaizenblog
- 4:25 pm **3keyscoach:** RT @RichBecker: Timing and pace are critical elements in story telling. They create conflict. Imagination. Suspense. Impact. #kaizenblog
- 4:25 pm **torreymcgraw:** Brands can have superior products/services but if they're not good storytellers, they will not see full potential. #kaizenblog
- 4:25 pm **ConversationAge:** RT @tbkuplic: The root of word "historia" is tied to the idea of story in most languages. True? @ConversationAge @3keyscoach #kaizenblog
- 4:25 pm **BillNigh:** RT @Note\_to\_CMO: McKee: 'the board of directors has heard every lie imaginable.' They want bad news. <http://bit.ly/a88kAd> #kaizenblog
- 4:25 pm **sanchezjb:** The Impact Of Strategic #Storytelling <http://bit.ly/a4P8f> \*\*\*"What will be remembered are a few compelling stories..."\*\* #kaizenblog
- 4:25 pm **alchemize:** FYI grt resource: 'Transformational Speaking' -if you want to change world tell a better #story <http://amzn.to/98Kr9i> #kaizenblog
- 4:25 pm **jgibbard:** Another great story: The origins of Facebook...they even made a movie about it. LOL #kaizenblog
- 4:25 pm **ambercleveland:** It's old and I honestly don't know how it's going for them now - but the Gateway (comp.) story was a good one #kaizenblog
- 4:25 pm **ConversationAge:** RT @LauraLCrum: Others: Bill Gates as a dropout and now unbelievably successful. Obama's story that got him elected. #kaizenblog
- 4:26 pm **tbkuplic:** Stories also bind groups, form identities, create insiders and outsiders. #kaizenblog
- 4:26 pm **CASUDI:** @Note\_to\_CMO: YES, good news perfection is considered not nearly as good a story as BAD NEWS, CONFLICT, DEFECT etc..#kaizenblog :-)
- 4:26 pm **ConversationAge:** RT @RichBecker: Apple Zappos Papa John's All had great stories at the start. They invited you to become part of their story #kaizenblog
- 4:26 pm **EJellisTweets:** 6th Sense:great because your perception of the story is greatly altered when status of Willis' character is revealed. #kaizenblog
- 4:26 pm **3keyscoach:** RT @megfowler: A2: The most successful stories seem to be those that inspire either empathy or outrage... strong responses. #kaizenblog
- 4:26 pm **jgibbard:** The Life of Terry Fox another kincredible story of an incredible figure who inspired so many to action #kaizenblog

- 4:26 pm **pprothe:** @CASUDI Re: Fantasy stories - absolutely. Think Greek parables and messages they tell. Sometimes we need Fantasy. #kaizenblog
- 4:26 pm **maltaee:** Tony of @zappos shared a great story in @dhbook #kaizenblog
- 4:27 pm **sanchezjb:** #FF @storytelling for great tweets on the art of storytelling. I've learned alot via the links @storytelling provides. #kaizenblog
- 4:27 pm **CathyWebSavvyPR:** Thanks for the RTs & convo @ConversationAge: @3keyscoach @CASUDI - I have to jump to something else - #kaizenblog
- 4:27 pm **ConversationAge:** RT @torreymcgraw: Brands can have superior products/services but if they're not good storytellers, will not see full potential #kaizenblog
- 4:27 pm **tbkuplic:** Amen RT @torreymcgraw: Brands can have superior products but if they're not good storytellers, they will not see full potential. #kaizenblog
- 4:27 pm **ConversationAge:** RT @maltaee: Tony of @zappos shared a great story in @dhbook #kaizenblog
- 4:27 pm **CathyWebSavvyPR:** RT @Note\_to\_CMO: Q1: Joseph Campbell: stories give us "experience of life." McKee often says "stories are equipment for living." #kaizenblog
- 4:27 pm **3keyscoach:** RT @jgibbard: @ConversationAge Example of gr8 story: Kurt Voneguts: A Long Walk to Forever, part of Welcome to the Monkey House #kaizenblog
- 4:27 pm **ampercleveland:** Definitely agree about @Zappos having a great story and they continue to enroll others in their vision - invitational #kaizenblog
- 4:27 pm **ConversationAge:** @CathyWebSavvyPR thank you for dropping by #kaizenblog
- 4:27 pm **sanchezjb:** RT @torreymcgraw Brands can have superior products/srvcs but if they're not good storytellers, they will not c full potential. #kaizenblog
- 4:27 pm **RichBecker:** Interesting, in looking at all these success stories, some don't scale. #kaizenblog
- 4:27 pm **3keyscoach:** @jgibbard Love the Monkey House!! #kaizenblog
- 4:28 pm **ConversationAge:** RT @RichBecker: Interesting, in looking at all these success stories, some don't scale. #kaizenblog [tell me more?]
- 4:28 pm **alchemize:** "wake me up when the data is over: How Organizations Use Stories to Drive Results" exclnt too <http://amzn.to/blegBX> #kaizenblog
- 4:28 pm **3keyscoach:** RT @torreymcgraw: Brands can have superior products/services but if not good storytellers, they will not see full potential. #kaizenblog
- 4:28 pm **GetResults:** Even hoaxes make for good stories - get generated widely - reading "snopes.com" is fascinating. #kaizenblog

- 4:28 pm **CathyWebSavvyPR:** @3keyscoach 1 thing I've begun working on is talking w/ bloggers about why we blog - it often comes down to story @WhyDoWeBlog #kaizenblog
- 4:28 pm **LauraLCrum:** @3keyscoach @megfowler maybe, but I'm inclined to think those strong responses burn out faster.... #kaizenblog
- 4:28 pm **Paul\_Pruneau:** @ConversationAge Example of great story: Apple buys NeXT and gets a founder/CEO back to redefine how tech changes culture. #kaizenblog
- 4:28 pm **ConversationAge:** RT @Paul\_Pruneau: Example of great story: Apple buys NeXT and gets a founder/CEO back to redefine how tech changes culture. #kaizenblog
- 4:28 pm **3keyscoach:** RT @jgibbard: @garyvee s use of Social Media is a tremendous story #kaizenblog
- 4:28 pm **CASUDI:** @pprothe Yes, sometimes the fantasy aspect separates the pain and helps us understand the solution ~ arms length #kaizenblog
- 4:29 pm **pprothe:** Brands need stories to differentiate themselves, to capture attention via capturing imagination. Otherwise=forgettable #kaizenblog
- 4:29 pm **RichBecker:** @ConversationAge Do we still relate to Obama or Gates the same way as when they started? Not really. #kaizenblog
- 4:29 pm **megfowler:** @3keyscoach Stories about myself and my life where I was the one creating the problem / issue. Learning experiences.:) #kaizenblog
- 4:29 pm **ConversationAge:** RT @GetResults: Even hoaxes make for good stories - get generated widely - reading "snopes.com" is fascinating #kaizenblog [made to stick]
- 4:29 pm **ampercleveland:** RT @torreymcgraw: Brands can have superior products/services but if not good storytellers, they will not see full potential. #kaizenblog
- 4:29 pm **ConversationAge:** RT @RichBecker:Do we still relate to Obama or Gates the same way as when they started? Not really. #kaizenblog [they changed their story]
- 4:29 pm **alchemize:** @sanchezjb can't find your page <http://bit.ly/a4P8f> #kaizenblog
- 4:29 pm **3keyscoach:** @CathyWebSavvyPR Thanks for joining in! Have terrific weekend! #kaizenblog
- 4:29 pm **jgibbard:** RT @Paul\_Pruneau: Example of great story: Apple buys NeXT and gets a founder/CEO back to redefine how tech changes culture. #kaizenblog
- 4:30 pm **ConversationAge:** RT @pprothe: Brands need stories to differentiate themselves, capture attention via capturing imagination. Otherwise=forgettable #kaizenblog
- 4:30 pm **megfowler:** @LauraLCrum why else would I care about a story? Something has to be stirred. Neutral doesn't inspire. #kaizenblog
- 4:30 pm **maltaee:** RT @pprothe: Brands need stories to differentiate themselves, to capture attention via capturing imagination. Otherwise=forgettable #kaizenblog

- 4:30 pm **tbkuplic:** @RichBecker I think they do, if like zappos, every consumer touchpt is an opp for consumer to tell a story of great service. #kaizenblog
- 4:30 pm **sanchezjb:** The increasing imprtnce of storytelling reflects increasing imprtnce of communications - all driven by social media. #kaizenblog
- 4:30 pm **ampercleveland:** Yes - play on emotion RT @GetResults: Even hoaxes make for good stories - get generated widely -"snopes.com" is fascinating. #kaizenblog
- 4:30 pm **3keyscoach:** @LauraLCrum why wouldn't strong responses actually produce lasting effect? #kaizenblog
- 4:30 pm **007ann:** RT @BillNigh: RT @Note\_to\_CMO: We believe stories because our brains go into neutral when we know we dont have to act on what we hear. #kaizenblog
- 4:30 pm **CASUDI:** @GetResults Yes BBC did a film once on Pasta (long thin type) growing on trees ~ REALLY GR8 :- ) #kaizenblog
- 4:30 pm **pprothe:** Exactly! RT @megfowler: @LauraLCrum why else would I care about a story? Something has to be stirred. Neutral doesn't inspire. #kaizenblog
- 4:30 pm **WriterChanelle:** RT @pprothe: Stories make the mundane memorable. Connect issues, make things human. #kaizenblog
- 4:31 pm **GetResults:** @ampercleveland both the "official" and "legend" stories can live together & taking brands in new directions #kaizenblog
- 4:31 pm **maltaee:** RT @Paul\_Pruneau: Example of great story: Apple buys NeXT and gets a founder/CEO back to redefine how tech changes culture. #kaizenblog
- 4:31 pm **LauraLCrum:** @RichBecker that's true, but it did propel them forward. Still, you're right, their stories shifted, altering perceptions #kaizenblog
- 4:31 pm **ConversationAge:** RT @sanchezjb: The increasing imprtnce of storytelling reflects increasing imprtnce of communications-all driven by social media #kaizenblog
- 4:31 pm **GetResults:** You See! RT @CASUDI: @GetResults Yes BBC did a film once on Pasta (long thin type) growing on trees ~ REALLY GR8 :- ) #kaizenblog
- 4:31 pm **sanchezjb:** @alchemize Uh oh...you're right, thank you. Let me see if I can fix this. #kaizenblog
- 4:31 pm **jgibbard:** @comcastcares: Another great story, how 4 words changed customer service "How can I help?" #kaizenblog
- 4:32 pm **3keyscoach:** Hmm RT @tbkuplic The root of word "historia" is tied to the idea of story in most languages. True? @ConversationAge @3keyscoach #kaizenblog
- 4:32 pm **LauraLCrum:** @megfowler I'm not saying be neutral. I agree, need the connection. I find persistent messages more lasting than impassioned #kaizenblog

- 4:32 pm **ampercleveland:** Legend gets more play:) RT @GetResults: the "official" & "legend" stories can live together & taking brands in new directions #kaizenblog
- 4:32 pm **3keyscoach:** RT @GetResults: @ampercleveland both the "official" and "legend" stories can live together & taking brands in new directions #kaizenblog
- 4:32 pm **ConversationAge:** We talked about why stories work, and what the elements of a good story are. Q3: how does your story connect? #kaizenblog
- 4:33 pm **EJellisTweets:** Great stories change our perspective about depth of things, ppl we consider common, weak. ex: RainMan, Of Mice & Men. #kaizenblog
- 4:33 pm **GetResults:** Before the written word - virtually all culture was sustained by storytellers & local legends. Stories rock! #kaizenblog
- 4:33 pm **LauraLCrum:** @3keyscoach Just throwing out thoughts: impassioned burns bright for a bit, persistent gets things done. #kaizenblog
- 4:33 pm **RichBecker:** @LauraLCrum Exactly. The story propelled them forward but some disconnect themselves from the original story. #kaizenblog
- 4:33 pm **GetResults:** @ampercleveland and the fish I caught was "so big!" #kaizenblog
- 4:33 pm **alchemize:** RT @WriterChanelle: RT @pprothe: Stories make the mundane memorable. Connect issues, make things human. #kaizenblog
- 4:33 pm **LauraLCrum:** @3keyscoach I think too much emotion/dedication for a brief period of time runs the risk of being viewed as a fad #kaizenblog
- 4:34 pm **ConversationAge:** RT @EJellisTweets Great stories change our perspective about depth of things, ppl we consider common, weak ex: RainMan,OfMice&Men #kaizenblog
- 4:34 pm **3keyscoach:** @megfowler A little anti-hero in your stories? #kaizenblog
- 4:34 pm **alchemize:** RT @GetResults: Before the written word - virtually all culture was sustained by storytellers & local legends. Stories rock! #kaizenblog
- 4:34 pm **ConversationAge:** RT @GetResults: Before the written word - virtually all culture was sustained by storytellers & local legends. Stories rock! #kaizenblog
- 4:34 pm **tbkuplic:** Q3: There must be a way to invite audience to participate. Do something, take action, live the 3rd act with you #kaizenblog
- 4:34 pm **sanchezjb:** @alchemize & #kaizenblog: Try <http://ht.ly/2N2jG> for "The Impact of Strategic Storytelling."
- 4:34 pm **jgibbard:** @ConversationAge Do you mean our personal stories? How do the stories we're telling connect? #kaizenblog

- 4:34 pm **3keycoach:** RT @EJellisTweets Gr8 stories change perspective abt depth of things, ppl we consider common, weak. ex: RainMan, Of Mice & Men. #kaizenblog
- 4:34 pm **GetResults:** @ConversationAge Q3 - in speaking world our "signature" stories (unique 2 us) are our bread & butter - tailored to each speech #kaizenblog
- 4:34 pm **ConversationAge:** -> We talked about why stories work, and what the elements of a good story are. Q3: how does your story connect? #kaizenblog
- 4:34 pm **3keycoach:** RT @ConversationAge: We talked about why stories work, & what the elements of a good story are. Q3: how does your story connect? #kaizenblog
- 4:35 pm **RichBecker:** @tbkuplic Oh, I think Zappos scaled. Keeping true to your roots might have something to do with it. #kaizenblog
- 4:35 pm **maltaee:** @GetResults Can you elaborate how stories can help company' culture? #kaizenblog
- 4:35 pm **tipperary\_lass:** RT @GetResults: Before the written word - virtually all culture was sustained by storytellers & local legends. Stories rock! #kaizenblog
- 4:35 pm **lizmassey68:** RT @GetResults: Before the written word - virtually all culture was sustained by storytellers & local legends. Stories rock! #kaizenblog
- 4:35 pm **CRMStrategies:** RT @GetResults: Before the written word - virtually all culture was sustained by storytellers & local legends. Stories rock! #kaizenblog
- 4:35 pm **chris\_paulsen:** got to run. thanks for the RT's and the chat. #kaizenblog
- 4:35 pm **LauraLCrum:** @megfowler but to be fair, this is coming from me, someone who's chronically impassioned. :) #kaizenblog
- 4:35 pm **ConversationAge:** @jgibbard context is business - think also about social media and how now "personal" has a big role #kaizenblog
- 4:35 pm **ConversationAge:** RT @designdamage: A3: ur story connect when u meet the audience where they're at, feeling related, they get that u get them #kaizenblog
- 4:35 pm **pprothe:** RE: Q3- IMO for story to connect, must strike a nerve, hit an emotion w/aud. therefore u must understand them first #kaizenblog
- 4:36 pm **LeslieMock:** Good stories connect through shared experience, the underlying being archetypes we all subconsciously share #kaizenblog
- 4:36 pm **ConversationAge:** @chris\_paulsen thank you for joining the conversation #kaizenblog Have a great weekend!
- 4:36 pm **3keycoach:** Could be...RT @LauraLCrum Just throwing out thoughts: impassioned burns bright for a bit, persistent gets things done. #kaizenblog
- 4:36 pm **GetResults:** @maltaee Hi M. Sure, stories of early successes, corp culture formation, founder heroics help build the culture for next gen #kaizenblog

- 4:36 pm **ConversationAge:** RT @GetResults: Q3 - in speaking world our "signature" stories (unique 2 us) are our bread & butter - tailored to each speech #kaizenblog
- 4:36 pm **alchemize:** A3: I use arts in groups as crucible for storytelling -- people connect thru imagination trust, + thru embodied learning -#kaizenblog
- 4:36 pm **persuasionfox:** @ConversationAge depends upon the purpose of the story. How do I want to influence the person determine the type of story. #kaizenblog
- 4:37 pm **tbkuplic:** @RichBecker Yes, staying consistent and simple. Though not sure "customer service excellence" is differentiating story for long #kaizenblog
- 4:37 pm **ampercleveland:** @GetResults a personal story that chokes me up (my grandma's) <http://bit.ly/bgLaO3> #kaizenblog
- 4:37 pm **kgibbard:** The story of a business has now become about the people, not the logo. The relationship era has changed the stories "we" want #kaizenblog
- 4:37 pm **pprothe:** Re: Q3 - Story must offer payoff - whether happy or not that aud. can relate to. In biz, hopefully story=motivating #kaizenblog
- 4:37 pm **ConversationAge:** RT @persuasionfox: depends upon the purpose of the story. How do I want to influence the person determine the type of story #kaizenblog
- 4:37 pm **robpetersen:** Q3. Great stories connect when audience sees themselves in it, taking the same journey & achieving same results #kaizenblog
- 4:37 pm **hacool:** RT @LeslieMock: Good stories connect through shared experience, the underlying being archetypes we all subconsciously share #kaizenblog
- 4:37 pm **pprothe:** RT @kgibbard: The story of a business has now become about the people, not the logo. The relationship era has changed the stories "we" want #kaizenblog
- 4:37 pm **ConversationAge:** RT @kgibbard: story of a biz has now become about the people, not the logo. The relationship era has changed stories "we" want #kaizenblog
- 4:37 pm **3keyscoach:** @kgibbard LOL Vonnegut is just tremendous! #kaizenblog
- 4:37 pm **kgibbard:** With the expanded number of channels, there is a need for more stories to reach more audiences #kaizenblog (1/2)
- 4:38 pm **maltaee:** RT @GetResults: Stories of early successes, corp culture formation, founder heroics help build the culture for next generation. #kaizenblog
- 4:38 pm **megfowler:** @LauraLCrum yeah -- I think we're not talking about different things. I'm not talking shock value, I'm talking about compelling. #kaizenblog

- 4:38 pm **ConversationAge:** RT @alchemize: A3: I use arts in groups as crucible for storytelling-ppl connect thru imagination trust, +thru embodied learning #kaizenblog
- 4:38 pm **alchemize:** A3 Storytelling thru arts was documented in bk Wake Me Up When the Data is Over, <http://amzn.to/blegBX> #kaizenblog
- 4:38 pm **3keyscoach:** RT @GetResults @maltaee Sure, stories of early successes, corp culture formation, founder heroics help build culture for nxt gen #kaizenblog
- 4:38 pm **torreymcgraw:** I try to connect my brand's story with ppl by putting a face and voice with the story. Allow that to resonate with ppl #kaizenblog
- 4:38 pm **jgibbard:** The benefit of this: there are more front doors to a business. Each person (& their story) is a chance to engage someone new #kaizenblog
- 4:39 pm **3keyscoach:** RT @jgibbard: With the expanded number of channels, there is a need for more stories to reach more audiences #kaizenblog (1/2) #kaizenblog
- 4:39 pm **RichBecker:** @tbkuplic Also true. Makes me wonder if some initial success stories forget to adopt a new stories more suited to situation. #kaizenblog
- 4:39 pm **HayesTim:** RT @ConversationAge: RT @pprothe: Brands need stories to differentiate themselves, capture attention via capturing imagination. Otherwise=forgettable #kaizenblog
- 4:39 pm **maltaee:** @GetResults This is very important & needs more attention. I'm thinking that each CEO/Manager should have story telling skill :) #kaizenblog
- 4:39 pm **megfowler:** @3keyscoach I find kids especially connect with tales of mistakes we make ourselves. Imperfection is comforting. :) #kaizenblog
- 4:39 pm **ambercleveland:** A3 - Advice heard fr @jonathanfields -make audience experience their pain w/in the story, then have them see how YOU can resolve #kaizenblog
- 4:39 pm **ConversationAge:** RT @torreymcgraw: I try to connect my brand's story w/ppl by putting face + voice with the story Allow that to resonate with ppl #kaizenblog
- 4:39 pm **3keyscoach:** RT @torreymcgraw: I try to connect my brands story w/ ppl by putting face and voice w/ the story. Allow that to resonate w/ ppl #kaizenblog
- 4:39 pm **hacool:** @robpetersen Great point, the story has to resonate with readers, and guide them towards becoming a part of it. #kaizenblog
- 4:39 pm **GetResults:** @ConversationAge @designdamage - yes, it's that connection with the audience - the "do you remember" when the hook takes #kaizenblog

- 4:40 pm **EJellisTweets:** Stories often are an attempt to impress writer's passion on reader. To influence isn't always the key objective. #kaizenblog
- 4:40 pm **pprothe:** They pick up on this fast! RT @megfowler: @3keyscoach I find kids especially connect with tales of mistakes we make ourselves. #kaizenblog
- 4:40 pm **tipperary\_lass:** Q3 stories connect when they open the imagination, touch a nerve and/or the reader can relate to circumstances/characters/plot #kaizenblog
- 4:40 pm **GetResults:** @maltaee Absolutely, but few do. 2 often inexperienced storyteller is grounded in self-agrandizement, not learning potential #kaizenblog
- 4:40 pm **3keyscoach:** @megfowler Daughter loves hearing stories of when I was her. :) #kaizenblog
- 4:40 pm **3keyscoach:** RT @EJellisTweets: Stories often are an attempt to impress writers passion on reader. To influence isnt always key objective. #kaizenblog
- 4:40 pm **ambercleveland:** @GetResults I think the "hook" happens when you make them feel #kaizenblog
- 4:40 pm **tipperary\_lass:** @chris\_paulsen have a great weekend #kaizenblog
- 4:41 pm **sanchezjb:** The power of stories & storytelling to move cultures is illustrated, literally on a daily basis, by religious stories. #kaizenblog
- 4:41 pm **hacool:** @megfowler Yes, people can identify with mistakes and imperfections and it also serves to humanize the brand/entity. #kaizenblog
- 4:41 pm **ConversationAge:** RT @hacool: @megfowler Yes, people can identify with mistakes and imperfections and it also serves to humanize the brand/entity. #kaizenblog
- 4:41 pm **LauraLCrum:** RT @EJellisTweets: Stories often are an attempt to impress writer's passion on reader. influence isn't always the key objective. #kaizenblog
- 4:41 pm **3keyscoach:** RT @chris\_paulsen: Examples: Churchill saving Europe. Reagan surviving an assassination attempt. #kaizenblog
- 4:41 pm **ambercleveland:** RT @tipperary\_lass: Q3 stories connect when they open the imagination, touch a nerve and/or the reader can relate #kaizenblog
- 4:41 pm **tbkuplic:** To adults too. RT @megfowler: @3keyscoach kids especially connect with tales of mistakes we make. Imperfection is comforting. :) #kaizenblog
- 4:41 pm **NahumG:** RT @sanchezjb The power of stories&storytelling 2move cultures is illustrated, literally on a daily basis, by religious stories. #kaizenblog
- 4:41 pm **GetResults:** @ambercleveland Yes, it does. And they may remember your story but not you - at least they got the learning! #kaizenblog

- 4:41 pm **ConversationAge:** RT @sanchezjb: power of stories & storytelling to move cultures is illustrated, literally on a daily basis, by religious stories #kaizenblog
- 4:42 pm **3keyscoach:** RT @sanchezjb:Power of stories & storytelling to move cultures is illustrated, literally on daily basis, by religious stories. #kaizenblog
- 4:42 pm **alchemize:** RT @sanchezjb: The power of stories & storytelling to move cultures is illustrated, on a daily basis, by religious stories. #kaizenblog
- 4:42 pm **ConversationAge:** RT @EJellisTweets: Stories often are an attempt to impress writer's passion on reader. To influence isn't always key objective. #kaizenblog
- 4:43 pm **ambercleveland:** @GetResults next step ...show how you (and only you) can resolve that pain point ( again LOL via @jonathanfields ) #kaizenblog
- 4:43 pm **GetResults:** The intent of every commercial is to tell a compelling story that evokes action - not all succeed. #kaizenblog
- 4:43 pm **3keyscoach:** @GetResults @ambercleveland Does it matter if we don't remember the actual storyteller? This can happen w/ songs also #kaizenblog
- 4:43 pm **andrewmueller:** stories connect people to ideas, they are key to communicating at deep levels that evoke emotional connection #kaizenblog
- 4:43 pm **persuasionfox:** @EJellisTweets to influence may not be an objective but it does influence. One should remember that when crafting a story #kaizenblog
- 4:43 pm **andrewmueller:** Sorry I am late to the party....Again ;( #kaizenblog
- 4:44 pm **andrewmueller:** RT @GetResults: The intent of every commercial is to tell a compelling story that evokes action - not all succeed. #kaizenblog
- 4:44 pm **3keyscoach:** Thinking of the power of a song-story, concept in 3 or so minutes. #kaizenblog
- 4:44 pm **ConversationAge:** RT @GetResults: The intent of every commercial is to tell a compelling story that evokes action - not all succeed. #kaizenblog
- 4:44 pm **pprothe:** RT @andrewmueller: stories connect people to ideas, they are key to communicating at deep levels that evoke emotional connection #kaizenblog
- 4:44 pm **debmorello:** RT @3keyscoach: RT @sanchezjb:Power of stories & storytelling to move cultures is illustrated, literally on daily basis, by religious stories. #kaizenblog
- 4:44 pm **ConversationAge:** RT @andrewmueller: stories connect people to ideas, they are key to communicating at deep levels that evoke emotional connection #kaizenblog

- 4:44 pm **marycabhq:** RT @ConversationAge: Stories oftn R an attempt 2 impress writer's passion on reader. 2 influence isn't always key objective. #kaizenblog
- 4:44 pm **3keyscoach:** @andrewmueller Better late than never #kaizenblog
- 4:44 pm **andrewmueller:** @GetResults Action, emotion, or knowledge, all encompassed in story and commercials #kaizenblog
- 4:44 pm **torreymcgraw:** Good storytellers (ie. LiveStrong) understand that a passionate connection leads 2 a passionate movement. #kaizenblog
- 4:44 pm **CASUDI:** @ambercleland @tipperary\_lass A story that touches on a major "PAIN" (nerve) & the (your) solution ~important in Marketing? #kaizenblog
- 4:44 pm **ConversationAge:** @andrewmueller indeed, they do (my tagline :) You are welcome to join at any point #kaizenblog
- 4:45 pm **GetResults:** @3keyscoach It's the learning that's important, not the storyteller, but not all storytellers feel that way. #kaizenblog
- 4:45 pm **ambercleland:** @3keyscoach depends on what results the storyteller wanted. Did they get results they were after? "an impression" "a sale" #kaizenblog
- 4:45 pm **alchemize:** That's why I use arts. RT @andrewmueller: stories are key to communicating at deep levels that evoke emotional connection #kaizenblog
- 4:45 pm **ConversationAge:** @designdamage thank you for participating, Eric #kaizenblog c: @3keyscoach
- 4:45 pm **ConversationAge:** RT @torreymcgraw: Good storytellers (ie. LiveStrong) understand that a passionate connection leads 2 a passionate movement. #kaizenblog
- 4:45 pm **jgibbard:** I love my company's story, "It all started with a side of hashbrowns" <http://ht.ly/2N2P0> #kaizenblog
- 4:45 pm **paulcaswell:** RT @andrewmueller: stories connect people to ideas, they are key to communicating at deep levels that evoke emotional connection #kaizenblog
- 4:45 pm **tipperary\_lass:** Just like last week I must bow out early, again heading out to dinner in Paris, thanks for RTs and great chat #kaizenblog
- 4:45 pm **GetResults:** @andrewmueller yes, and some can be real tear-jerkers! #kaizenblog
- 4:45 pm **3keyscoach:** What is told in 30 secs? RT @andrewmueller: @GetResults Action, emotion, or knowledge, all encompassed in story and commercials #kaizenblog
- 4:46 pm **ambercleland:** @CASUDI @tipperary\_lass : Yes I think so, inspiration to take an action w/ brand or person #kaizenblog
- 4:46 pm **robpetersen:** RT @torreymcgraw: Good storytellers (ie. LiveStrong) understand passionate connection leads 2 passionate movement #kaizenblog

- 4:46 pm **debmorello:** @3keyscoach @GetResults @ambercleveland @conversationage et al #kaizenblog I love this topic and just got in fr airport, so plz forgive ...
- 4:46 pm **tim\_harrap:** RT @ConversationAge: RT @jgibbard: story of a biz has now become about the people, not the logo. The relationship era has changed stories "we" want #kaizenblog
- 4:46 pm **ConversationAge:** RT @CASUDI: @ambercleveland @tipperary\_lass story that touches on major "PAIN" (nerve)& the(your) solution ~important in Mktng? #kaizenblog
- 4:46 pm **tbkuplic:** i think the focus should always be on the structure of the story. Is it good and does it move an audience? If not, start over. #kaizenblog
- 4:46 pm **GetResults:** @jgibbard As I recall, the H-P story started on the back of a restaurant placemat. Who knew! #kaizenblog
- 4:46 pm **CASUDI:** @andrewmueller what's your fave TV commercial (STORY) ever ~ that works? #kaizenblog
- 4:46 pm **pprothe:** Not your avg. intro. RT @jgibbard: I love my company's story, "It all started with a side of hashbrowns" <http://ht.ly/2N2P0> #kaizenblog
- 4:46 pm **LauraLCrum:** Love it. RT @jgibbard: I love my company's story, "It all started with a side of hashbrowns" <http://ht.ly/2N2P0> #kaizenblog
- 4:46 pm **jgibbard:** #kaizenblog OK, I gotta run everyone. As ALWAYS, it was a blast participating in the finest twitter-chat every week has to offer.
- 4:47 pm **ambercleveland:** @jgibbard will check the link, but now I want hashbrowns and it's all your fault LOL #kaizenblog
- 4:47 pm **3keyscoach:** @GetResults Tough to let go of ego #kaizenblog
- 4:47 pm **andrewmueller:** .@3keyscoach you can be amazed what can be told in 30 seconds! cc:@getresults #kaizenblog
- 4:47 pm **weavethepeople:** RT @andrewmueller: stories connect people to ideas, they are key to communicating at deep levels that evoke emotional connection #kaizenblog
- 4:47 pm **GetResults:** @3keyscoach When I wrote my first commercial, I thought, "how hard can it be?" Boy, did I learn! #kaizenblog
- 4:47 pm **ambercleveland:** @debmorello glad to see you here. Hope you are well! #kaizenblog
- 4:47 pm **LauraLCrum:** @tbkuplic I think it depends on your goal. If a call to action, yes. If emotional connection/relationship building, no. #kaizenblog
- 4:47 pm **debmorello:** Each a mini-story RT @GetResults Intent of every (commercial) is to tell a compelling story that evokes action-not all succeed. #kaizenblog
- 4:47 pm **ConversationAge:** RT @tbkuplic: i think the focus should always be on structure of story. Is it good, does it move an audience? If not, start over #kaizenblog

- 4:47 pm **connector\_ie**: RT @ConversationAge: stories connect people to ideas, they are key to communicating at deep levels evoking emotional connection #kaizenblog
- 4:47 pm **GetResults**: @3keyscoach You never let go, just closet it for a moment! #kaizenblog
- 4:48 pm **ConversationAge**: @jgibbard thank you for being here and sharing your story ; ) #kaizenblog
- 4:48 pm **CASUDI**: @3keyscoach @andrewmueller 140 the NEW 30 seconds ????? #kaizenblog
- 4:48 pm **EJellisTweets**: @hacool @megfowler A brand's errors offer opportunity to regain cust. favor by correcting quickly, responsibly. #kaizenblog
- 4:48 pm **3keyscoach**: @tipperary\_lass Dinner in Paris? Tough! LOL Have great weekend, Catherine! #kaizenblog
- 4:48 pm **chris\_paulsen**: @3keyscoach Here's a story with great detail <http://wp.me/pZiRD-dF> #kaizenblog
- 4:48 pm **C\_Pappas**: RT @ConversationAge: RT @tbkuplic: i think the focus should always be on structure of story. Is it good, does it move an audience? If not, start over #kaizenblog
- 4:48 pm **GetResults**: @CASUDI Scary but true! 140 is changing many things! #kaizenblog
- 4:48 pm **pprothe**: Ideally, yes RT @ConversationAge: RT @CASUDI: @ambercleveland story that touches major "PAIN" & the(your) sol-imp. in Mktg? #kaizenblog
- 4:49 pm **debmorello**: Remem the Maxwell House soap op like series? RT @CASUDI @andrewmueller what's your fave TV commcial (STORY) ever ~that works? #kaizenblog
- 4:49 pm **tim\_harrap**: RT @GetResults: Before the written word - all culture was sustained by storytellers. #kaizenblog deeper understanding of myth is necessary
- 4:49 pm **GetResults**: @C\_Pappas Focus should always be the audience! If a story doesn't work for them, it's a time waster. #kaizenblog
- 4:49 pm **3keyscoach**: 12 minutes until end of today's chat. Thanks to everyone for participating! @ConvesstaionAge will post transcript #kaizenblog
- 4:50 pm **pprothe**: Or 140 RT @andrewmueller: .@3keyscoach you can be amazed what can be told in 30 seconds! cc:@getresults #kaizenblog
- 4:50 pm **tbkuplic**: @LauraLCrum I guess I see the goal as secondary always to the art and craft of making a good story. Too often we force it #kaizenblog
- 4:50 pm **Paul\_Pruneau**: @ConversationAge Most brands don't imbue their brand story in their ppl.= disconnect between story & customer experience. #kaizenblog
- 4:50 pm **torreymcgraw**: I think the best blogs (especially biz) are those that tell share compelling stories, not just regurgitate copypoints #kaizenblog

- 4:51 pm **GetResults:** @tbkuplic to be most effective the two have to meld. Forcing either for story or application usually diminish result #kaizenblog
- 4:51 pm **sanchezjb:** Have to run. Learned alot from your #kaizenblog contributions on a subject, storytelling, that I am passionately interested in. Thank you.
- 4:51 pm **EJellisTweets:** @debmorello Loved the Maxwell House soap op series! Launched Stephen Collins' tv career. #kaizenblog
- 4:51 pm **LauraLCrum:** @tbkuplic true. guess I don't always see the storyline as the MAIN thing...ex: sometimes character development more important. #Kaizenblog
- 4:51 pm **3keyscoach:** Terrific! RT @chris\_paulsen: @3keyscoach Heres a story with great detail <http://wp.me/pZiRD-dF> #kaizenblog
- 4:51 pm **ambercleveland:** @3keyscoach Elli, I think you meant @ConversationAge will post the transcript ; -) #fingersgoingtoofast #kaizenblog
- 4:51 pm **alchemize:** RT @GetResults: @C\_Pappas Focus should always be the audience! If a story doesn't work for them, it's a time waster. #kaizenblog
- 4:52 pm **robpetersen:** Humble beginnings, a belief and willingness to take a leap are storytelling elements that never go out of style #kaizenblog
- 4:52 pm **CASUDI:** @GetResults @C\_Pappas YES, a story has to be in the format/terms/ language the audience understands ~often forgotten in biz :- ) #kaizenblog
- 4:52 pm **LauraLCrum:** Always RT @torreymcgraw: I think the best blogs (especially biz) are those that tell share compelling stories, not cypoints #kaizenblog
- 4:52 pm **debmorello:** For non-profits-aid orgs, I needed to produce "success stories" that tell compelling stories + evoked action (YES, @getresults) #kaizenblog
- 4:52 pm **ConversationAge:** RT @Paul\_Pruneau: Most brands don't imbue their brand story in their ppl.= disconnect between story & customer experience. #kaizenblog
- 4:52 pm **alchemize:** me too! RT @EJellisTweets: @debmorello Loved the Maxwell House soap op series! #kaizenblog
- 4:52 pm **3keyscoach:** @ambercleveland I did. #fingersgoingtoofast #kaizenblog
- 4:52 pm **pprothe:** @Paul\_Pruneau Re: brand story disconnect - often too caught up in silos, spreadsheets, fear to get all engaged in story #kaizenblog
- 4:53 pm **GetResults:** @CASUDI How many of us remember the scary "campfire" stories from our youth? #kaizenblog
- 4:53 pm **andrewmueller:** Great Question @CASUDI Say Ah from General Electric for one: <http://bit.ly/9O2Jno> #kaizenblog
- 4:53 pm **ConversationAge:** @sanchezjb thank you for joining in #kaizenblog, Joe. Have a great weekend! c: @3keyscoach

- 4:53 pm **alchemize:** RT @3keyscoach: Terrific! RT @chris\_paulsen: @3keyscoach Heres a story with great detail <http://wp.me/pZiRD-dF> #kaizenblog
- 4:53 pm **andrewmueller:** RT @pprothe: Or 140 RT @andrewmueller: .@3keyscoach you can be amazed what can be told in 30 seconds! cc: @getresults #kaizenblog
- 4:53 pm **ConversationAge:** RT @torreymcgraw: I think the best blogs (esp biz) are those that tell share compelling stories, not just regurgitate copypoints #kaizenblog
- 4:53 pm **ConversationAge:** RT @robpetersen: Humble beginnings, a belief and willingness to take a leap are storytelling elements that never go out of style #kaizenblog
- 4:53 pm **RichBecker:** Brand stories have to be real, not the imagination of what marketers want us to think. #kaizenblog
- 4:54 pm **tbkuplic:** @GetResults True, if goal is to get action beyond enjoyment. But if story isn't enjoyable action is unlikely. Best in combo. #kaizenblog
- 4:54 pm **3keyscoach:** Co-host @ConversationAge will post transcript & I will post recap early next week. #kaizenblog
- 4:54 pm **pprothe:** Re blogs that tell great stories - always look forward to Ann's <http://bit.ly/8NUZ4> (@marketingprofs) #kaizenblog
- 4:54 pm **Note\_to\_CMO:** Q3: Sorry, I'm back (long story, of course) - great storytelling in 30 sec: Stella Artois, Dos Equis, a few others, too. #kaizenblog
- 4:54 pm **debmorello:** RT @3keyscoach: Terrific! RT @chris\_paulsen: @3keyscoach Heres a story with great detail <http://wp.me/pZiRD-dF> #kaizenblog
- 4:54 pm **ampercleveland:** @3keyscoach was lalb b/c I do the same thing all the time. Thanks for another great chat today - always amazing people here #kaizenblog
- 4:54 pm **tbkuplic:** True RT @Paul\_Pruneau Most brands don't imbue their brand story in their ppl.= disconnect between story & customer experience. #kaizenblog
- 4:54 pm **CASUDI:** @GetResults @AndrewMueller @debmorello @pprothe Do U remember what "I ATE THE WHOLE THING" advertised? #kaizenblog
- 4:54 pm **pprothe:** Absolutely! RT @RichBecker: Brand stories have to be real, not the imagination of what marketers want us to think. #kaizenblog
- 4:55 pm **GetResults:** @RichBecker Yes, those "caught" using "made-up" stories are often pilloried for their efforts - and rightly so. #kaizenblog
- 4:55 pm **ConversationAge:** RT @RichBecker: Brand stories have to be real, not the imagination of what marketers want us to think. #kaizenblog [concrete, specific, etc]

- 4:55 pm **3keyscoach:** RT @GetResults: @C\_Pappas Focus should always be the audience! If a story doesnt work for them, its a time waster. #kaizenblog
- 4:55 pm **GetResults:** @CASUDI AlkaSeltzer! #kaizenblog
- 4:55 pm **hacool:** @EJellisTweets @megfowler great point, we can take these negatives and turn them into opportunities for conversation #kaizenblog
- 4:55 pm **andrewmueller:** I love twitter, but I would argue that Facebook is a better medium for storytelling and discovery #kaizenblog
- 4:55 pm **torreymcgraw:** Dead on here! RT @RichBecker: Brand stories have to be real, not the imagination of what marketers want us to think. #kaizenblog
- 4:56 pm **Note\_to\_CMO:** Q3: Big issue in building brand stories is understanding role of tension + how to show/imply resolution #kaizenblog
- 4:56 pm **tbkuplic:** @LauraLCrum I agree. I see plot and character as essential internal components to stories. #kaizenblog
- 4:56 pm **tim\_harrap:** The 7 basic plots - may interest some folk <http://amzn.to/b4HhOH> #kaizenblog
- 4:56 pm **3keyscoach:** @ambercleveland Thanks for assist. Glad you were here! #kaizenblog
- 4:56 pm **ConversationAge:** @GetResults who was that author who had made up early years in their story? #kaizenblog c: @RichBecker
- 4:56 pm **pprothe:** Alke Selser? RT @CASUDI: @GetResults @AndrewMueller @debmorello @pprothe Do U remember what "I ATE THE WHOLE THING" advertised? #kaizenblog
- 4:56 pm **debmorello:** RT @ambercleveland story that touches major "PAIN" ... as a visual story-teller, the componets are very similar to text... #kaizenblog
- 4:57 pm **Marc\_Meyer:** I missed #kaizenblog, hope it was a good one, loved the topic..
- 4:57 pm **CASUDI:** @GetResults and we can all relate to eating the whole thing (REAL) and many of us remember the solution after so many years #Kaizenblog :-)
- 4:57 pm **GetResults:** Get richer content, there. RT @andrewmueller: I love twitter, but I would argue FB is better medium 4 storytelling & discovery #kaizenblog
- 4:57 pm **ConversationAge:** RT @Note\_to\_CMO: Q3: Big issue in building brand stories is understanding role of tension + how to show/imply resolution #kaizenblog
- 4:57 pm **andrewmueller:** @torreymcgraw I disagree, stories are about values, can be myth, fantasy, etc, as long as they convey values #kaizenblog
- 4:57 pm **Paul\_Pruneau:** @ConversationAge Tough to do in commodity businesses that have little differentiation. #kaizenblog
- 4:57 pm **ConversationAge:** RT @tim\_harrap: The 7 basic plots - may interest some folk <http://amzn.to/b4HhOH> #kaizenblog [thank you]

- 4:57 pm **GetResults:** @ConversationAge I remember the incident, but the name escapes me. #kaizenblog
- 4:57 pm **hacool:** @torreymcgraw @RichBecker absolutely, after all the brand is really the perceptions of the market, not something we dictate. #kaizenblog
- 4:57 pm **3keyscoach:** Just about 3 minutes left to main part of chat #kaizenblog
- 4:57 pm **LauraLCrum:** @andrewmueller totally agree. 140 characters make for weak stories! Feels too much like a constant round robin game #kaizenblog
- 4:57 pm **Note\_to\_CMO:** Sorry to miss so much of the "second act" of #kaizenblog. I had an issue to resolve. With a skunk. #ohmygawdthatsanastybadsmellinganimal
- 4:57 pm **andrewmueller:** .@GetResults and a much longer shelf life #kaizenblog
- 4:58 pm **debmorello:** YES! RT @pprothe Alke Selzer? RT @CASUDI: @GetResults @AndrewMueller - Do U remember what "I ATE THE WHOLE THING" advertised? #kaizenblog
- 4:58 pm **tbkuplic:** @Note\_to\_CMO Aristotle called it the tying and untying of the knot. Best when it coordinates with audience recognition. #kaizenblog
- 4:58 pm **SarahRobinson:** RT @ConversationAge: RT @tim\_harrap: The 7 basic plots - may interest some folk <http://amzn.to/b4HhOH> #kaizenblog [thank you]
- 4:58 pm **GetResults:** @CASUDI I usually resorted to "hair of the dog" solutions. Ah, the world of pseudo-meds #kaizenblog
- 4:58 pm **andrewmueller:** @RichBecker agreed #kaizenblog
- 4:58 pm **ConversationAge:** @Paul\_Pruneau that's why you elevate the story to broader concept, lifestyle, etc. #kaizenblog
- 4:58 pm **pprothe:** RT @SarahRobinson: RT @ConversationAge: RT @tim\_harrap: The 7 basic plots - may interest some folk <http://amzn.to/b4HhOH> #kaizenblog [thank you]
- 4:59 pm **debmorello:** I can stay longer if anyone wants to keep chatting, I missed a lot :- ( #kaizenblog
- 4:59 pm **Note\_to\_CMO:** RT @tbkuplic: Aristotle called it the tying and untying of the knot. Best when it coordinates with audience recognition. #kaizenblog
- 4:59 pm **EJellisTweets:** @persuasionfox An objective? Perhaps. "The KEY objective"? Not always. Intent & impact are different. #kaizenblog
- 4:59 pm **RichBecker:** @ConversationAge @GetResults I'm not sure about the author, but am aware of several politicians who pretended to be vets. #kaizenblog
- 4:59 pm **ConversationAge:** @Note\_to\_CMO that was a story in a hashtag : ) #kaizenblog
- 4:59 pm **3keyscoach:** @Marc\_Meyer Look for transcript posted by @ConversationA later today #kaizenblog

- 4:59 pm **GetResults:** @C\_Pappas Yes, they need to be "touched" so the story takes. Making that connection is delicate and challenging - always #kaizenblog
- 4:59 pm **debmorello:** RT @GetResults: @CASUDI I usually resorted to "hair of the dog" solutions. Ah, the world of pseudo-meds #kaizenblog
- 5:00 pm **tbkuplic:** @C\_Pappas Agreed. If it isn't worth telling it needs more work. #kaizenblog
- 5:00 pm **ConversationAge:** RT @tbkuplic: @Note\_to\_CMO Aristotle called it the tying+untying of the knot. Best when it coordinates with audience recognition #kaizenblog
- 5:00 pm **3keyscoach:** @Note\_to\_CMO Now there's a story! #kaizenblog
- 5:00 pm **WriterChanelle:** Oo...I wrote a bit of a story for my last post. Critique? <http://bit.ly/cuwZly> #kaizenblog
- 5:00 pm **GetResults:** @RichBecker there are a host of politicians who "pretended" or "claimed" to just about everything - now they are found out! #kaizenblog
- 5:00 pm **pprothe:** RT @Note\_to\_CMO: RT @tbkuplic: Aristotle called it the tying and untying of the knot. Best when it coordinates with audience recognition. #kaizenblog
- 5:00 pm **debmorello:** RT @GetResults Get richer content thr RT @andrewmueller: I love twitter, argue FB is better medium 4 storytelling & discovery #kaizenblog
- 5:01 pm **WriterChanelle:** mmm... RT @jgibbard: I love my company's story, "It all started with a side of hashbrowns" <http://ht.ly/2N2P0> #kaizenblog
- 5:01 pm **debmorello:** RT @Note\_to\_CMO: RT @tbkuplic: Aristotle called it the tying and untying of the knot. Best when it coordinates with audience recognition. #kaizenblog
- 5:01 pm **3keyscoach:** @ConversationAge Sorry I keep messing up your name today. Fast fingers & keyboard acting up #kaizenblog
- 5:01 pm **pprothe:** Threadless has a take on "I ate the whole thing" <http://bit.ly/98OMJF> #kaizenblog The story lives on . . .
- 5:01 pm **Note\_to\_CMO:** 5 chickens killed/Beowulf called/traps set/raccoon caught/skunk caught/battle continues. Time for 3rd act: return to normalcy. #kaizenblog
- 5:01 pm **3keyscoach:** RT @WriterChanelle: Oo...I wrote a bit of a story for my last post. Critique? <http://bit.ly/cuwZly> #kaizenblog
- 5:02 pm **ConversationAge:** RT @pprothe: Threadless has a take on "I ate the whole thing" <http://bit.ly/98OMJF> #kaizenblog The story lives on . . .
- 5:02 pm **tim\_harrap:** RT @ConversationAge What stories resonate #kaizenblog >> <http://amzn.to/9RWtGY> the engagement story in art
- 5:02 pm **RichBecker:** @GetResults Very true. I thank all politicians for giving us extreme examples. ;) #kaizenblog

- 5:02 pm **LauraLCrum:** thanks for great thoughts! @tbkuplic @sanchezjb @megfowler @3keyscoach @RuckusMedia @RichBecker @pprothe @DavidSpinks @jgibbard #Kaizenblog
- 5:02 pm **GetResults:** In closing, I remember the mid-day chat, both for its energy and for its rapidity. Each of us... #kaizenblog
- 5:02 pm **hacool:** @andrewmueller @torreymcgraw true, stories can be fiction, but they shouldn't deliver false promises. #kaizenblog
- 5:02 pm **andrewmueller:** Great chat everyone, sorry I was so late! #kaizenblog
- 5:02 pm **EJellisTweets:** Sometimes a writer writes for self-directed, cathartic reasons, for emotional purification. #kaizenblog #WriterAsTheAudience
- 5:03 pm **ConversationAge:** RT @GetResults: In closing, I remember the mid-day chat, both for its energy and for its rapidity. Each of us... #kaizenblog
- 5:03 pm **RichBecker:** RT @LauraLCrum: thanks for great thoughts! @tbkuplic @sanchezjb @megfowler @3keyscoach @RuckusMedia @RichBecker @pprothe @DavidSpinks @jgibbard #Kaizenblog
- 5:03 pm **LauraLCrum:** Looking forward to this transcript....today's was a quick one! Know I missed a lot of interesting tweets. See yall next week. :) #Kaizenblog
- 5:03 pm **Paul\_Pruneau:** @ConversationAge Elevation happens as a result of the customer experience that's delivered and shared. #kaizenblog
- 5:03 pm **ConversationAge:** My Story today is that I went for a 5-mile run this am and am feeling very energetic - hence rapid fire #kaizenblog chat today :)
- 5:03 pm **RichBecker:** @LauraLCrum You too Laura. #Kaizenblog is a great way to share ideas and connect with people. My favorite stop on Friday.
- 5:03 pm **WriterChanelle:** @andrewmueller As much as FB bugs me, I would agree that the character limits of Twitter make FB a better option for stories #kaizenblog
- 5:03 pm **ambercleveland:** And insight RT @GetResults: In closing, I remember the mid-day chat, both for its energy and for its rapidity. #kaizenblog
- 5:04 pm **ConversationAge:** RT @Paul\_Pruneau: Elevation happens as a result of the customer experience that's delivered and shared. #kaizenblog
- 5:04 pm **andrewmueller:** @hacool no doubt, the best stories are often those that relate to the company or product, not about them #kaizenblog
- 5:04 pm **pprothe:** Morning here but yes! RT @GetResults: In closing, I remember mid-day chat, both for its energy and for its rapidity. Each of us. #kaizenblog

- 5:04 pm **3keyscoach:** Thank you to everyone for RT'ing others, great convo! October 15th is simultaneous telecon & Twitter chat re: goals & objectives #kaizenblog
- 5:04 pm **pprothe:** RT @ConversationAge: My Story today is that I went for a 5-mile run this am and am feeling very energetic - hence rapid fire #kaizenblog chat today :)
- 5:04 pm **debmorello:** Can anyone stay for a little while longer? #kaizenblog (after party?)
- 5:04 pm **ambercleland:** @ConversationAge can you run for me too? Too tired LOL #kaizenblog
- 5:04 pm **GetResults:** Thnx 4 RT's & GR8 convo 2:@RichBecker, @debmorello, @C\_Pappas, @andrewmueller, @CASUDI, @pprothe, @ConversationAge, @3keyscoach #kaizenblog
- 5:05 pm **torreymcgraw:** @AndrewMueller Real as in conveying what's actually true abt the organization, not marketing fallacies that mislead. #kaizenblog
- 5:05 pm **ConversationAge:** I think this is a topic we should do a Part II on - more actionable for second part. Thoughts? #kaizenblog
- 5:05 pm **andrewmueller:** The best corporate stories are often those that relate to the company or product, not about them #kaizenblog
- 5:05 pm **ambercleland:** @debmorello LOL - @3keyscoach and @conversationAge - Deb's trying to start a new trend #kaizenblogafterparty #kaizenblog
- 5:05 pm **RichBecker:** RT @GetResults: Thnx 4 RT's & GR8 convo 2:@RichBecker, @debmorello, @C\_Pappas, @andrewmueller, @CASUDI, @pprothe, @ConversationAge, @3keyscoach #kaizenblog
- 5:05 pm **EJellisTweets:** Gotta run. So nice to spend time with the bright minds here today on #kaizenblog. Thanks to you all!
- 5:05 pm **debmorello:** She ran for both of us :-)) RT @ambercleland @ConversationAge can you run for me too? Too tired LOL #kaizenblog
- 5:05 pm **tbkuplic:** Great chat today at #kaizenblog. Thanks @3keyscoach @ConversationAge @LauraLCrum @C\_Pappas @GetResults @RichBecker @designdamage
- 5:05 pm **SbuxMel:** True. Rt @ConversationAge RT @Paul\_Pruneau: Elevation happens as a result of the customer experience that's delivered & shared. #kaizenblog
- 5:05 pm **ambercleland:** Gr8 idea RT @ConversationAge: I think this is a topic we should do a Part II on - more actionable for second part. Thoughts? #kaizenblog
- 5:05 pm **Note\_to\_CMO:** @ConversationAge Agree - this is a fertile area. #kaizenblog
- 5:05 pm **andrewmueller:** @torreymcgraw Please see my last tweet #kaizenblog
- 5:05 pm **Paul\_Pruneau:** @ConversationAge And caffeine has nothing to do with that energy story? #kaizenblog
- 5:06 pm **RichBecker:** @GetResults Thanks so much. Very happy to reconnect with you on #kaizenblog

- 5:06 pm **WriterChanelle:** Twitter does have its own version of storytelling with the [#sixwordstories](#) meme [#kaizenblog](#)
- 5:06 pm **3keyscoach:** Chat on October 15th is [#kQ4](#) & all about ending 2010 well & starting 2011 in focused & in action. See recap for details [#kaizenblog](#)
- 5:06 pm **ConversationAge:** And my post today was aptly titled: Catch me, if You Can : ) [#kaizenblog](#) c: [@ambercleland](#)
- 5:06 pm **debmorello:** Yes, great! RT [@conversationage](#) I think this is a topic we should do a Part II on - more actionable for second part. Thoughts? [#kaizenblog](#)
- 5:06 pm **GetResults:** Thnx 4 Rt's & GR8 Convo2: [@tbkuplic](#), [@alchemize](#), [@tim\\_harrap](#), [@ambercleland](#), [@maltaee](#), [@tipperary\\_lass](#) [#kaizenblog](#)
- 5:06 pm **tbkuplic:** [@ConversationAge](#) I agree. Lots of things to talk about in this area. [#kaizenblog](#)
- 5:07 pm **ChickyMara:** RT [@ConversationAge](#): RT [@Paul\\_Pruneau](#): Most brands don't imbue their brand story in their ppl.= disconnect between story & customer experience. [#kaizenblog](#)
- 5:07 pm **eileen53:** [@ConversationAge](#) yes, do a part 2 because I haven't been able to get fully into part 1! [#kaizenblog](#)
- 5:07 pm **hacool:** [@AndrewMueller](#) exactly, the story isn't about the wonder widget, it's about what the widget can do for you. [#kaizenblog](#)
- 5:07 pm **GetResults:** [@RichBecker](#) Likewise [#kaizenblog](#)
- 5:07 pm **ConversationAge:** [@Paul\\_Pruneau](#) a little bit. I have my espresso every morning [#kaizenblog](#)
- 5:07 pm **3keyscoach:** [@DebMorello](#) Here for a little longer [#kaizenblog](#)
- 5:07 pm **andrewmueller:** One of the Great things Social Media has done is enable anyone to tell stories that reach and affect others [#kaizenblog](#)
- 5:07 pm **ConversationAge:** Great. We will do a part II on "Stories that Work" [#kaizenblog](#)
- 5:08 pm **pprothe:** RT [@3keyscoach](#): Chat on October 15th is [#kQ4](#) & all about ending 2010 well & starting 2011 in focused & in action. See recap for details [#kaizenblog](#)
- 5:08 pm **ConversationAge:** RT [@andrewmueller](#): One of the Great things Social Media has done is enable anyone to tell stories that reach and affect others [#kaizenblog](#)
- 5:08 pm **3keyscoach:** [@ConversationAge](#) What a wonderful idea! [#kaizenblog](#)
- 5:08 pm **GetResults:** [@C\\_Pappas](#) both have their place - depends on many factors. [#kaizenblog](#)
- 5:08 pm **torreymcgraw:** Enjoyed [#kaizenblog](#) today. Good stuff from everyone. Thanks for giving me things to think about!
- 5:08 pm **Teedazzle:** RT [@WriterChanelle](#): Twitter does have its own version of storytelling with the [#sixwordstories](#) meme [#kaizenblog](#)

- 5:08 pm **GetResults:** RT @andrewmueller: One of the Great things Social Media has done is enable anyone to tell stories that reach and affect others #kaizenblog
- 5:08 pm **persuasionfox:** Don't deliver your message in a hearse. Think of the results you want before crafting the story. #kaizenblog
- 5:08 pm **debmorello:** @3keyscoach yes, :- ) #kaizenblog
- 5:08 pm **pprothe:** Nice! I very much look forward to this. RT @ConversationAge: Great. We will do a part II on "Stories that Work" #kaizenblog
- 5:08 pm **slvnews:** RT @andrewmueller: One of the Great things Social Media has done is enable anyone to tell stories that reach and affect others #kaizenblog
- 5:08 pm **Paul\_Pruneau:** @ConversationAge You do a great moderating job. Whatever it takes, keep it up! #kaizenblog
- 5:09 pm **ConversationAge:** @torreymcgraw thank you for contributing so many ideas and examples #kaizenblog c: @3keyscoach
- 5:09 pm **pprothe:** RT @persuasionfox: Don't deliver your message in a hearse. Think of the results you want before crafting the story. #kaizenblog
- 5:09 pm **Ed:** @darleenw No, some apps such as @ubertwiter let you mute someone who is flooding your stream. Sometimes happens with chats like #kaizenblog
- 5:09 pm **3keyscoach:** Can't wait! RT @ConversationAge: Great. We will do a part II on "Stories that Work" #kaizenblog
- 5:10 pm **debmorello:** @AndrewMueller Yes, Social Media (as a genre that has created genres) for story-telling, has enabled more 'sharing' of stories #kaizenblog
- 5:10 pm **GetResults:** @3keyscoach Oh, good, I can write the next installment to my parting... #kaizenblog
- 5:10 pm **debmorello:** RT @3keyscoach: Can't wait! RT @ConversationAge: Great. We will do a part II on "Stories that Work" #kaizenblog
- 5:11 pm **tim\_harrap:** RT @ConversationAge @Note\_to\_CMO building stories: role of tension + how to show/imply resolution #kaizenblog sounds like engagement to me!
- 5:11 pm **ConversationAge:** Keep doing and creating stories that work #kaizenblog chat we had 665 tweets, 88 contributors <http://ow.ly/2N3Nr>
- 5:11 pm **3keyscoach:** #kaizenblog is happening next week also RT @LauraLCrum @3keyscoach oct 15? so no chat next week?
- 5:11 pm **3keyscoach:** @tbkuplic Glad you were here, Thomas! #kaizenblog
- 5:12 pm **ConversationAge:** @Ed compared 606 tweets #kaizenblog with 2,400+ of #blogchat - stories that work use context, too
- 5:12 pm **GetResults:** RT @ConversationAge: Keep doing and creating stories that work #kaizenblog chat we had 665 tweets, 88 contributors <http://ow.ly/2N3Nr>

- 5:12 pm **3keyscoach:** Yes! TY! RT @ConversationAge: @torreymcgraw thank you for contributing so many ideas and examples #kaizenblog c: @3keyscoach #kaizenblog
- 5:13 pm **debmorello:** Literary 'genres' social media has created, Blogging? Microblogging? Twitter (it's own genre for sure) Facebook, others? #kaizenblog
- 5:15 pm **debmorello:** Love that! RT @ConversationAge @3keyscoach Great. We will do a part II on "Stories that Work" #kaizenblog
- 5:15 pm **Michele1113:** RT @RuckusMedia: Agree with @DavidSpinks on Q2... a good story is relatable! And continues to stick with you even after its finished. #kaizenblog
- 5:16 pm **robpetersen:** Thank so much @ConversationAge @3keyscoach and all for a great #kaizenblog/ Topic of storytelling was a great subject
- 5:16 pm **3keyscoach:** RT @ConversationAge Keep doing & creating stories that work #kaizenblog chat had 665 tweets, 88 contributors <http://ow.ly/2N3Nr> #kaizenblog
- 5:16 pm **debmorello:** Thought it was very clever! RT @alchemize me too! RT @EJellisTweets: Loved the Maxwell House soap op series! #kaizenblog
- 5:16 pm **RLMadMan:** @debmorello could you say that podcasting is a literary genre, but going back to verbal literary traditions? #kaizenblog
- 5:17 pm **peterrodgers:** RT @ConversationAge: Keep doing and creating stories that work #kaizenblog chat we had 665 tweets, 88 contributors <http://ow.ly/2N3Nr>
- 5:17 pm **debmorello:** Thx Amber! RT @amercleveland LOL - @3keyscoach and @conversationAge - Deb's trying to start a new trend #kaizenblogafterparty #kaizenblog
- 5:18 pm **debmorello:** Yes, definitely! RT @RLMadMan could you say that podcasting is a literary genre, but going back to verbal literary traditions? #kaizenblog
- 5:19 pm **GetResults:** @3keyscoach This is a serial effort, a next installment - you'll have to wait for the next installment #kaizenblog
- 5:19 pm **3keyscoach:** @RLMadMan @debmorello Podcasting sounds like it could be part of oral tradition #kaizenblog
- 5:19 pm **ashoklalla:** RT @ConversationAge: RT @andrewmueller: One of the Great things Social Media has done is enable anyone to tell stories that reach and affect others #kaizenblog
- 5:20 pm **GetResults:** @3keyscoach have a great weekend, Elli. #kaizenblog
- 5:20 pm **Paul\_Pruneau:** Another Friday morning Tweetup with @ConversationAge, #kaizenblog. Always stimulating with lots of smarty pants contributors. Thanks!
- 5:21 pm **3keyscoach:** @robpetersen Glad to have you a part of convo today! C: @ConversationAge #kaizenblog
- 5:21 pm **peterrodgers:** @ConversationAge - the amazing speed of idea generation, expanding knowledge and understanding #kaizenblog

- 5:22 pm **EJellisTweets:** @debmorello @alchemize Think Max House romantic tension storyline spawned tv shows Moonlighting & Who's The Boss? #kaizenblog
- 5:22 pm **3keyscoach:** Suspense! RT @GetResults: @3keyscoach This is a serial effort, a next installment - youll have to wait for the next installment #kaizenblog
- 5:22 pm **darleenw:** @Ed Ok thanks - I have not tried @ubertwitter yet, can see how that would be useful #kaizenblog
- 5:22 pm **debmorello:** But falls into 'Social Media' genre(s)? @3keyscoach @RLMadMan Podcasting sounds like it coul be part of oral tradition #kaizenblog
- 5:22 pm **3keyscoach:** @GetResults You too, John #kaizenblog
- 5:25 pm **manydoorsnet:** Are you a storyteller? RT @DavidSpinks A good story is entertaining. Drives emotions. It's relatable. Has a good lesson. #kaizenblog
- 5:27 pm **RLMadMan:** @debmorello @3keyscoach Podcasting is often considered #SM b/c you are sharing content, people can interact. #kaizenblog
- 5:29 pm **debmorello:** @teemonster @AstralAudio Were disc storytelling in #kaizenblog chat, in the context of social media,etc. I mentnd diff tactics as SM genres
- 5:30 pm **Zaf:** One of the Great things Social Media has done is enable anyone to tell stories that reach and affect others #kaizenblog
- 5:31 pm **debmorello:** Yes. RT @RLMadMan @3keyscoach Podcasting is often considered #SM b/c you are sharing content, people can interact. #kaizenblog cc teemonster
- 5:44 pm **CathyWebSavvyPR:** RT @debmorello: Yes. RT Podcasting is often considered #SM b/c you are sharing content, people can interact. cc @teemonster #kaizenblog
- 5:44 pm **CathyWebSavvyPR:** RT @debmorello Literay 'genres' social media has created, Blogging? Microblogging? Twitter (it's own genre 4 sure) Fcbk, others? #kaizenblog
- 5:50 pm **CASUDI:** @Timberly explain cont~2day #kaizenblog chat was on Story Telling so invite to @EFulwiler said chat was relevant 2 yur comment repost.clear?
- 6:11 pm **oliward:** RT @ConversationAge: RT @jgibbard: story of a biz has now become about the people, not the logo. The relationship era has changed stories "we" want #kaizenblog
- 6:42 pm **dougup67:** RT @andrewmueller: stories connect people to ideas, they are key to communicating at deep levels that evoke emotional connection #kaizenblog
- 7:09 pm **BlakeGroup:** RT @3keyscoach But not all is lost 10 Things Good Managers Believe <http://bit.ly/9MYL7K> #kaizenblog

- 7:57 pm **MichaelWillett:** Transcript RT @ConversationAge Keep doing & creating stories that work #kaizenblog chat had 665 tweets, 88 contributors <http://ow.ly/2N3Nr>
- 8:50 pm **pvloev:** I like nr 2 RT @3keyscoach But not all is lost 10 Things Good Managers Believe <http://bit.ly/9MYL7K> #kaizenblog
- 9:06 pm **robkurver:** RT @ConversationAge: RT @andrewmueller: stories connect people to ideas, they are key to communicating at deep levels that evoke emotional connection #kaizenblog
- 9:37 pm **torreymcgraw:** RT @ConversationAge Keep doing & creating stories that work #kaizenblog chat had 665 tweets, 88 contributors <http://ow.ly/2N3Nr>
- 9:39 pm **paris2rio:** RT @ConversationAge: RT @torreymcgraw: I think the best blogs (esp biz) are those that tell share compelling stories, not just regurgitate cypoints #kaizenblog
- 9:40 pm **paris2rio:** RT @ConversationAge: RT @Paul\_Pruneau: Every person (or brand) needs a story to connect ppl w/an idea and narrative that engenders a relationship. #kaizenblog

#### October 2, 2010

- 4:14 am **ConversationAge:** @jamesmossman I was moderating a weekly chat #kaizenblog. Is that what you mean?
- 7:55 am **jamesmossman:** @ConversationAge #kaizenblog must be it, never seen such a busy chat on Twitter.
- 12:53 pm **sanchezjb:** RT @jamesmossman @ConversationAge ..never seen such a busy chat on Twitter < #Kaizenblog rocked yesterday! 665 tweets, 88 contributors.