

# Tales of a Business Intermediate Level



**BREAKOUT CHALLENGES FOR  
DEVELOPING TRANSVERSAL  
SKILLS**

# Showcase your Business Value I – Storytelling

## Intermediate

### 1. Basic Information

#### 1.1 Title: Tales of a Business

#### 1.2 Competences addressed

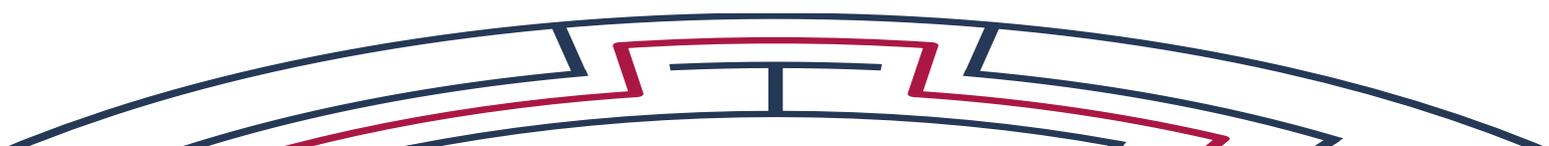
Competence	Thread	Level	Description
Entrepreneurial spirit	Knowledge	Intermediate	Basic knowledge of:  Ways to develop an entrepreneurial outlook  Values of entrepreneurship
Entrepreneurial spirit	Skills	Intermediate	Complete independent research online
Entrepreneurial spirit	Attitudes	Intermediate	Openness to work individually, on their own initiative  Appreciation of an entrepreneurial outlook

#### 1.3 Introduction

Have you ever noticed that when we watch a movie or a TV series, we get involved in the narrative, we rejoice, suffer and celebrate with the characters? This happens because when we listen to a good story, our brains behave as characters and we try to identify with the story being told. That is why this technique is so effective in attracting the audience's attention.

Storytelling is used by different industries, mainly as a marketing strategy in the digital environment aiming to deliver the business value and to gain the empathy of its target-audiences. But what exactly is storytelling and how can it be used in entrepreneurship? Let's find out!

#### Level



Intermediate

Cover image



## 2. Challenge Pages

2.1 **Title:** Storytelling your Business

### 2.1.2 **Content**

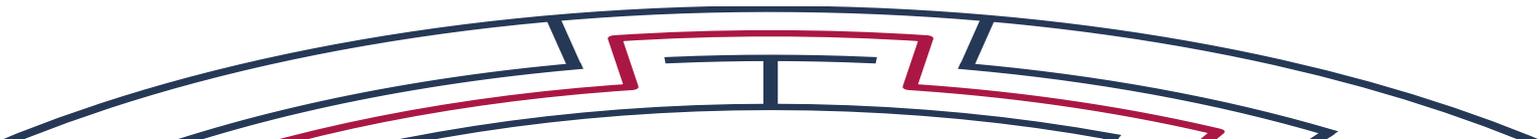
The practice of telling stories has been part of humanity since its very beginning. The cavemen began to draw pictures on stones and the beginning of writing marked the end of prehistory. Even before that, humanity already felt the need to communicate.

Therefore, storytelling is all about telling a story, but it goes beyond that. It's also about interpretation and connection with the world, and that is why it is so important for the business world. Watch the next video carefully, as it will give you a brief but clear idea of the importance of storytelling for new businesses. Good luck!

### 2.1.3 **Type**

Test page

### 2.1.4 **Attachments**



Powtoon video

### 2.1.5 Page Challenge

After watching the video, you now have a sense of the importance of storytelling to describe the story of a business. Connect the missing words to the related sentences. If you have any questions, watch the video again and you will find the answers. Good luck!

Missing words: connect; feelings; quickly; fun; words; images; sounds; emotionally; social media; reason; inspiring; customers.

1. Storytelling **is** the art of communicating your idea, by creatively using words, \_\_\_\_\_ and sounds.
  - a) Infographics
  - b) Images**
  - c) Videos
  - d) Podcasts
  
2. Every business has a story behind it. Every entrepreneur had a \_\_\_\_\_ to build their business. These are the stories that make the difference between just another business and an inspiring one.
  - a) Revenue
  - b) Dream**
  - c) Profit
  - d) Job
  
3. Being able to tell a story allows you to connect emotionally with people. Storytelling has gained emphasis in recent years with the boom of new technologies, since it works perfectly in \_\_\_\_\_ to build trust.
  - a) Seminars
  - b) Social media**
  - c) Classes
  - d) Training

4. The story must arouse \_\_\_\_\_ whether through a need, a concern or a fear that your audience has.

a) Emotions

b) Calm

c) Chaos

d) Power

#### 2.1.6 Congratulate the learner

Well done! Shall we move to the next challenge?

2.2 **Title:** *The Lego Story*

##### 2.2.1 **Content:**

In 2012, Lego celebrated its 80th anniversary and published an animated film documenting important highlights from LEGO Group history. The Lego Story will show how the company has managed to survive, all narrated by someone as close to the story as one can get: Kjeld Kirk Kristiansen, the grandson of Lego founder Ole Kirk Christiansen.

Keep a closer look on the development of the story, as you'll have challenges ahead. See you later!

2.2.2. **Type:** Test page

2.2.3 **Attachment(s):**

[https://www.youtube.com/watch?v=qr\\_dTySMI7s](https://www.youtube.com/watch?v=qr_dTySMI7s)

2.2.4 **Challenge page:**

Before starting the challenge, remember that the components for a successful storytelling are: (1) Setting the environment and the characters; (2) setting the incident; (3) the response of the characters to the conflict; (4) the final outcome.

After watching the video, please answer to the following questions:

1. In which country does the story occur?

a) France

b) Spain

c) Denmark

d)Finland

2. Who are the two main characters?
  - a) Hans Christian Andersen and Karen Blixen
  - b) Aleksander and Axel Damgaard
  - c) Ole Kirk Christiansen and Godtfred Kirk Christiansen.
  - d) Ernst and Felix Bredenberg
  
3. What are the 3 main moments of the story?
  - a) Transition from wood to plastic toys
  - b) The evolution of the signature interlocking brick
  - c) The rebuilding after two burned-down factories.
  - d) All the above
  
4. What's the moral of the history that led to the Lego slogan?
  - a) "Only the best is good enough"
  - b) "Think Different"
  - c) "Imagination at Work"
  - d) "Save money. Live better"

#### 2.2.5 Congratulate the learner

Well done! Shall we move to the next challenge?

### 2.3 Title: *Storytelling components: can you guess the order?*

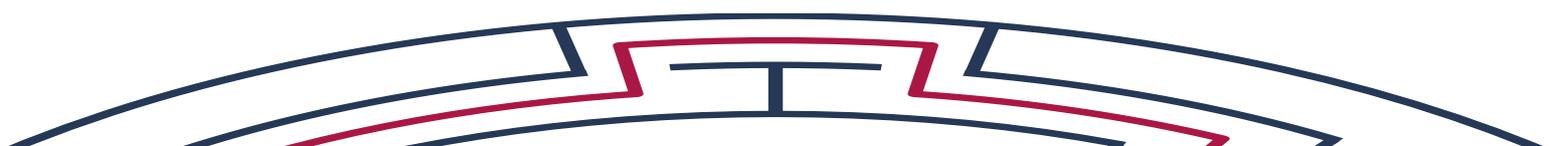
#### 2.3.1 Content:

This is Hanna's story. The story was randomly split. The aim is to put the paragraphs in the right developmental sequence of the story. Keep in mind the 4 components for a successful storytelling that we mentioned in the previous challenge. Good luck!

#### 2.3.2. Type: Test page

#### 2.3.3 Attachment(s): N/A

#### 2.3.4 Challenge page:

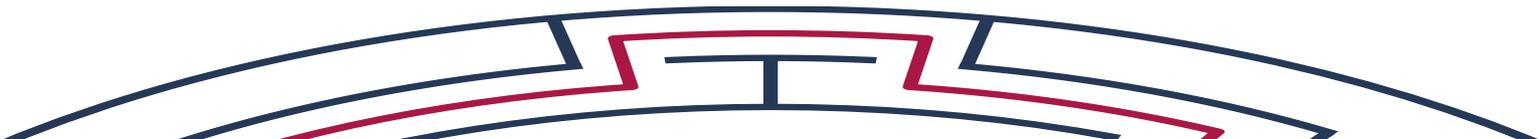


1. Which of the following options is the environment-setting phase?
  - a) Hannah's team is small and can only act in routine actions. This started to negatively impact the company's results.
  - b) After a lot of research, Hannah realised that she needs to invest in new ways of delivering content. She started to change the social media and website approach and, which made dissemination grow exponentially.
  - c) Hannah is a marketing manager at a communication company. He's 30 years old and has been working in the field for over 5 years. She has some difficulty managing her professional life with her personal life, but she really likes what she does.
  - d) Hannah started to get worried. She was advised by the management board that her team needed to think in a strategy to increase dissemination, otherwise the company would suffer a budget cut.
  
2. Which of the following options is the incident-setting phase?
  - a) Hannah's team is small and can only act in routine actions. This started to negatively impact the company's results.
  - b) After a lot of research, Hannah realised that she needs to invest in new ways of delivering content. She started to change the social media and website approach and, which made dissemination grow exponentially.
  - c) Hannah started to get worried. She was advised by the management board that her team needed to think in a strategy to increase dissemination, otherwise the company would suffer a budget cut.
  - d) Hannah is a marketing manager at a communication company. He's 30 years old and has been working in the field for over 5 years. She has some difficulty managing her professional life with her personal life, but she really likes what she does.
  
3. Which of the following options is the response of the characters to the problem?
  - a) After a lot of research, Hannah realised that she needs to invest in new ways of delivering content. She started to change the social media and website approach and, which made dissemination grow exponentially.
  - b) Hannah started to get worried. She was advised by the management board that her team needed to think in a strategy to increase dissemination, otherwise the company would suffer a budget cut.
  - c) Hannah is a marketing manager at a communication company. He's 30 years old and has been working in the field for over 5 years. She has some difficulty managing her professional life with her personal life, but she really likes what she does.
  - d) Hannah's team is small and can only act in routine actions. This started to negatively impact the company's results.
  
4. Which of following options is the final outcome?
  - a) After a lot of research, Hannah realised that she needs to invest in new ways of delivering content. She started to change the social media and website approach and, which made dissemination grow exponentially.
  - b) Hannah's team is small and can only act in routine actions. This started to negatively impact the company's results.
  - c) Hannah started to get worried. She was advised by the management board that her team needed to think in a strategy to increase dissemination, otherwise the company would suffer a budget cut.

d) Hannah is a marketing manager at a communication company. He's 30 years old and has been working in the field for over 5 years. She has some difficulty managing her professional life with her personal life, but she really likes what she does.

### 2.3.5 Congratulate the learner

Well done! Shall we move to the next level?





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