



ASUG COLLECTIVE COMMUNITY
CONVERSATION

Storytelling Is the Bridge



Empowering Leaders, Elevating Careers

A G E N D A

Welcome to ASUG Collective

Thank You to Our Sponsors

Storytelling Is the Bridge with Pippa Isbell, FEARLess UK

Interactive Polls: Share Your Perspective

Audience Q&A

ASUG Collective: Next Steps & What's Ahead





ASUG COLLECTIVE

2107-2026

ASUG Collective is an inclusive and expansive space; one that reflects the professionals we serve today and those we hope to support tomorrow - reinforcing our commitment to **cultivating a community where every member can thrive on their professional journey.**

ASUG Collective facilitates professional growth, empowers the development of leadership skills and reinforces our commitment to cultivating a community where every ASUG member can thrive on their professional journey.

TODAY'S SESSION

Storytelling Is the Bridge Transform Your Expertise Into Influence

Facilitated by Pippa Isbell,
transformational coach
with FEARLess UK.

Pippa Isbell

Leadership, Communication and Executive Coach

- Experienced **professional speaker** delivering **keynote addresses and motivational talks** that inform, influence and entertain
- Highly engaging facilitator, with an approach blending **commercial acumen, board-level experience, and insight** into human behaviour to help people grow in **confidence, resilience and effectiveness**
- A qualified trainer, with an **Advanced Practitioner Diploma in Executive Coaching** (Academy of Executive Coaching)
- **Extensive senior-level business background** across leisure, hospitality, communications and professional services
- **Former partner at Voyager Hotels**, a hotel investment and asset management company
- **Former Chief Executive** of an international public relations and digital consultancy
- **Vice President for Global Corporate & Investor Communications** at NYSE-listed Orient-Express Hotels Ltd



Training specialisms:

- Communication skills
- Storytelling & presentation skills training
- Leadership & teamwork skills
- Presence & influence skills



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Storytelling is the Bridge

Objectives

Translate expertise to compelling narratives

Persuade in complex technical environments

Demonstrate strategic thinking

Deliver impactful messages to stakeholders

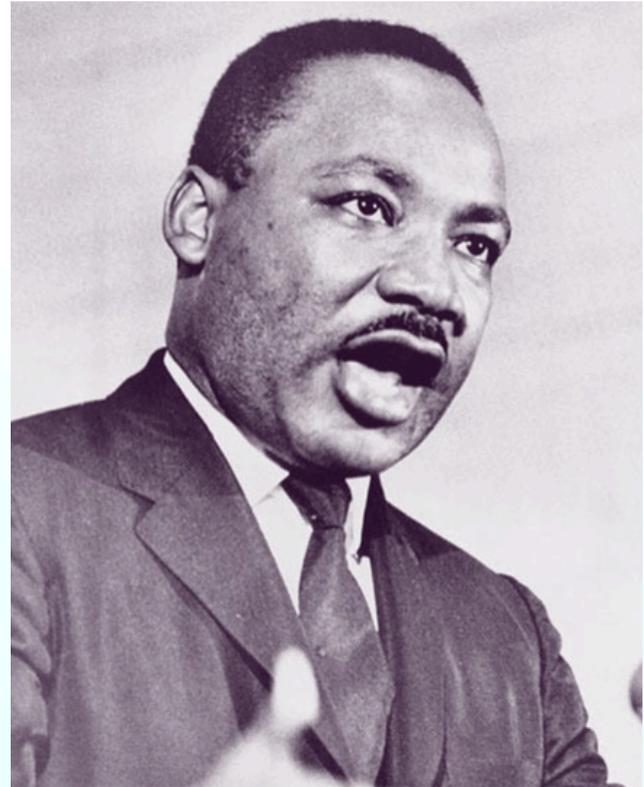
Where do you currently stand?

- 1. I have tried storytelling in the past**
- 2. I have never tried and am not sure I could carry it off**
- 3. When I've tried it, I've been conscious of my audience paying more attention**
- 4. I don't think it's appropriate for complex or technical information**

“Over the years I have become convinced that we learn best—and change—from hearing stories that strike a chord within us... Those in leadership positions who fail to grasp or use the power of stories risk failure for their companies and for themselves.”

**John Kotter Harvard
Business School Professor**

I have a **10 point plan**



I have a **dream**





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The role of the leader is to shape the story

A narrative is a big picture story

The Narrative: a worldwide revolt against plastic is under way



Stories fuel narratives

The Stories: Blue Planet, ban on straws, political interventions, extensive coverage



8 Elements of a Story

the scene



the characters



the quest



the lesson



the obstacle



the destination



the connection

the action



Where do you most want storytelling to help you at work?

1. Influencing stakeholders
2. Explaining complex ideas simply
3. Getting buy-in for change
4. Presenting/demos
5. Leading teams

The 8 Story Elements – an arc for technical storytelling

the Context



the Tension



the Insight



the Plan



the Trade-Offs



the Choice



the Proof

the Learning



Why storytelling matters in business

Decisions are emotional too

Stories beat statistics

Stories engage the audience beyond facts

Strategic focus for your story

Know where you're going

Consider what you need to achieve

Context – so what test

Who is your audience?

What do you need them to understand?

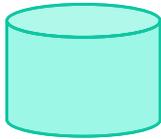
What do you want them to do?



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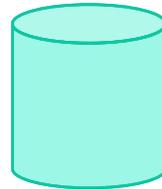
Structure for Presenting Technical Information

Beginning



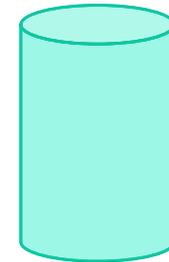
What was the goal of the work?
Who was involved?
Why is this important?
Why should the audience care about this?
What's the relevance to them?

Middle



What has been achieved so far?
Actual outcomes to date
How have the achievements been accomplished?
So what?

End



What's next?
What do you want your audience to do with this?
Call to action

When you're listening, what makes a story persuasive for you?

- 1. Clear problem → solution**
- 2. Evidence/data points woven in**
- 3. A relatable user/customer moment**
- 4. A strong point of view/recommendation**

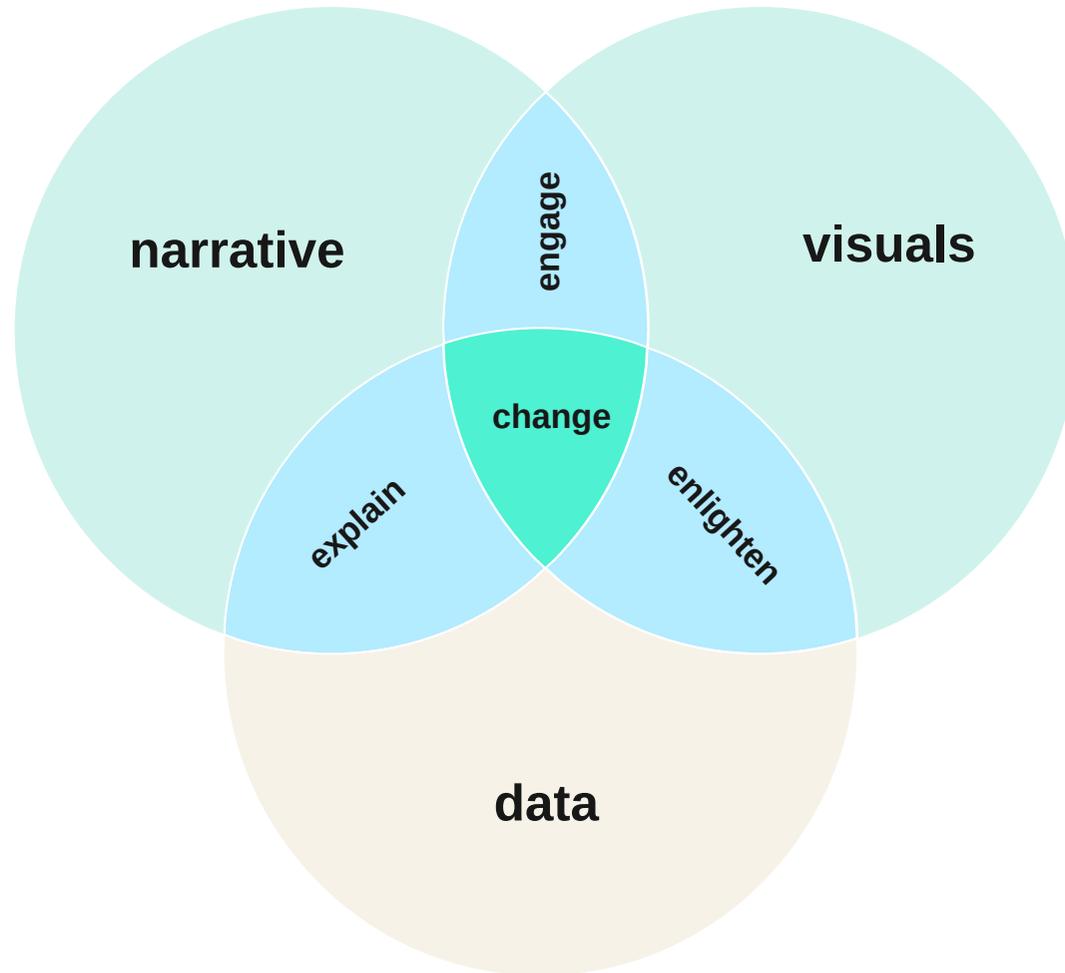
Storytelling Strategy to persuade

Logos: logic, rationality and critical reasoning

Pathos: emotions and sentiment

Ethos: the speaker's authority

Narrative, Visuals and Data

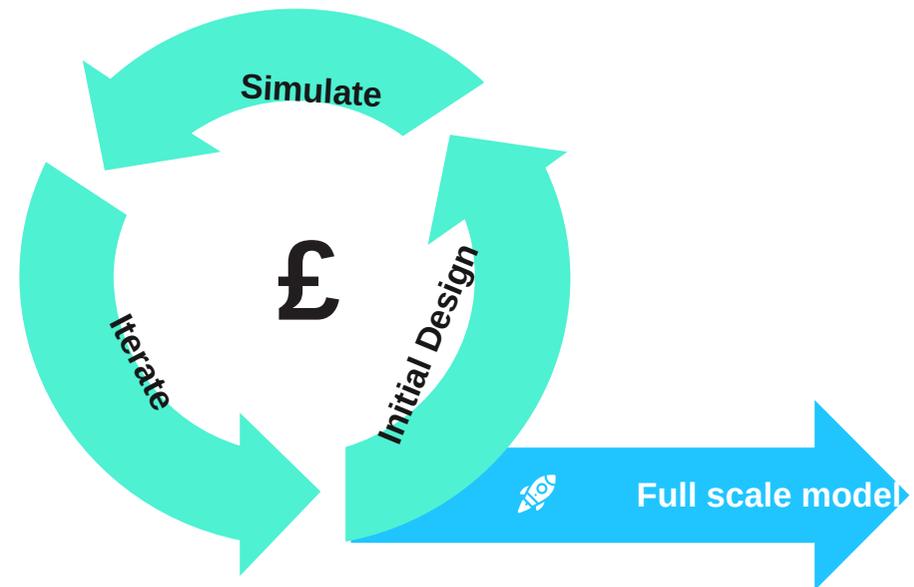


The power of visuals

Schedule

- Initial design with low-fidelity iterative flow simulation
- High fidelity numerical stimulation
- CFD, FEA
- Iterate
- Full scale model

vs



Tips and Techniques

- **Know your content**
- **Be attentive to your audience**
- **Use stories to make the point**
- **Avoid technical jargon**
- **Use visuals to clarify technical info and processes**
- **Focus on impact**
- **Be realistic**
- **Anticipate questions**

Questions?

Thank you

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Share Your Questions

TODAY'S SESSION RESOURCES

If you'd like to build on today's session and go further with **FearlessUK** you can reach them here:



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Elements of Storytelling will be sent via **email**.

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ASUG Webinar: Storytelling is the Bridge Handout

The 8 Story Elements — and How to Use Them in SAP & Tech Storytelling

Story Element	What It Means in a Story	How It Translates to a Tech message
1. The Scene	The backdrop or context that sets the stage.	Set the system and business context — programme goals, landscape, constraints, and what "good" looks like (e.g., clean core, S/4HANA move, release cadence). "We started the quarter with multiple critical integrations, a tight change window, and rising demand for faster reporting."
2. The Characters	The people or groups driving the story.	Name the key roles — product owner, architects, devs, Basis, security, data, testers, business SMEs, and end users. "Our integration team became the heroes, untangling interfaces without disrupting operations."
3. The Quest	The goal or challenge the characters are pursuing.	State the goal in delivery terms — stabilise, migrate, automate, reduce incidents, improve cycle time, raise adoption. "Our quest was to cut month-end close time by automating postings and removing manual reconciliations."
4. The Destination	What success looks like when the quest is achieved.	Describe success in measurable outcomes — uptime, lead time, defect rate, performance, compliance, user satisfaction. "Success meant 99.9% availability"

VIRTUAL THIS YEAR

□ **Strategic Leadership, Collaboration & Change Navigation** (with ASUG Executive Exchange)

 Thursday, April 16, 2026

 1:00 PM CDT

□ **Professional Visibility & Career Growth**

 Thursday, July 30, 2026

 1:00 PM CDT

□ **Year-in-Review Leadership Recap & Professional Growth Planning**

 Thursday, November 19, 2026

 1:00 PM CST

Upcoming ASUG Collective Community Conversations

REGISTER FOR ALL THREE



Response from the Community

“Loved this session! I slammed the button quick to grab the EQ follow up meeting!”

“This was great! I can't wait to watch the "Ted Talk" YouTube video that was recommended... about absolutely nothing. 😊”

“Wonderful presentation, lots of takeaways for personal improvement.”

“I accepted the meeting invitation last minute and did not have time to read/ think about it and prepare. I am so glad I attended! The presenter was thorough and had a firm and reassuring speech and the content was on the spot! Thank you very much!”

“Such an empowering topic! Public speaking is one of those skills that can truly transform careers — and it’s inspiring to see ASUG creating a space for professionals to grow their confidence and impact.”

“Great conversation, loved that you touched on participant questions, great advice. Examples we helpful as well.”

“Awesome Speaker. Please have more sessions like this.”



ASUG Collective

Empowering Leaders, Elevating Careers

Join the Community **on ASUG.com**



Here's what to expect:



Networking sessions at ASUG Events



Online Community Conversations & Virtual Webinars



Guest perspectives from executive thought leaders



Join **ASUG Collective**
on LinkedIn



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Thank you!