

THE POWER OF STORYTELLING IN BUSINESS

Hard Power is influence based on fear.

- Hard power relies on coercion, command and control, yell and tell, reward and punishment, and control of information.
- Hard power is tough on leaders because it demands they know all the answers, are always right and never make mistakes.
- The internet age has undermined hard power's reliance on control of information and helped pave the way for more inclusive modes of influence.

Soft Power is influence based on trust, with its main focus on relationships.

- Soft power uses attraction, connection and persuasion rather than coercion to create influence.
- Soft power is 'smart power' because it recognises that people make the difference between success and failure. It is strong power without the sharp edges.
- But soft power is also slow, subtle and hard to do well, and some leaders fear that it will make them appear weak.

Story Power is storytelling with a purpose and for results;

- Story power enables leaders to connect authentically and move people to action.
- To find the right story, start with the purpose (message) of the story, scan through personal experiences for a match, and consider your audience.
- Steve Jobs is considered one of the best business storytellers. His biographer Walter Isaacson describes him as 'a compelling storyteller with fascinating stories'.

Hard Power is Dumb Power, Soft power is Smart Power and Story Power is the new Super Power.