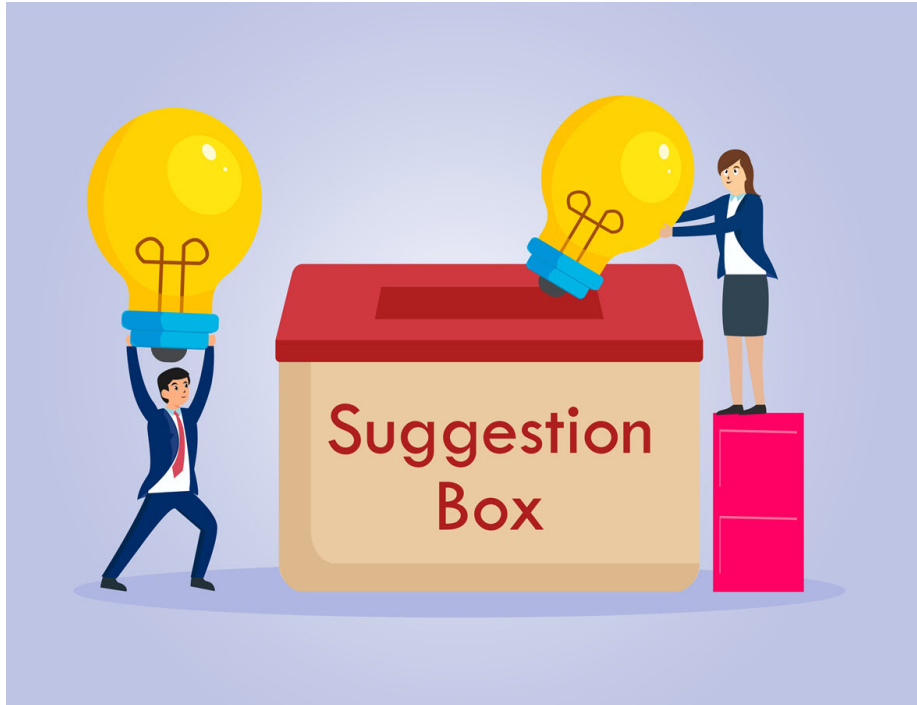


StoryTelling for Leaders

StoryTellers never die

Maurice Hellemons
Global IBM Training Director
Sofia, May 2025

Executive Summit 2026 Bulgaria



*Health
Happiness
Handle setbacks*



Who am I? Maurice Hellemons



BSc Education/ Bus. Economics
MSc Accounting & Finance



So Very Dutch

Dutch directness

The Dutch are renowned for speaking thier minds: from complete strangers reprimanding you for chatting in the train's quiet zone, to a friend not telling you a white lie about your bad haircut. Outsiders often see this as being rude or tactless, but for the Dutch it is actually a virtue of sincerity and honesty. They don't mince their



ROBECO
The Investment Engineers



Your Message ← Product

You !! ← Value Message







$$\text{PROFIT} = \text{REVENUE} - \text{COST}$$



TO INCREASE
THIS...



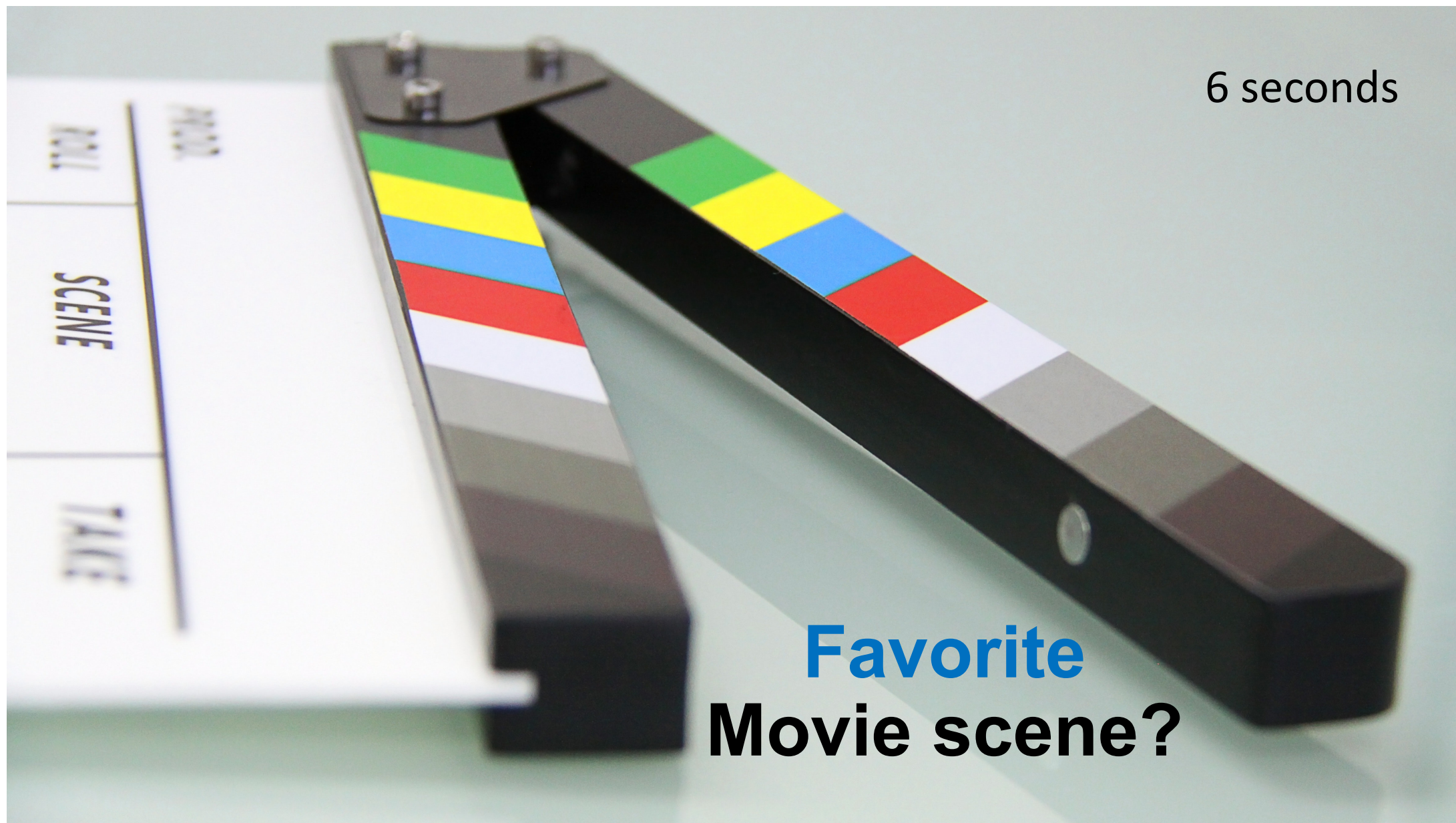
... INCREASE
THIS...



...OR DECREASE
THIS

6 seconds

Favorite
Movie scene?



WHY StoryTelling for Leaders

1. Builds Relationships | Trust | Emotional Connection



WHY StoryTelling for Leaders

2. Simplify Key Benefits



“Facts tell...
Stories **Sell!**”

WHY StoryTelling for Leaders

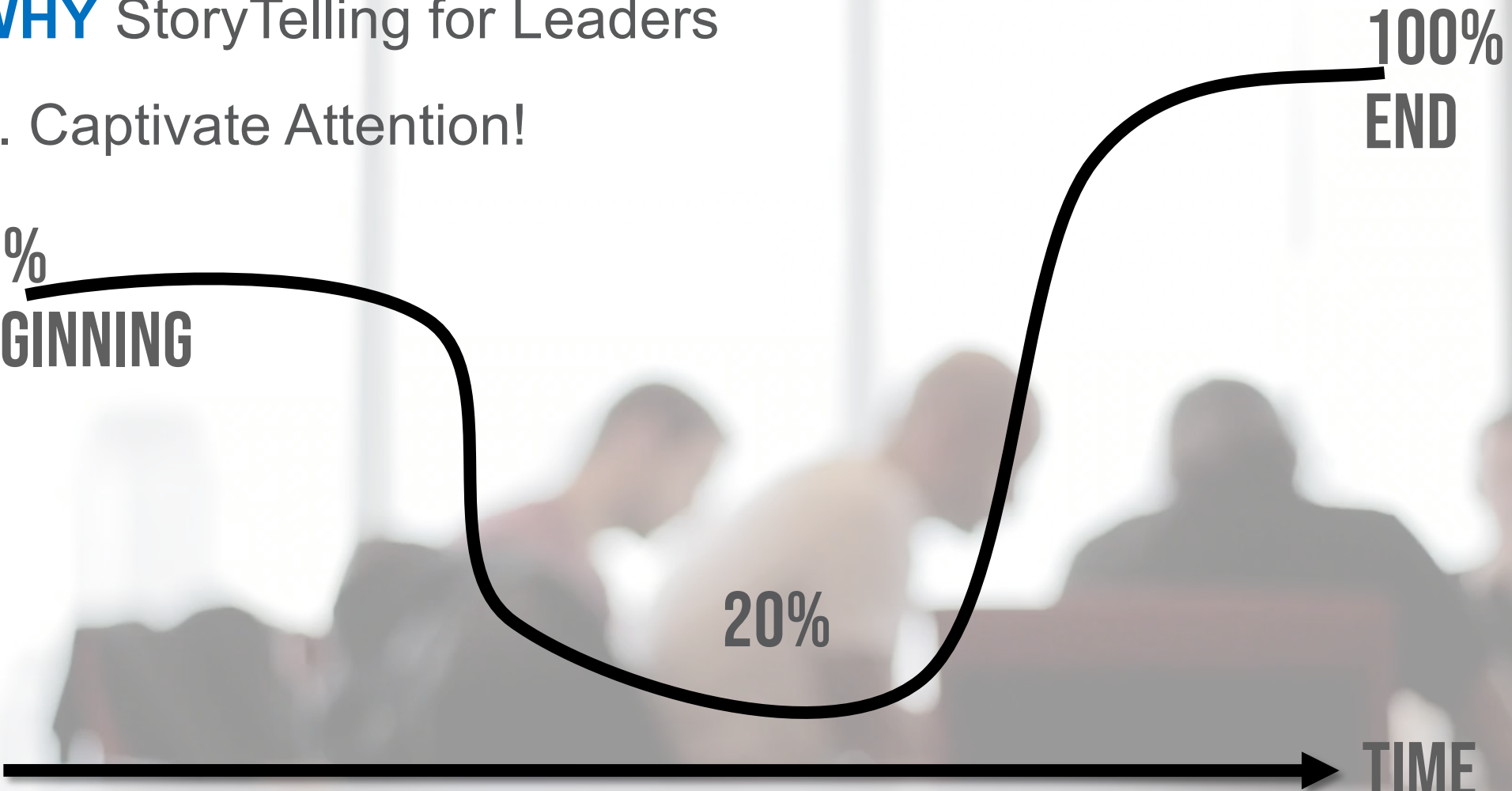
3. Captivate Attention!

**70%
BEGINNING**

20%

**100%
END**

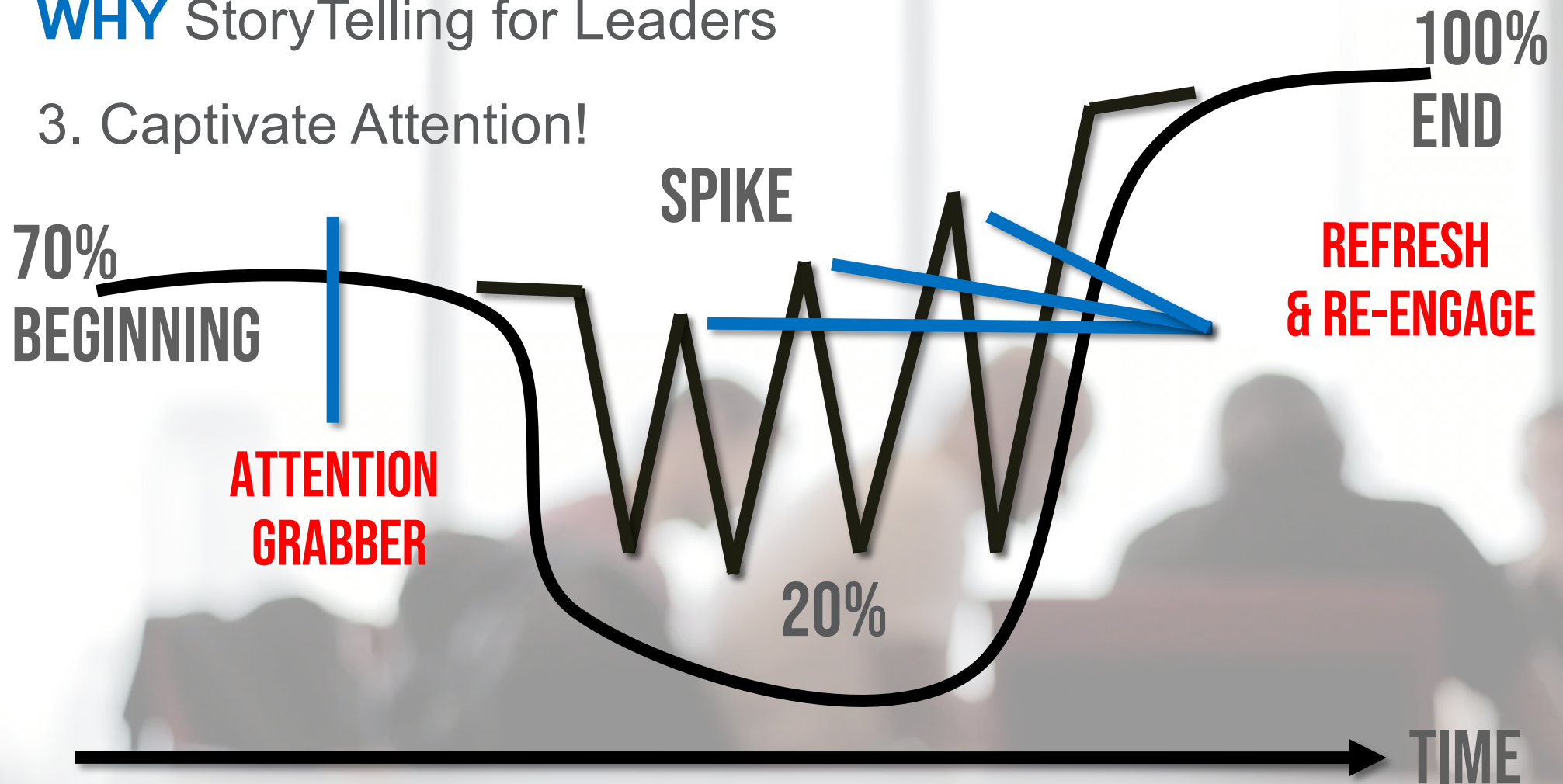
TIME



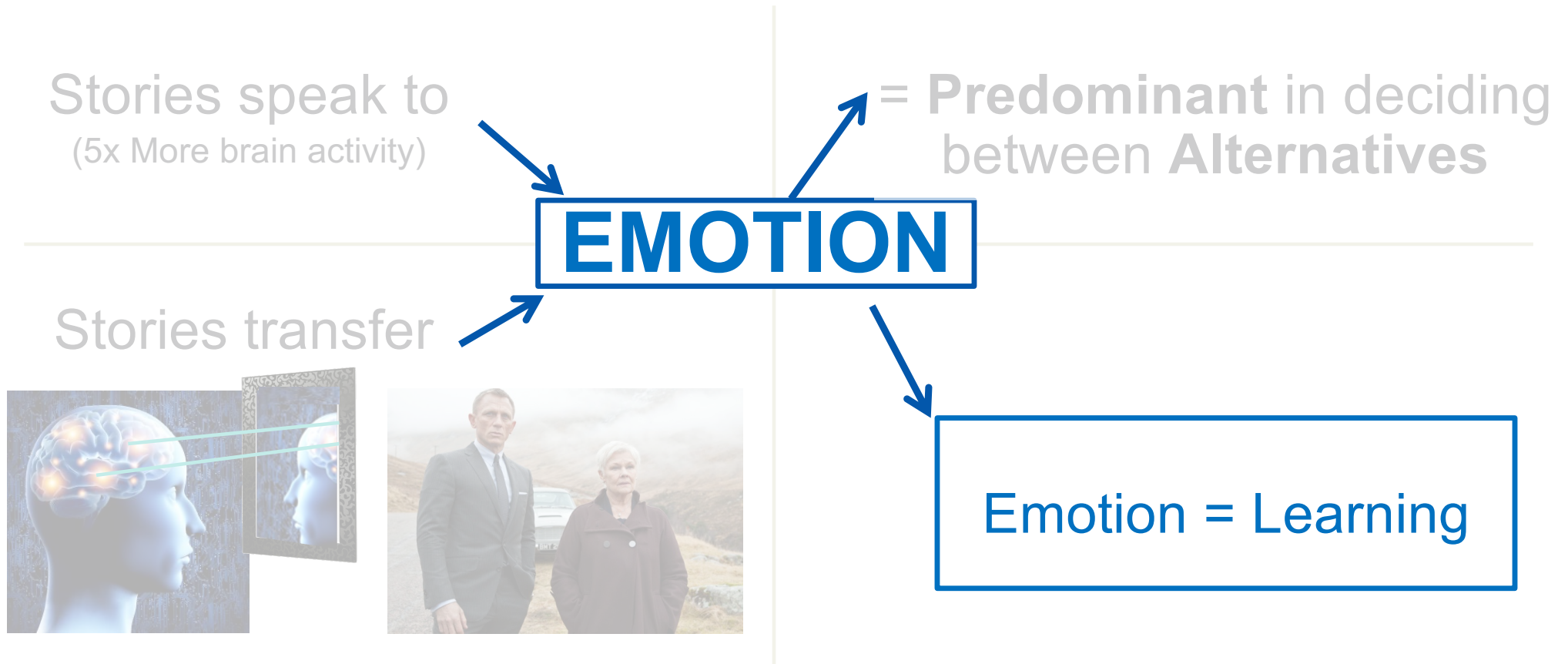
The graph illustrates the concept of 'Captivate Attention!' by showing how audience attention fluctuates over time. The y-axis represents the percentage of attention, with markers at 70%, 20%, and 100%. The x-axis represents time, indicated by an arrow labeled 'TIME'. The curve starts at 70% at the 'BEGINNING', dips to a low of 20% in the middle, and then rises sharply to 100% at the 'END'. This suggests that while attention starts high, it can drop significantly before recovering to full attention by the end of the presentation.

WHY StoryTelling for Leaders

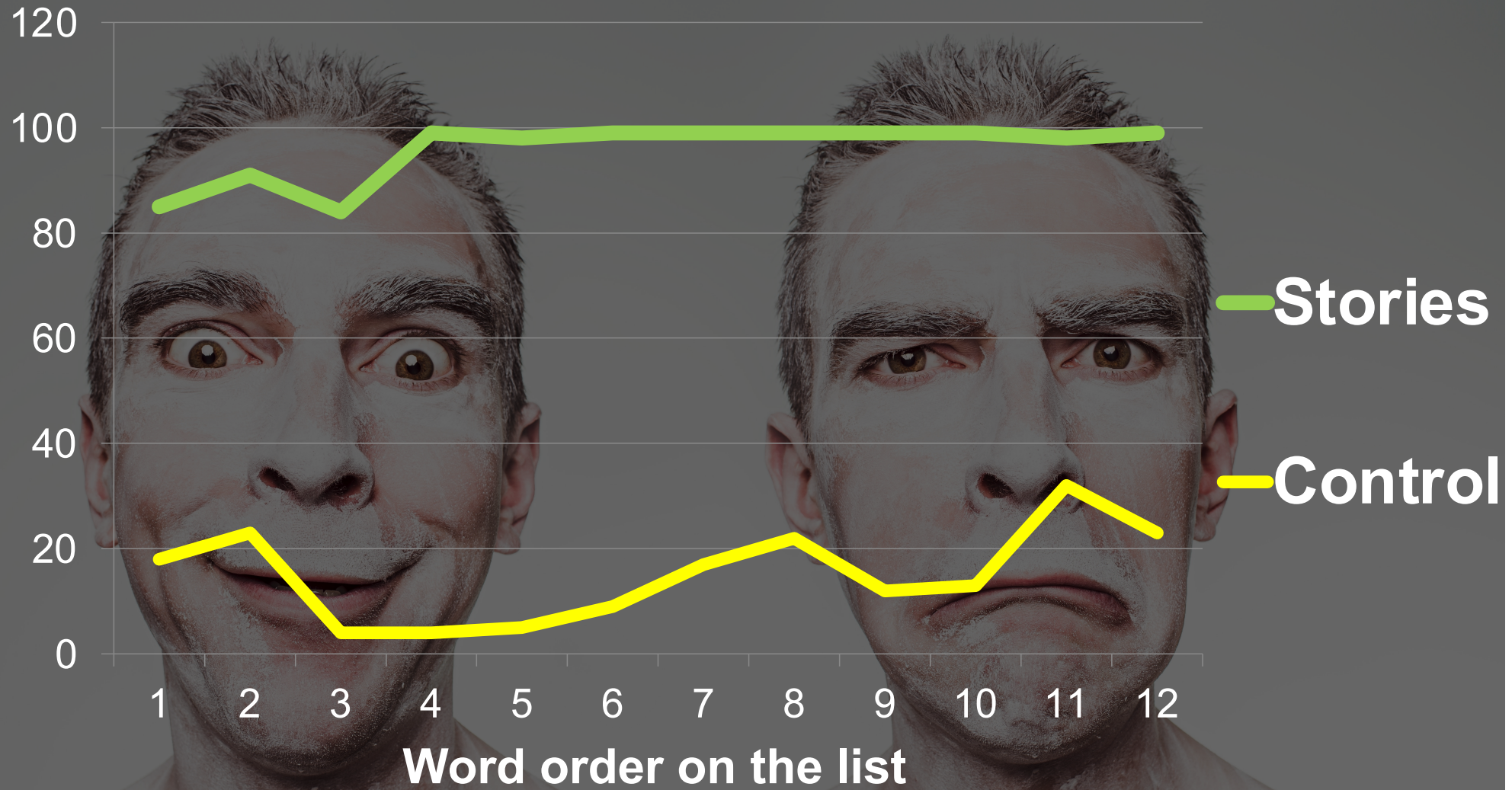
3. Captivate Attention!

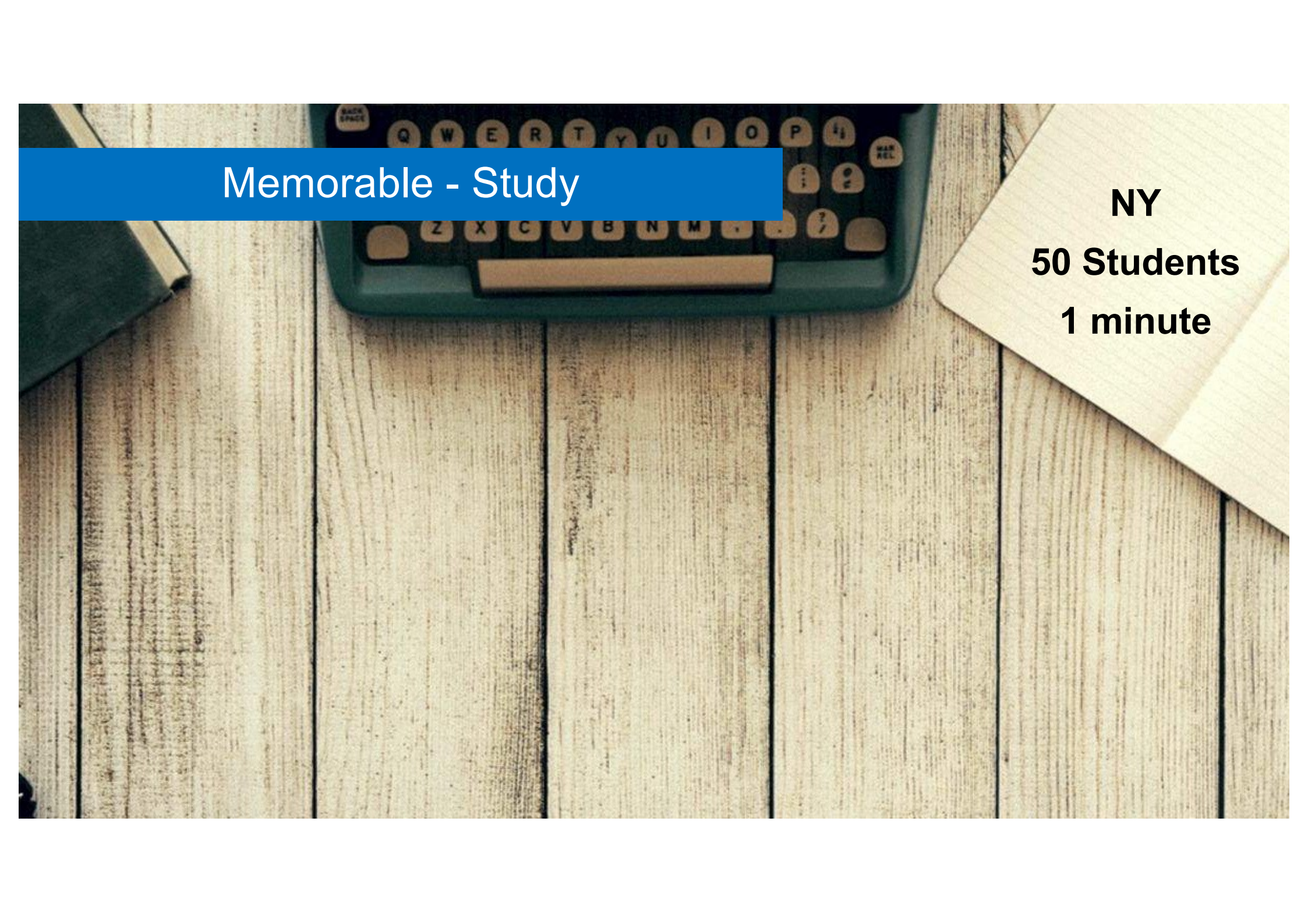


WHY StoryTelling works



% Remembered





Memorable - Study

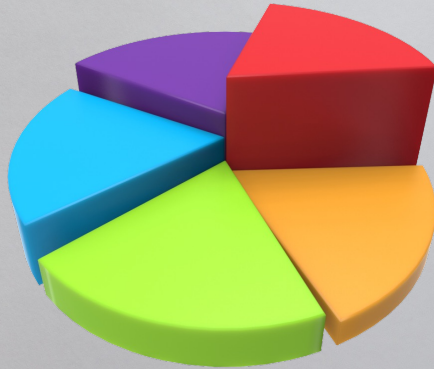
NY

50 Students

1 minute

Memorable

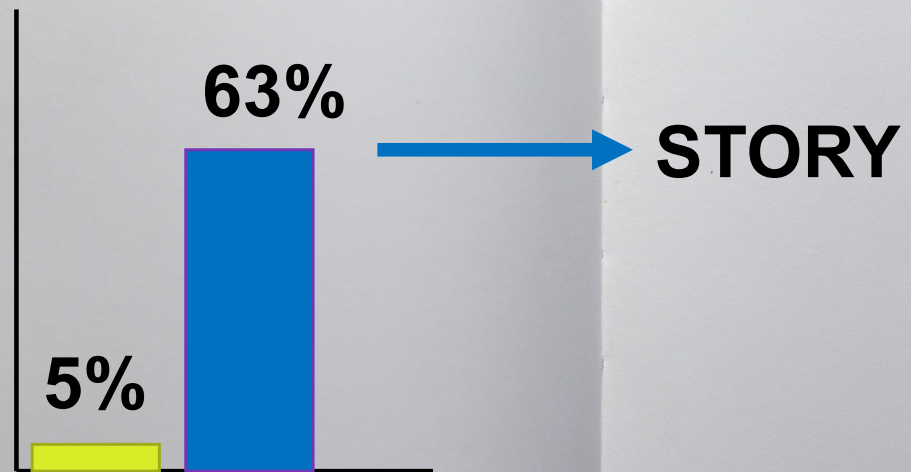
2.5



1 in 10



Memorable



Personal | Paleokastritsa, Corfu, Greece



HOW to CREATE a story

Select

Audience | Message | Plot

HOW to CREATE a story PLOT

Set Up

Opening !
Characters
World

Conflict

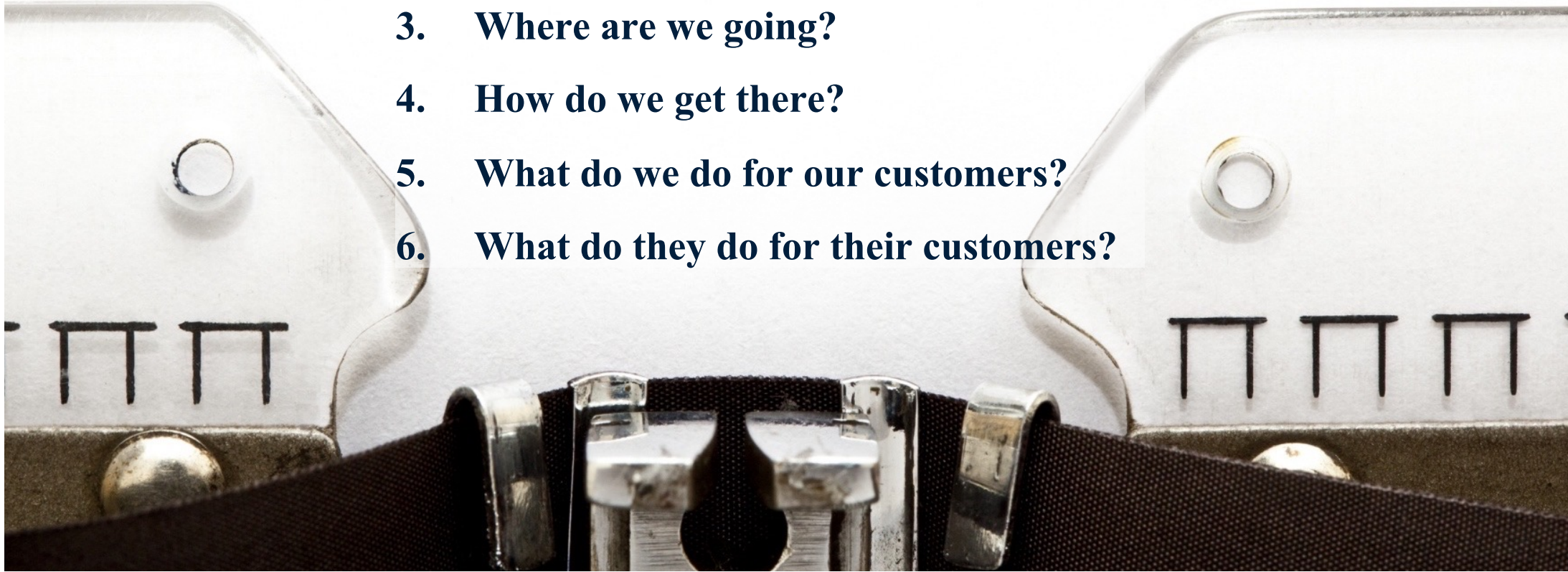
Outcome

Solution
+
Moral



What's your story?

1. Where do we come from?
2. Where are we now?
3. Where are we going?
4. How do we get there?
5. What do we do for our customers?
6. What do they do for their customers?

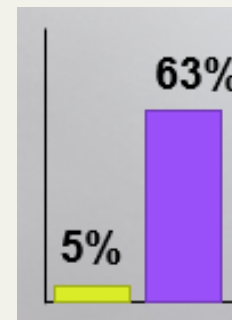


A vintage portable radio with a bright orange plastic body and black accents. It features a telescopic antenna extended from the top, a carrying handle, and a large speaker grille on the front. The control panel includes two knobs, a frequency scale for FM (88-108 MHz) and MW (500-1600 kHz), and a power switch.

SET UP - CONFLICT - OUTCOME
RELEVANT RELATABLE

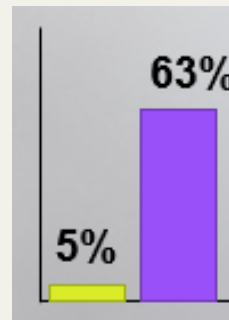
PERSONAL POSITIVE

ADD EMOTION, KEEP IT SIMPLE, BE CONCRETE

Executive Summit 2026 Bulgaria 



1 THING



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