

# Storytelling for Business Success

9th June 2026 - Key Takeaways



## Why does story matter?

Business is personal. It's about relationships. If someone feels seen, heard, understood... they're far more likely to want to work with you. People don't choose you because of your data, spreadsheets or credentials. Choices are made because there's connection, trust, and a shared story. So just be yourself. Stop trying to convince and start trying to connect.

Stories help us understand one another. Telling stories about shared human experience creates empathy. Empathy is powerful, because the businesses that people remember are ones that make them *feel* something. The biggest driver in decision-making is emotion. Not logic. So stop focusing on your KPIs, spreadsheet or results. Your audience won't remember your data. They'll remember *you*.

## What to say?

Tell stories your clients want to hear. What questions do they ask you? What misunderstandings often come up? What moments will they relate to?

## Does it tick these boxes?

**Meaningful?** (will it resonate with them and make them feel understood?)

**Memorable?** (is it relatable or interesting so they don't forget it and you)

**Moving?** (will it make them feel an emotion - surprise / intrigue / excitement / sympathy / amazement)

## Katie's STORY framework

**S - SELF-AWARENESS:** know who you are, what you stand for and care about; understand your story

**T - TRUTH-TELLING:** be vulnerable, honest, human. Stories about failures, doubts and mistakes are very relatable. Remember, part of truth-telling is noticing the stories you're telling yourself. If you want to change your business (or life...) maybe stop believing the story that's keeping you stuck or small.

**O - OWN YOUR SPACE:** don't apologise for your expertise, be proud. Confidence without arrogance.

**R - RESONANCE:** do your stories matter to your ideal clients, customers and staff?

**Y - YOUR WHY:** why do you do what you do? What's your passion and your purpose?

**[For more advice and inspiration, check out Katie's Podcast, Storytelling for Business.](#)**

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*Katie Flamman is available to hire as a voice actor, presenter, live event announcer, podcast host and storytelling & presentation coach. Businesses love Katie's storytelling workshops and practical presentation training. Producers and creatives love her confident, sophisticated sound, whether they're creating a brand film, explainer video, training course or awards ceremony.*

*Links below to find out more. Looking forward to hearing your story.*

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