# 11 EMOTIONS OF CHANGE NARRATIVES

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### SURPRISE

As the only "emotion" which has the capacity to change someone's psychological state from negative to positive, surprise (referred to as "the potentiator" by psychologists) is one of a storyteller's most powerful tools.

One of the best questions any communicator can ask is "(How) will this surprise my

#### 2 FRUSTRATION

Frustration is a great source of inspiration for many entrepreneurs. Tap into the things that frustrate you and use them as motivation to change something.

Hate waiting too long for a taxi?
(Uber). Spending too long comparing flight options? (Kayak).
Frustrated with paying late fees for video rentals?
(Netflix).

This typically relates to our interactions with others. We regret a careless comment or not saying something that could have made a difference.

As uncomfortable as this emotion is, it often shows us what to do differently next time - so that past mistakes can accelerate future successes.

#### ENTHUSIASM

The most effective change storytellers are evangelical about the future. They reveal their excitement at every turn. So don't hold yourself back.

When preparing the introduction of any presentation, always make sure that you give your audience a reason to be excited about what you're about to tell them.

### 5 DEVOTION

We sometimes withhold the full expression of our devotion - our committment to someone else's success - in the mistaken belief that it will make it harder to hold that person acountable for performance. It won't.

Successful communication is as much about your *presence* as it is about *performance*.

## HAPPINESS

The late Tony Hsieh built his shoe and clothing empire Zappos on a foundation of happy employees, customers, and suppliers. His book "Delivering Happiness" is a masterpiece.

Let his legacy be that we listen more closely to the story he came to tell us.

#### DISCOMFORT

We are wired to avoid this feeling - yet so much good happens outside our comfort zone, whether it's learning something new or confronting an unfamiliar problem.

As IBM's then-CEO Ginni Rometty told attendees at Fortune's Most Powerful Women Summit, "Growth and comfort don't coexist".

## ANGER

This is often a mask for more complex feelings such as disappointment and sadness. Do some emotional digging. What is living beneath the anger? What can you learn from it? Can you harness it as a motivating force?

Anger can motivate action, but be careful of using it as the sole catalyst for change, since it is often short-lived and unsustainable.

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Brendan Burchard is one of the world's top executive performance coaches. His slogan "Bring the Joy" is not just a bumper sticker quote, but the foundation of his entire program.

Joyful communicators who exhibit positive energy and speak with optimism, are more likely to accelerate change than those who don't.