

FACTS TELL...BUT  
STORIES SELL

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MERRILLI MCKEE

UNSHACKLED: BRAIN GADGETS





# The Land of ALOHA!







“Storytelling is  
by far the most  
underrated skill  
in business.”

Gary Vaynerchuk  
Entrepreneur,  
Author, Speaker



# DEFINE A “STORY”





STORIES CREATE COMMUNITY. COMMUNITY = UNITY.

“WE ARE ALL  
STORYTELLERS.  
WE ALL LIVE IN A NETWORK  
OF STORIES. THERE ISN'T  
A STRONGER  
CONNECTION BETWEEN  
PEOPLE THAN  
STORYTELLING.”

JIMMY NEIL SMITH







# warn·ing

*/ˈwɔːrniŋ/* 

*noun*

a statement or event that indicates a possible or impending danger, problem, or other unpleasant situation.

"a warning about heavy thunderstorms"

*synonyms:* [example](#), [deterrent](#), [lesson](#), [caution](#), [exemplar](#), [message](#), [moral](#) [More](#)

- cautionary advice.

"a word of warning—don't park illegally"

*synonyms:* [caution](#), [advisory](#), [notification](#), [information](#); [More](#)

- advance notice of something.

"she had only had four days' warning before leaving Berlin"

*synonyms:* [\(advance\) notice](#), [forewarning](#), [alert](#); [More](#)





*We are defined by the stories we tell ourselves.*

*“Beware of the stories you read or tell;  
subtly, at night, beneath the waters of  
consciousness,*

*they are altering  
your world.”*

*Ben Okri*



# WHO DRIVES A BMW?

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BLAMING - MOANING - WHINING





DITCH  
THE  
DRAMA!



**"THE STORIES WE TELL LITERALLY MAKE THE WORLD. IF YOU WANT TO CHANGE THE WORLD, YOU NEED TO CHANGE YOUR STORY. THIS TRUTH APPLIES BOTH TO INDIVIDUALS AND INSTITUTIONS."**

**MICHAEL MARGOLIS**

CEO GET STORIED,

EDUCATOR,

FUTURES ANTHROPOLOGIST



**“Managers don’t  
manage people, they  
manage energy.”**

**Cy Wakeman**



So.....  
for better or for worse.

We are always  
going to intend  
“for better!”



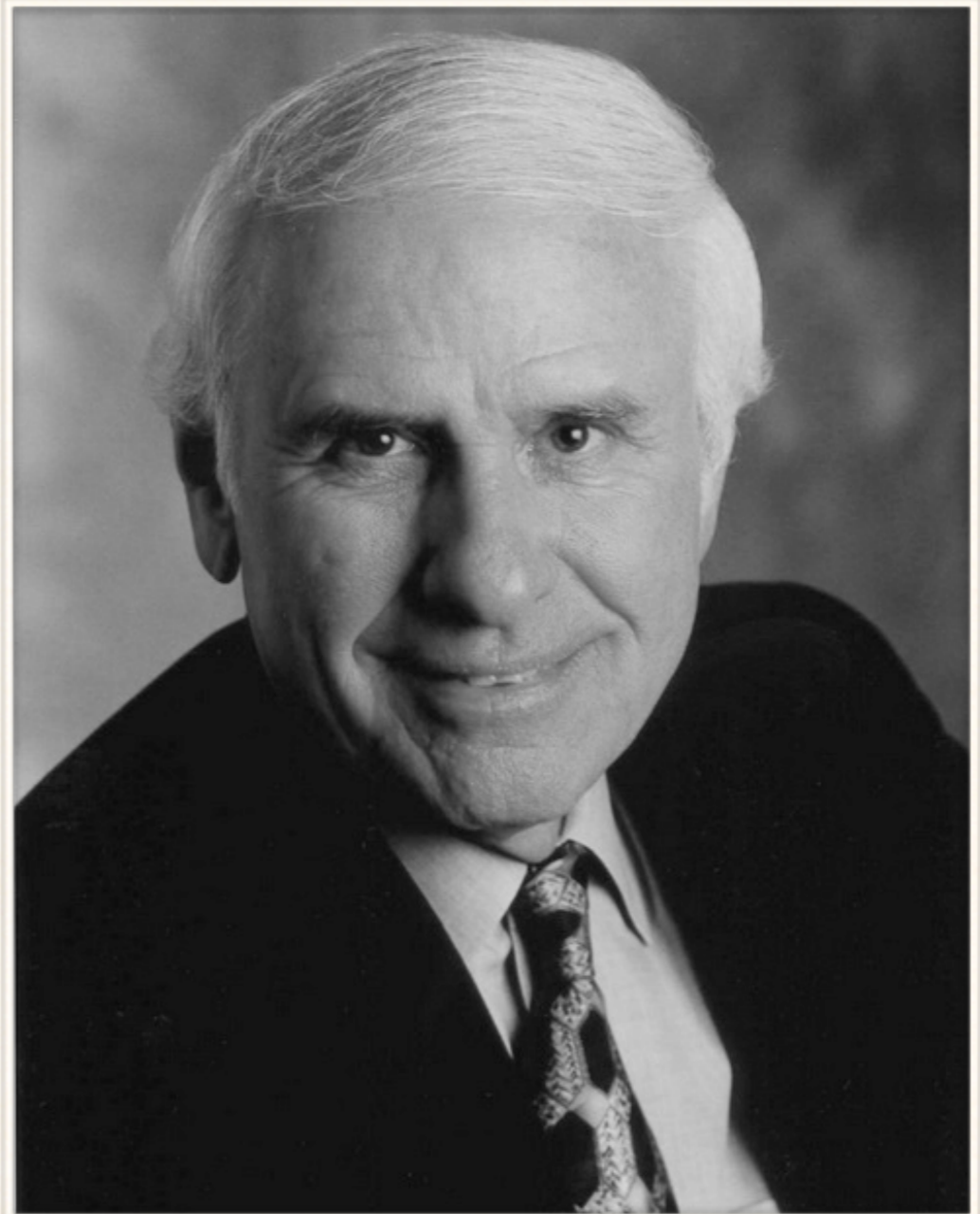
**“Managers don’t  
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manage energy.”**

**Cy Wakeman**



# JIM ROHN

❖ “Learn to help people with more than just their jobs. Help them with their lives.”





A LITTLE  
AT A  
TIME.....



A quote by Stephen Covey is displayed in large, white, bold, sans-serif font with a black outline. The quote is centered over a photograph of a tree standing in a flooded field under a clear blue sky. The water is calm and reflects the sky and the tree. The background of the entire image is a light beige color with a subtle, repeating pattern.

**“BEGIN WITH  
THE END IN  
MIND.”**

**STEPHEN COVEY**

**QUOTESEVERLASTING.COM**



*Mistakes become lessons...  
Pain becomes purpose...  
A mess becomes a message...  
A test becomes a testimony...  
Every struggle has  
opportunity...*

*No matter how bad your  
situation is,  
get a lesson from it.*

*Tony A. Gaskins, Jr.*



**“STORIES CREATE COMMUNITY,  
ENABLE US TO SEE THROUGH THE EYES  
OF OTHER PEOPLE, AND OPEN US TO  
THE CLAIMS OF OTHERS.”**

**PETER FORBES**

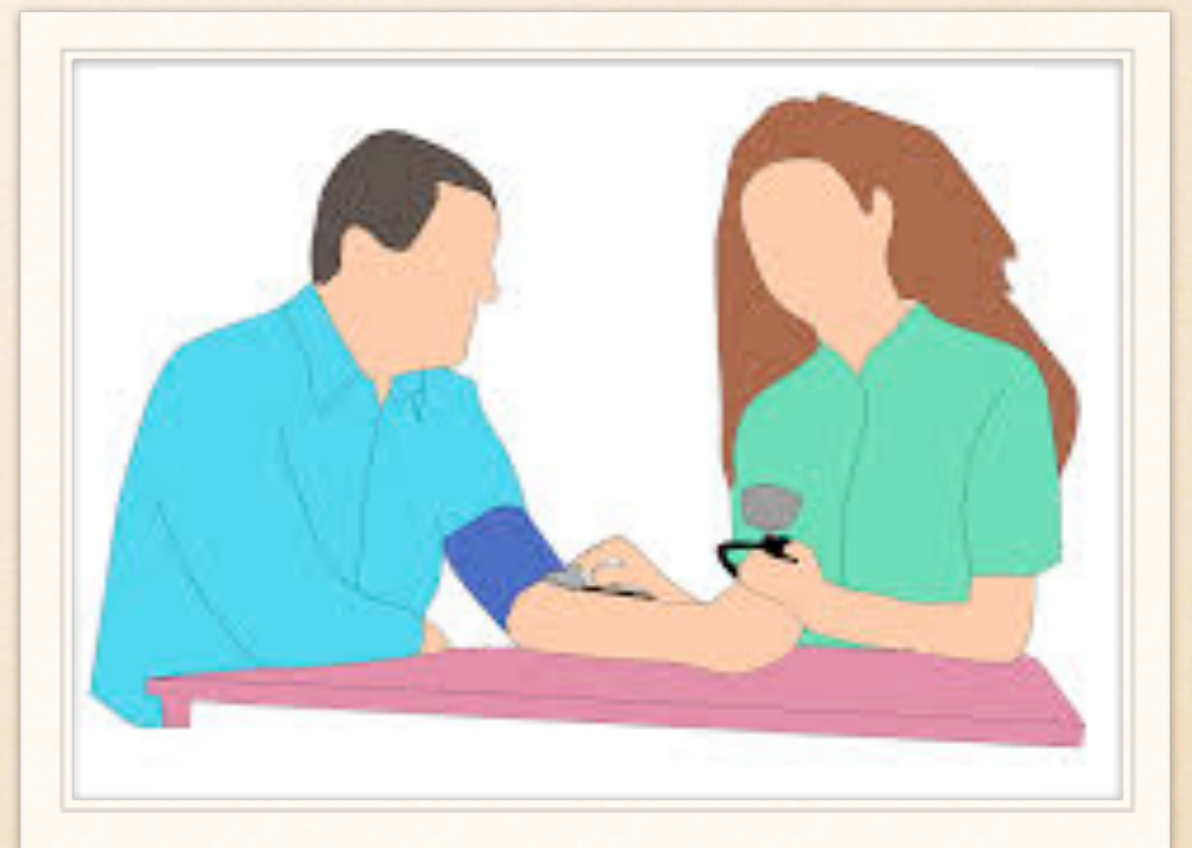
**PHOTOGRAPHER AND AUTHOR**



“STORIES CREATE COMMUNITY, ENABLE US TO SEE THROUGH THE EYES OF OTHER PEOPLE, AND OPEN US TO THE CLAIMS OF OTHERS.”

– PETER FORBES

PHOTOGRAPHER AND AUTHOR



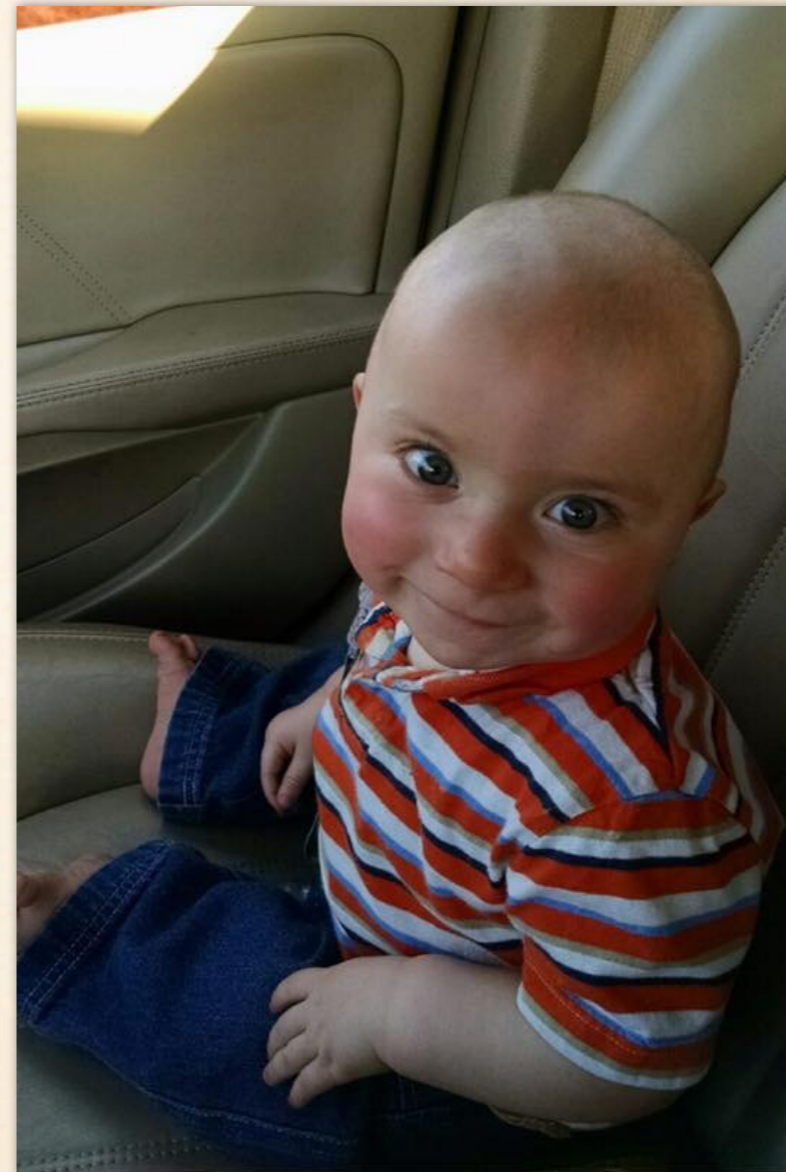


Before:



4 1/2 months  
“failure to thrive”  
barely 8 pounds

After:



8 1/2 months  
“bouncing baby boy”  
20 pounds



# YOU NAME IT!

Health Conditions

Weight Loss

Depression

Anxiety

Disease

Mental Illness

Finances

Focus

Love for Life

Family

Marriage

Health & Fitness



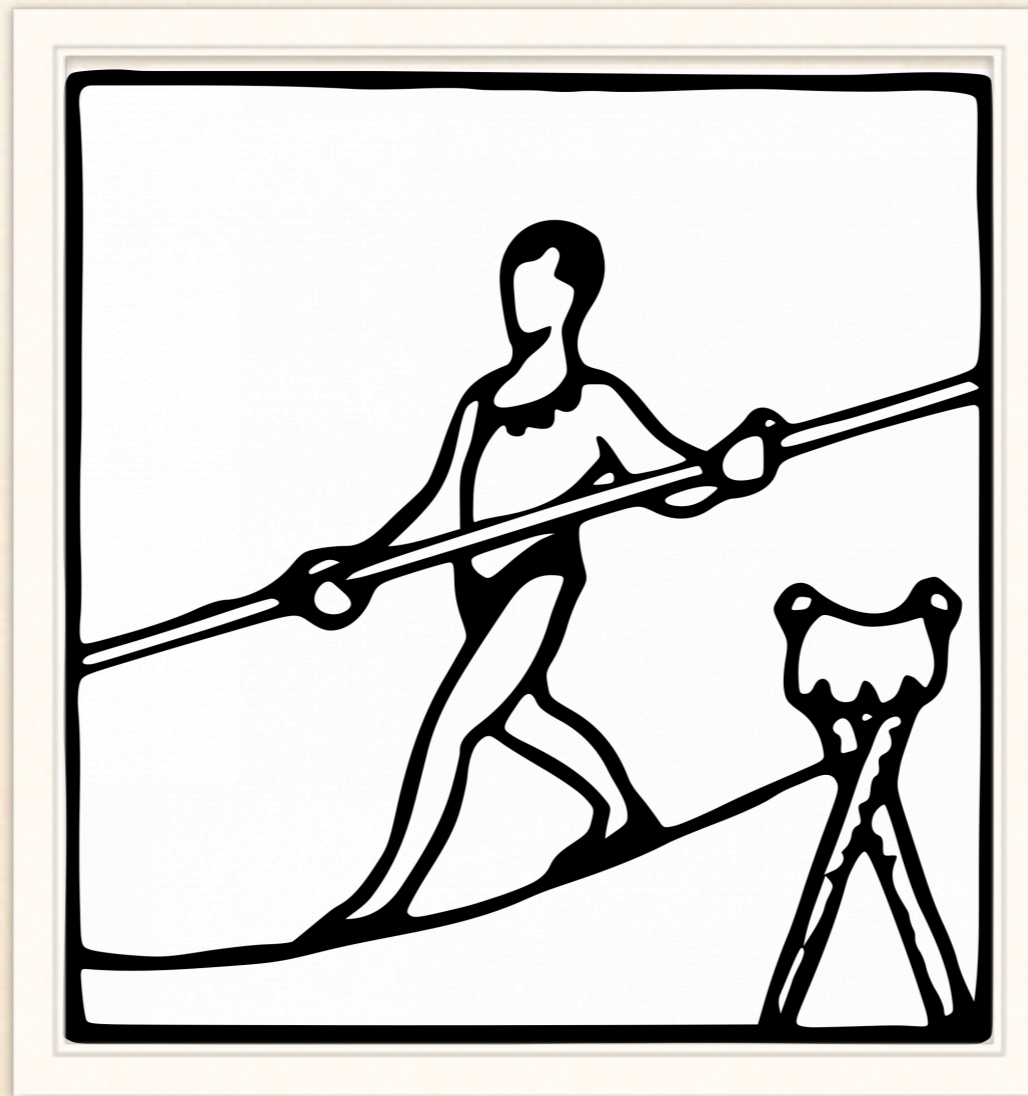
IDENTIFY YOUR  
INTENTION.....

THEN GO FIND A  
“KICK BUTT” STORY  
TO PROVE YOUR  
POINT!



# STORY: THE GREAT BLONDIN

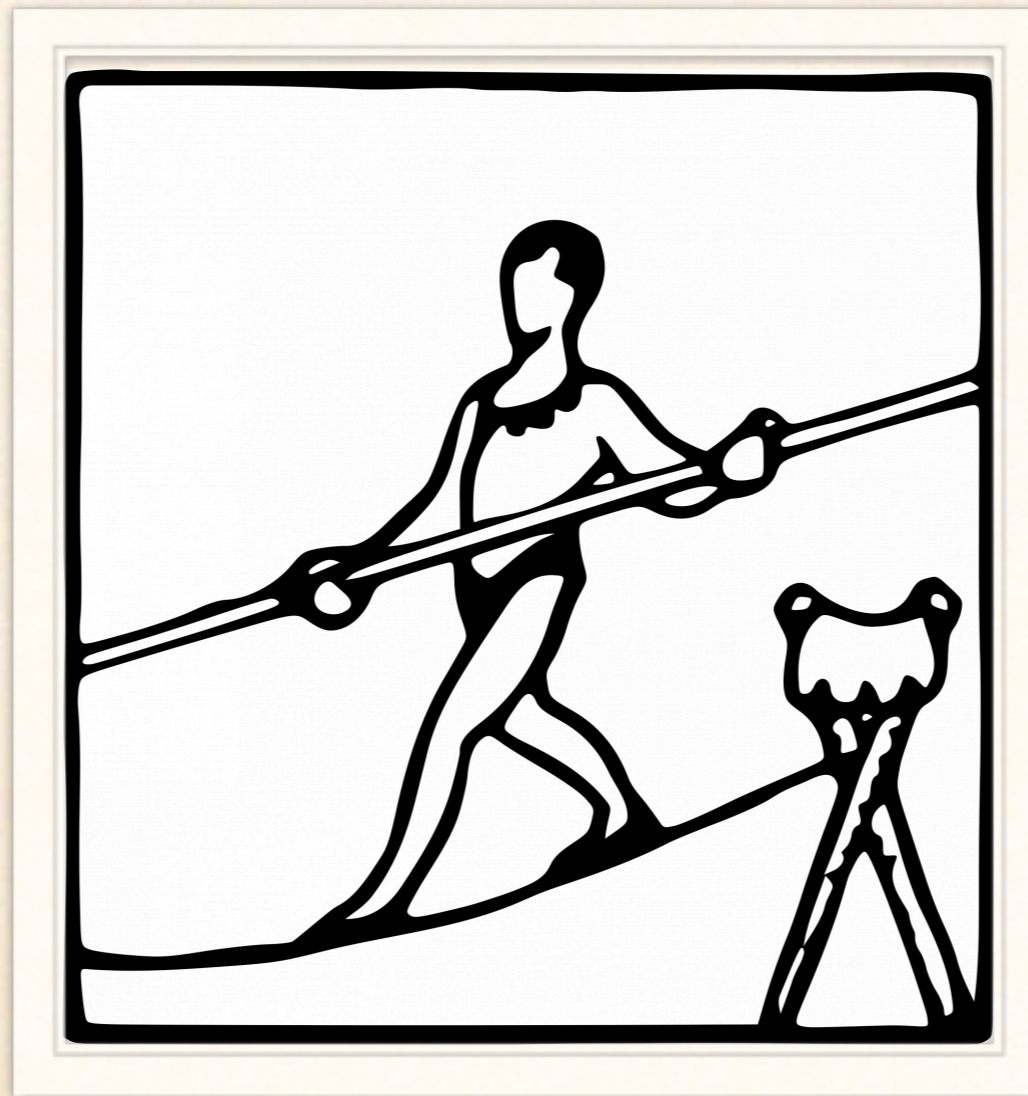
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# STORY: THE GREAT BLONDIN

MESSAGE: "GET IN THE WHEELBARROW!"





BECOME THE  
STORYTELLER...

BECOME THE STORY!



INSTEAD OF...

“I CAN’T DO THIS!”

ASK...

“HOW CAN I DO THIS?”



“I CAN’T DO IT....YET.”



“CAN’T” IS NOT A WORD.

REPLACE IT WITH “WON’T.”



DARREN DAILY, DARRENHARDY.COM  
(FREE DAILY MENTOR MESSAGES)

ZIG ZIGLAR, “ATTITUDE MAKES ALL THE DIFFERENCE”  
(YOUTUBE)

CY WAKEMAN, REALITY-BASED LEADERSHIP (YOUTUBE)

JOEL OLSTEEN, THE POWER OF I AM (BOOK)

JOHN ASSARAF, THE ANSWER (BOOK)

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