

METAPHORS BE WITH YOU: USING STORIES FOR A CHANGE

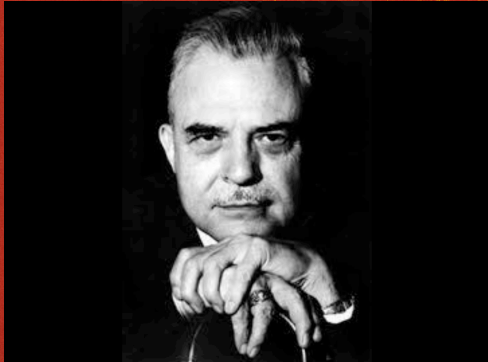
HOW TO TELL A COMPELLING STORY
AND INFLUENCE PEOPLE

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METAPHORS BE WITH YOU

SLIDES ARE AVAILABLE AT
BillOHanlon.com

INTRODUCTION



STORIES ARE BASIC TO HUMANS

Somewhere in our neuro-physiology, we've been hard-wired for story. There is a kind of narrative imperative—we can't be without stories and we will find them where we can.

—George Miller, director of Mad Max movies

STORIES ARE BASIC TO HUMANS

Most people function in a storytelling mode. It's the way we communicate ideas, richly, as well as how we structure our thoughts. . . . I don't know anyone who remembers things based upon a string of facts. You remember because you assemble things in a storytelling form. I would argue that genetically our brains are wired for storytelling. —Bran Ferren, Disney Imagineer

THAT REMINDS ME OF A STORY

The Spastic Colon and the Brick Wall

STORIES ARE BASIC TO HUMANS

Homo Narrans

META [ACROSS/BEYOND] + PHERIEN [TO CARRY]

- Analogies/similes
- Stories/anecdotes
- Double entendres/puns
- Multiple level communication
- Symbols
- Rituals
- Jokes

WHY STORIES?

- Indirect/gentle way to invite change (low resistance)
- Stories stick
- Introduce new perspectives and points of view
- Suggest new ways of doing things
- Validating people

THINKING METAPHORICALLY

- Problems are like _____
- Therapy is like _____
- Life is like _____

ELEMENTS OF EFFECTIVE STORIES

- Character(s)
- Action (beginnings, middles, ends); Plot – Character is frustrated or threatened or faces conflict)
- Scene setting (props and sets)
- Dialogue
- Suspense/engagement of interest and curiosity
- Specific sensory details (V,A, K, O, G); details about people, places or actions
- Vague enough to allow for imagination
- Repetition of sounds/themes/elements
- Revisiting the beginning at the end (story arc)

STORY EXAMPLE I

Jay O'Callahan
Orange Cheeks

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OTHER METAPHORICAL INTERVENTIONS

- Rituals
 - Of transition/disconnection
 - Of connection
- Symbolic tasks
- Symbols
 - Physical objects
 - Problem symbols
 - Solution/strength symbols
 - Transition/moving on symbols

CLASS OF PROBLEMS/CLASS OF SOLUTIONS

Specific Presenting Problem —————> Class of Problem —————>
 Specific Intervention —————> Transfer to Problem Context

Analogy

Anecdote

Trance phenomenon

Task

Interpersonal move

CLASS OF PROBLEMS/CLASS OF SOLUTIONS

ERICKSON CASE EXAMPLES

Enuresis —————> Specific Intervention

(Bedwetting)

Baseball/Handwriting/Playing jacks/

Strange man surprising you

Lack of Muscle Control —————> Automatic Muscle Control

CLASS OF PROBLEMS/CLASS OF SOLUTIONS

- Turn problem into processes
- Focus/presenting problem
- How does the person do the problem?
- What class of problems could it belong to?
- What is the opposite class of experience (ability) that would solve this type of problem?

CLASS OF PROBLEMS/CLASS OF SOLUTIONS

- Design an intervention
 - Use an analogy
 - Tell a story
 - Agree on a task or action
 - Evoke a hypnotic shift in automatic experience
 - Evoke some experience interpersonally

LIVE STORYTELLING

- Different voices and postures for different characters
- Outline gestures
- Voice volume/emphasis
- Voice speed
- Gaze/direction of gaze
- Body movements/position

HEALING BY LISTENING TO CLIENTS' STORIES

- "One of the most valuable things we can do to heal one another is listen to each other's stories." — Rebecca Falls

HEALING BY LISTENING TO CLIENTS' STORIES

- "All sorrows can be borne if you put them into a story or tell a story about them." —Isak Dinesen

MASTERING STORYTELLING

- Tell stories that speak to you or touch you
- Practice, write them down, pre-plan which stories you might tell
- Notice responses to what you are saying
- Let your intuition or unconscious help you find the right stories
- Find a way to collect and remember stories
- Listen to storytellers

BONUS NLP NINJA STORYTELLING ELEMENT

I am going to a place where there are no bad, **mad** people.

RESOURCES

<http://www.storytellingcenter.com/>
<http://www.storyteller.net/>
<http://www.audible.com>
<http://www.augusthouse.com/>
<http://www.talltalesaudio.com/>
<http://www.storycenter.org/>

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