

## **Beeline** - Lead the way

How to lead with purpose and clarity to drive change, create thriving working cultures and deliver business results that matter

Welcome to our leadership podcast from The Hive Change Consultancy, hosted by our CEO, Andrew Tilling

These conversations with experts in organisational performance are specifically for people looking to lead transformation. If you want to help your organisation make a better impact, this is for you.



**Beeline**

## Beeline Podcast Series 3 Episode 7

Influence through  
storytelling and allowing  
creativity to thrive in your  
organisation

**Guest: Andreas Loizou**  
Trainer, Author and Social  
Entrepreneur

Notes and Resources





How to influence through storytelling and allow creativity to thrive in your organisation:

When it's **not** working, you'll see these things:

## ⌂ What bad looks like:

- › When presenting, there's no engagement from your audience
- › Your audience is leaning back and out
- › Power points are full of bullet points and are info heavy
- › Your audience is reading the slides rather than listening and connecting
- › There is low energy in the room
- › The speaker is communicating their state when they built the slides rather than communicating their lived experience of the information they are giving
- › Creativity and play is considered inappropriate
- › A belief that people are either creative OR analytical.
- › There's a feeling that creativity is unprofessional
- › Overcomplicated statistics lead the presentation and smother the story
- › The presenter is not present in the room and therefore not able to react and adapt to their audience





When it **is** working.  
You'll see these  
things:



## What good looks like:

- › You understand your audience
- › Your audience is leaning in and actively listening
- › There is a connection between speaker and audience
- › Neural coupling is taking place
- › The audience is living the experience with the storyteller
- › The audience is changed or moved in some way
- › The story is personal and relatable
- › There's an element of crisis or jeopardy that engages your audience
- › The presenter is present and able to adapt and react to their audience in the moment
- › Learning is transferred quickly through imagery
- › The audience feels like the presenter is telling them for the first time.
- › Creativity is encouraged and embraced in your organisational culture
- › Presentations are info light and story heavy.
- › There is quality in the quantitative and quantity in the qualitative



So, what is the **Beeline** to influencing through storytelling and allowing creativity to thrive in your organisation?



**Beeline**

## The Beeline to influencing through storytelling and allowing creativity to thrive in your organisation:

- › Become the storyteller in order to be present in the moment
- › Structure your story with:  
**Ethos** (your right to tell it)  
**Pathos** (Empathy and connectivity to the audience) and  
**Logos** (logic and organisation- word choice, and structure)
- › Don't be afraid to step outside the corporate structure
- › Know your audience
- › Listen to your audience and be open to the in the moment feedback (their reactions)
- › Don't get bogged down with facts and numbers
- › Use the impact of jeopardy and build the tension
- › Use your own stories to allow vulnerability and connection between you and your audience
- › A good story is not about how you made a success of your business, but about the customer whose life was impacted positively by buying your product
- › Paint pictures with your words and be specific with those painted goals







If you would like to know more about **Andreas** and the work he does:

You can find him on LinkedIn here:

**<https://www.linkedin.com/in/andreas-loizou-66b68644/>**

**His latest book:** - The Story is Everything (Quercus)

**His festival:** The Margate Bookie:  
**<https://margatebookie.com/>**

Contact us at the Hive, we're here to help.

**[Contact - Consult The Hive](#)**

