

GOOD STORIES TOLD WELL

THE STORY COACHING FRAMEWORK THAT HELPS YOU
WRITE YOUR BEST BOOKS
TELL YOUR BEST STORIES
AND MAKE SENSE OF YOUR LIFE

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WRITING A BOOK* IS HARD.

* OR AN ARTICLE, A SCREENPLAY, A WHITE PAPER, A BLOG POST. OR GIVING A TALK, TELLING A STORY, DELIVERING A PRESENTATION, NETWORKING WITH STRANGERS, INFLUENCING OTHERS, COMMUNICATING IDEAS SUCCESSFULLY..

There are barriers. Distractions.
Never enough time. Not enough confidence.
Struggles with clarity.
No guarantee of success for all the effort.

A writer's life is often filled with uncertainty, overwhelm and fear of the blank page. And a speaker can feel the same - fear of blank faces in a crowd when an idea doesn't land.

This frustration is part of the job, isn't it?
We have stories to tell, ideas to develop, unique perspectives to share. A desire to make a contribution to the world.

But for any of that to happen, we need our ideas to be heard, our message understood.

I put together this framework to help writers and speakers get clear on their ideas, and to craft them in such a way that they will matter to others.

"When storytelling goes bad in society, the result is decadence"

- Aristotle

The world needs the community, insight and meaning-filled moments that good stories deliver. By reacquainting ourselves with the ancient tools of storytellers, we can learn to craft our ideas into messages of worth and substance. *Good stories, told well.*

If you are ready to put in the work, to spend the time crafting your ideas to reach their full potential, then this framework can help.

Doing this work is as much about self-exploration as it is about legacy creation. My hope is that the journey will empower you, galvanise your ideas and your identity, and champion the production of your best books, talks and stories.

I'd love to partner with you as you build your stories, to help your stories build the world.

Onwards,
Nathan

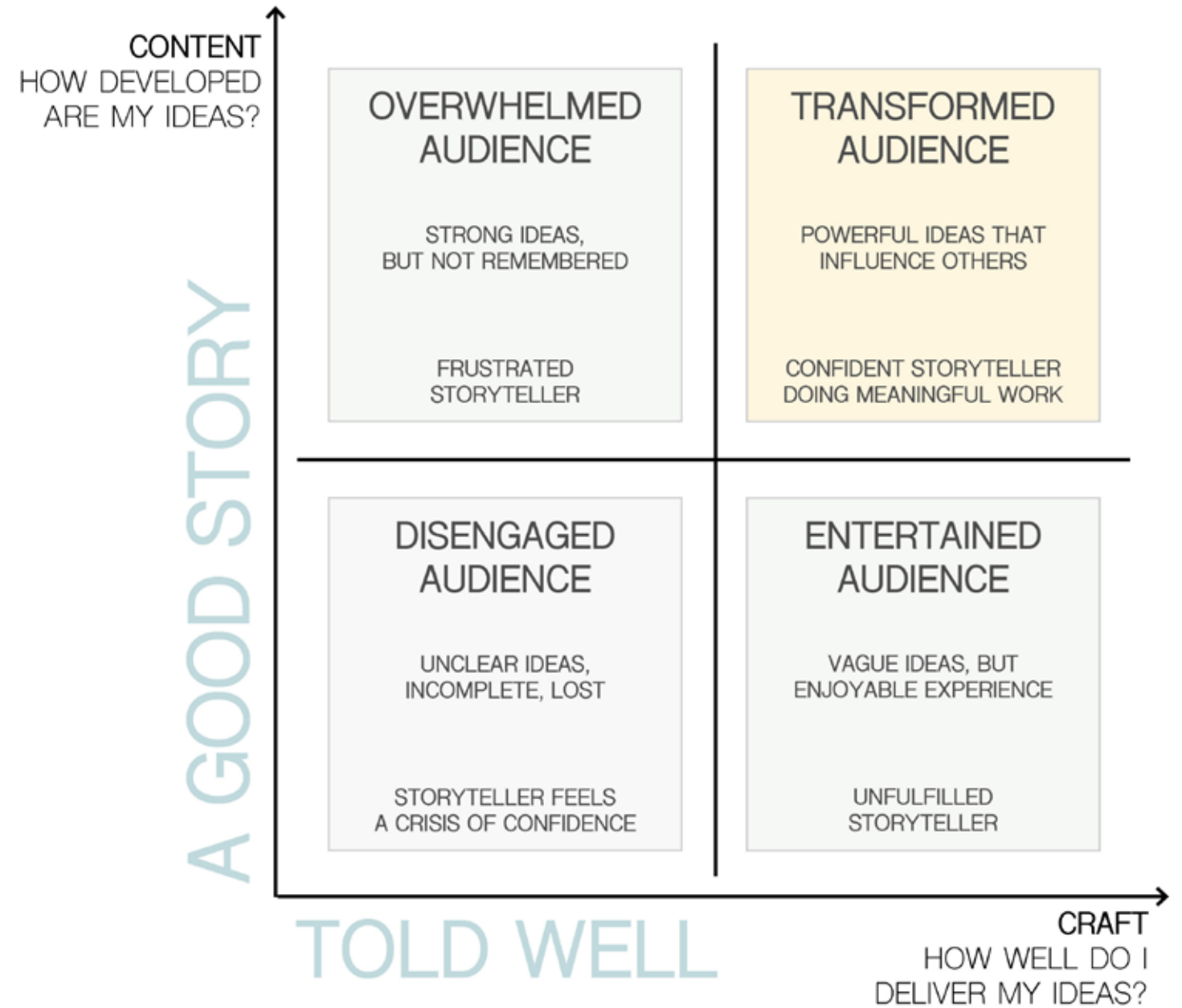
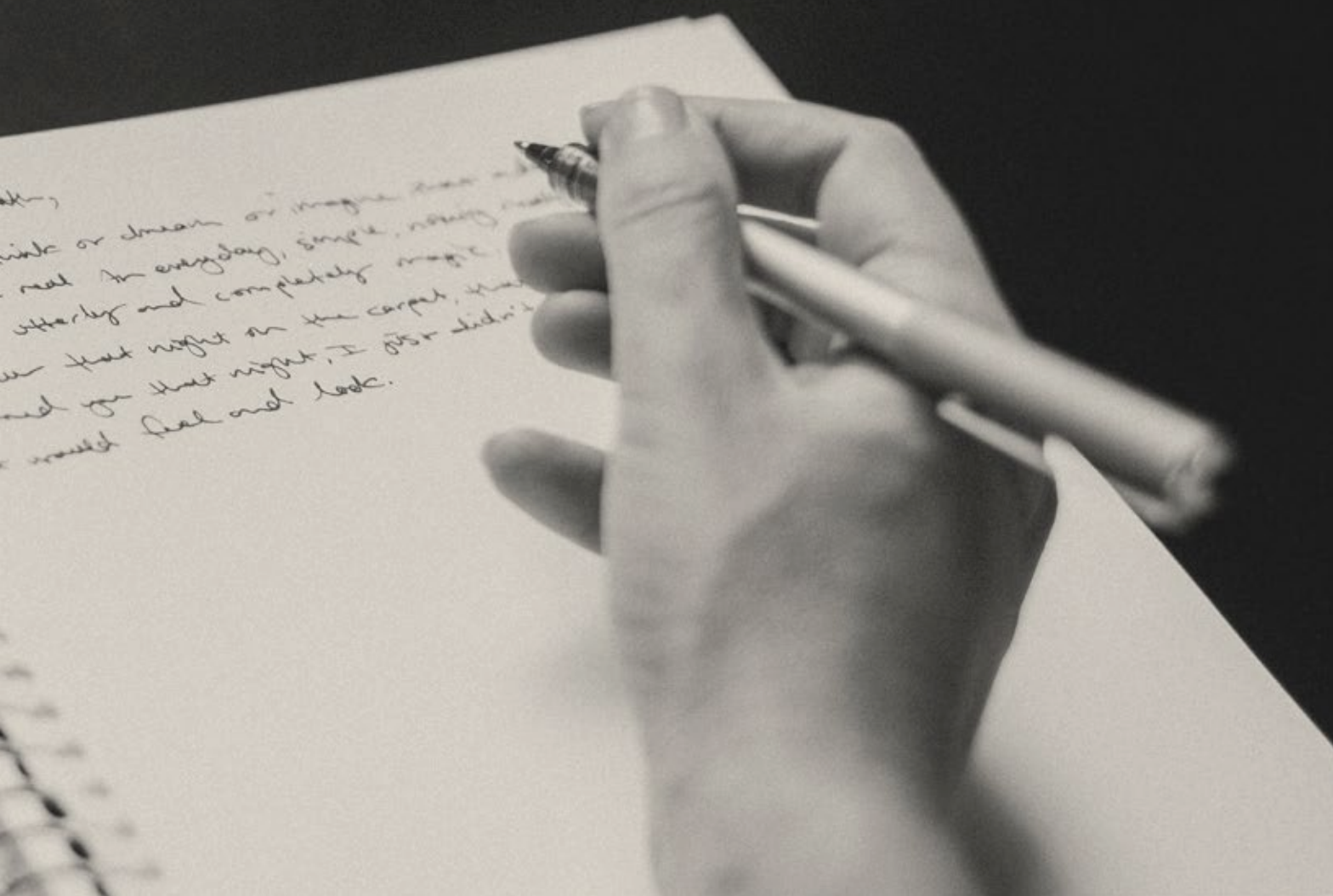
HOW ARE YOUR STORIES LANDING?

Whether you are on a stage or in a boardroom, writing an article or meeting new friends, you always have an audience.

How do they respond to your ideas, and how do you feel afterwards?

This matrix describes a simple relationship between CONTENT, CRAFT and AUDIENCE STATE.

Where would you place yourself right now?



TRANSFORMATION

Why is audience transformation important? Why bother considering who we are speaking to, or writing to, at all?

For many, especially in academia, considering one's audience is *not* their highest priority. Their concern is for the integrity of the content, the completeness of the information. And that's okay. They are doing exactly what they should be doing - accurately documenting a concept for historical record.

The distinction to observe between *information-sharing* and *storytelling* is in the intent:

Storytelling intends to move others.

It is social change-making, idea-sharing in a way that is memorable and transformational.

For this reason, *how the audience responds to your ideas does matter.*

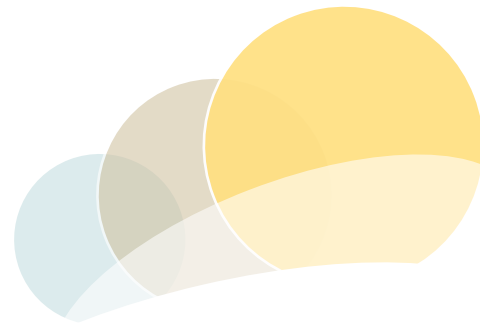
A well-crafted story allows your reader or listener to easily take your ideas with them.

Like a passenger on a road trip, your idea is driven to fresh places, introduced to new friends, shared and enjoyed.

Transformation, not documentation.

Storytelling is a relationship. It seeks permission, it respects all parties, it builds trust. It opens *possibilities* for your audience, but doesn't coerce change out of them.

When an audience is open to your message, then your idea, your *contribution to the world*, has the best chance of making the personal, societal or relational impact it was conceived to make.



ALCHEMY

There is no definitive prescription for the crafting of a winning story.

There really isn't a singular way to do it. There is no recipe for "guaranteed commercial success."

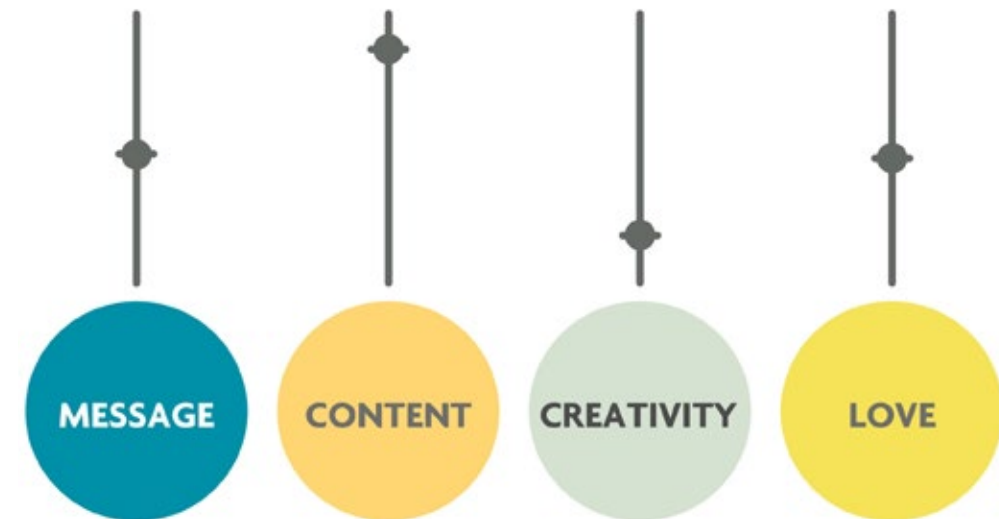
In his book *Story*, theorist Robert McKee describes "*eternal, universal forms, not formulas*" as the contributing factors to a powerful and meaningful story.

Everything we write and share contains our own personal blend of message, content, creativity and love. The way we arrange these elements is the key to creating unique expressions in the world.

It is this arrangement, this dance-of-elements, that the *Story Coaching Framework* helps you to master.

The four core elements below play a part in your content curation and delivery, and each require respect, understanding and attention.

As we explore each element, and the relationships between them, consider where your own elemental strengths reside, and which dials you may need to start adjusting.



THE ELEMENTS OF STORY CRAFTING



*Do you have great ideas? A unique vision?
Do you have a belief system or worldview
that you are so passionate about that you
would do the work to share it?
Do you have deep emotions to express?
Insights to prove?
Solutions to share?*

Your message is your idea, your point,
your angle. The content backs it up, but the
spark of inspiration is held here.
To develop this spark, ask yourself,
“Why is this important?”
“What am I trying to prove, or express?”
“Why is THAT important?”
The best ideas have an audience in mind.
A desire to *move* listeners and readers.
An audience can even be yourself.
What transformation do you want to see in
yourself, or your audience? Is it **EXTRINSIC**
change - Language or behaviours? Or is it
INTRINSIC change - Beliefs, values,
desires?

*Is your knowledge, your thought leadership,
unique and powerful? Have you had a rare
life experience that gives you an edge?
Do you have wisdom, research,
observations or white papers that would
position you as an expert, an educator,
a guru?*

The content of your story or idea comes
from your experiences and observations,
your education and research.
But, these items alone are only half the
journey - a storyteller must go deeper,
considering their **REACTIONS** to the
experiences, their responses and insights
to the research. A **LIFE** event is anything
that has ever happened to you, and is not
enough for a great and unique story.
A **STORY** event is *what you made that life
event mean*. It is your deep insights,
as an observer of yourself, over multiple
levels of reality: personal, political,
environmental or spiritual.

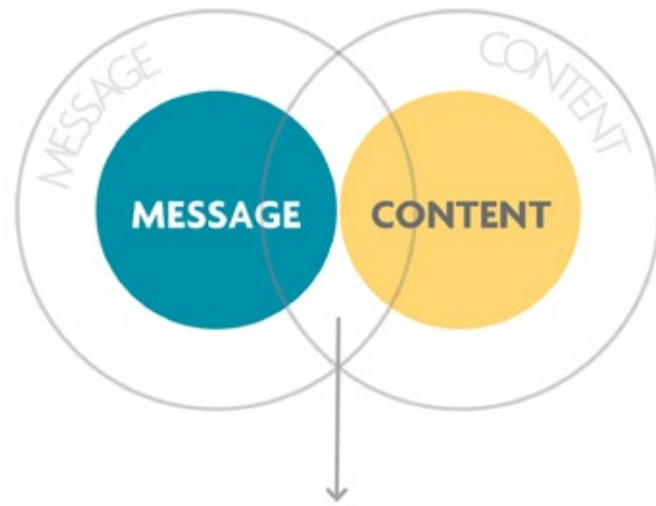
*Do you have creative talent? Can you
arrange your ideas in such a way that they
seem new, fresh, surprising? Do you
shine in conversations, or on a stage? Do
you turn magic phrases on a page?
Do you think outside the box? Do you find
a “Plan C” when everyone else is stumped?*

Creativity is the work of crafting story: it
takes all the events, experiences, ideas and
talents at your disposal and finds new and
novel ways to shape them in a way that
moves an audience.
It draws on ancient story archetypes and
the contemporary zeitgeist. It applies a
narrative structure to your ideas, giving
them conflict, emotion and character
transformation.
The human brain responds to story
structure intuitively and immediately,
making the mastery of this element crucial
to audience engagement, memorable ideas
and meaningful influence.

*Do you have a deep belief in yourself?
In your voice, your difference, your
potential? Do you wish for hope, growth or
transformation in others? In the world?
Do you feel a calling, a heart-mission, a
drive to shift thoughts and actions,
or to influence real change?*

Without this element, your stories and ideas
can not fully be realised. Love is the
connector, bridging the gap between your
understanding of others, and your
understanding of yourself.
Love for your audience means identifying
who they are, how they live, what matters
to them. *Love for your content* drives
authenticity and work of great substance.
Love for yourself is an honouring of your
calling: a consideration that the energy of
your idea may in fact come from someone
else’s energetic deficit. That someone in the
world may be searching for the insight that
you have, for the solution that you can
provide for them.

RELATIONSHIPS BETWEEN ELEMENTS



AUTHORITY

Your MESSAGE is only as strong as the experience, research and knowledge that can back it up.

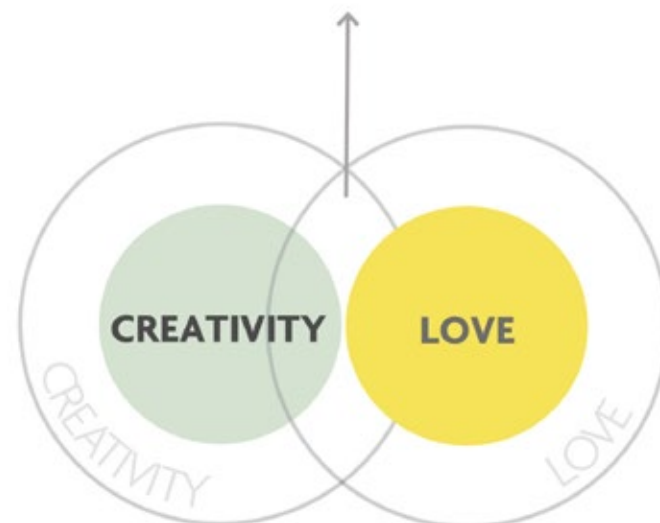
The ideas may be the most unique ideas in the world, but they still require the grounding of thorough content-gathering to reach their potential and be truly powerful.

The risk to be aware of within this intersection is that of your research inadvertently *becoming* the message - Content should support the vision, but should never overpower it.

CONNECTION

Creativity is the matchmaker between your idea and your audience. It finds the most clear and entertaining path for your idea to travel so that it arrives in the minds of your listeners or readers with as little friction as possible.

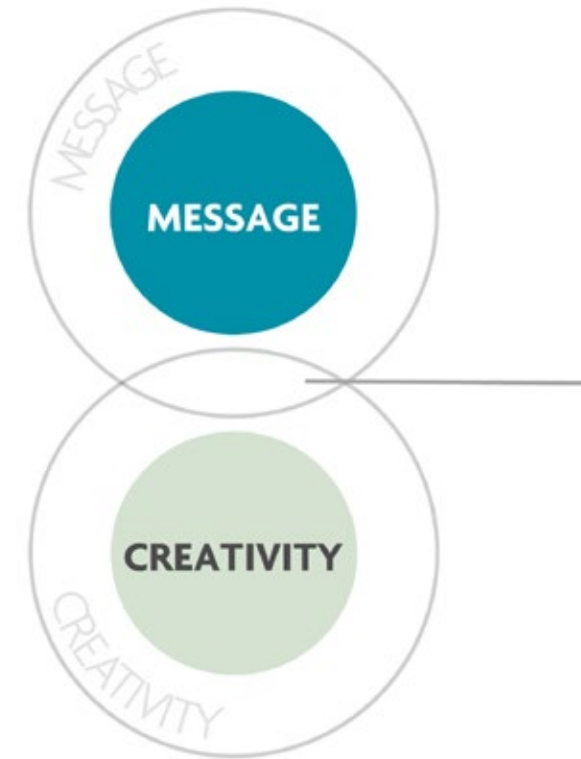
Enjoy the process of creation. Appreciate the wide expanse of possibility you have in the way you craft and deliver your idea. But never forget that the most powerful and most meaningful stories are always created with an audience in mind.



ACTION

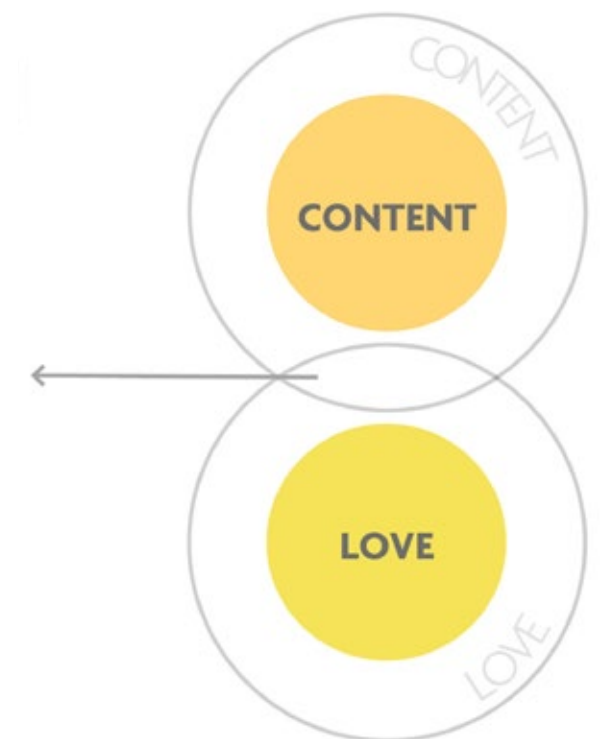
At some point, you have to just *do the work* of information gathering and content creation. This intersection reminds you that that work is meaningful. It reminds you of the aspirations that brought the idea into existence, the people it will serve, the worth of the work.

We hustle harder when we own the work, when we believe in the idea, and when we are in service of others. Holding a LOVE perspective to your content creation is key to maintaining forward motion and avoiding overwhelm and burnout.

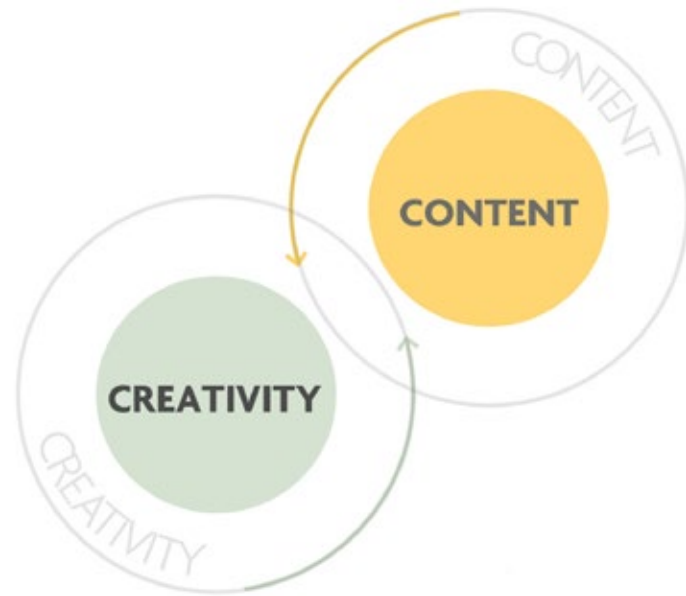


VOICE

The creative outworking of your ideas takes time, and intention. Before you apply any of your *content* (knowledge, research), you are already building a *context* in your mind for the concept to mature. You are giving your idea a personality. The work of this intersection is the work of self-worth: encouraging your personal belief in, and empowerment of, your own voice to describe your idea.



ELEMENTAL TENSIONS



CREATIVITY + CONTENT

The great challenge of telling stories and sharing ideas is that of interest: *How do you share WHAT YOU KNOW in a way that means something to your reader or listener?*

It's not enough to string together all the pieces of information at your disposal. That is a user-manual, not a meaningful story.

The elements of CONTENT and CREATIVITY hold tension between them, each taking a turn to lead the dance:

explore-create-discover-create-research-create-revise-create...

CREATIVITY cannot create without content. CONTENT needs creativity to direct further and deeper research, and avoid cliché. They each push back against each other, refining and clarifying, demanding each other's best work.

MESSAGE + LOVE

The final tension in this framework is that which exists between WHAT YOU BELIEVE and WHO YOU ARE SPEAKING TO.

Every audience is different. Each member shows up with their own worldviews, opinions, beliefs and judgements. For your idea to land, you cannot simply declare it and hope people believe what you believe. You can't force someone to think like you.

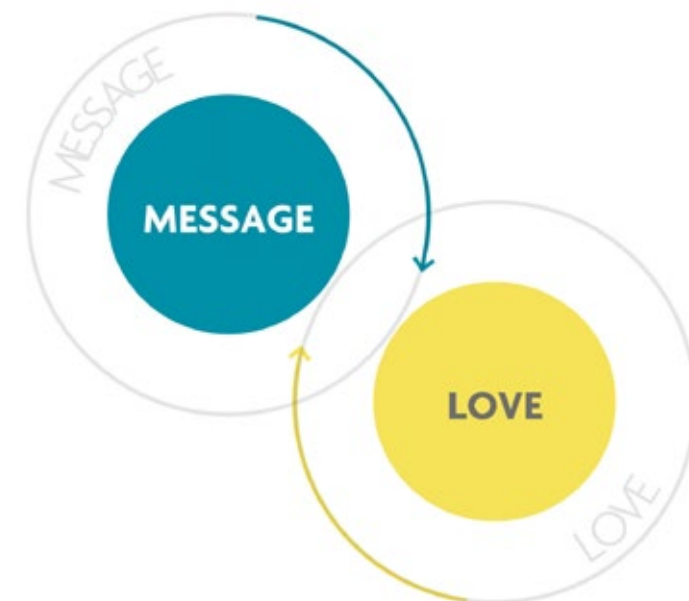
The gateway to influence is love.

As you craft and deliver your message, it is LOVE that pushes back, demanding more clarity, asking for deeper consideration.

Your ideas do not exist in isolation, they need consideration of audience in order to evolve. MESSAGE and LOVE depend on each other:

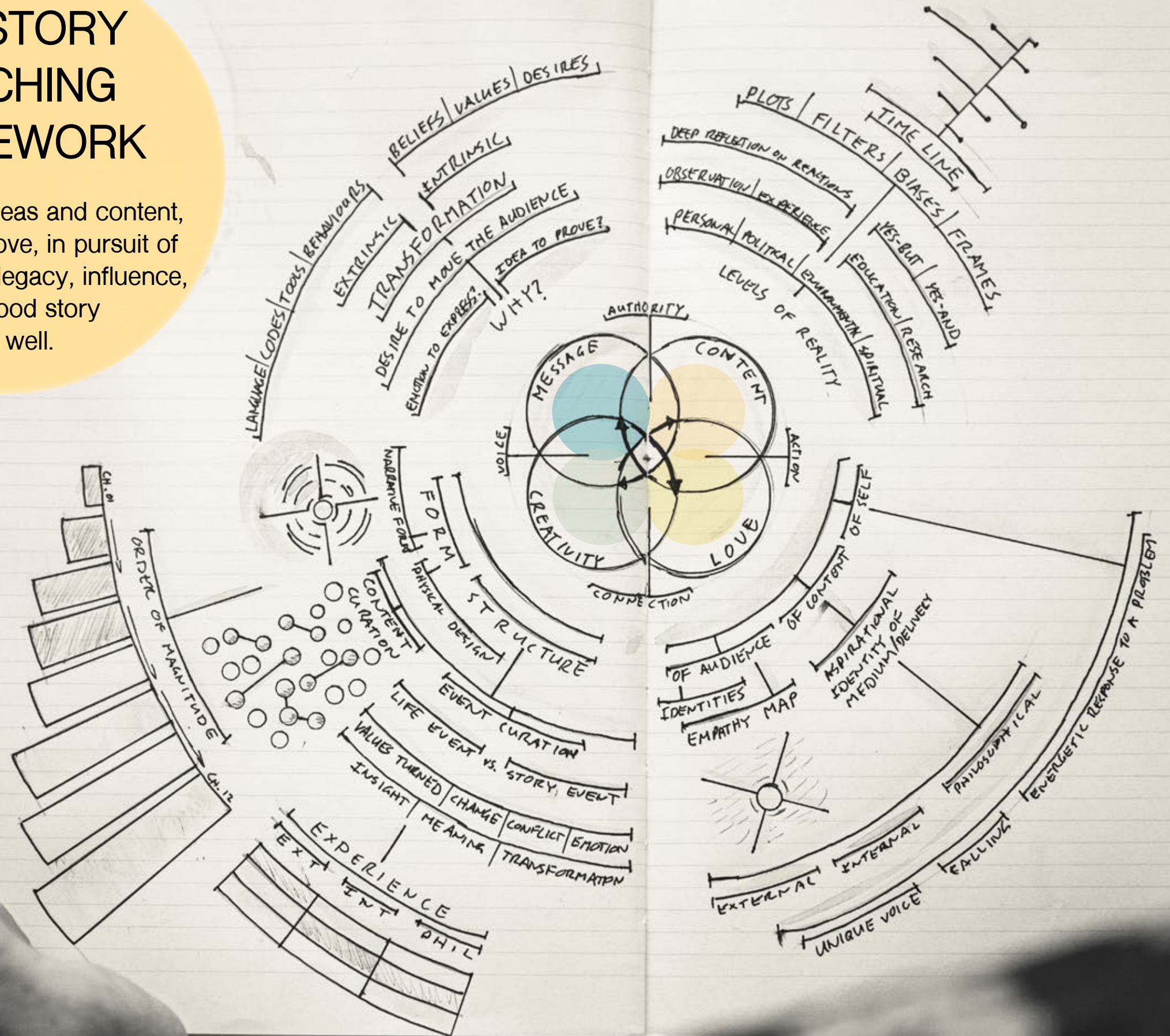
Your MESSAGE cannot be respected without consideration of your audience. LOVE for your audience cannot be actioned with an inflexible message.

This tension ultimately produces resilient and limber ideas that genuinely *move* listeners and readers.



THE STORY COACHING FRAMEWORK

The dance of ideas and content, creativity and love, in pursuit of transformation, legacy, influence, and a good story told well.



This framework helps you clarify your content so that every story and idea lands.

It advocates for *the message*, declaring that what you have to say matters, and how you say it is important.

It is a toolkit for *audience engagement*, knowing that every story is a relationship, and all parties need to be present before change and transformation can occur.

This is the work of sense-making, of *meaning*.

By adjusting each of these dials, you increase your power as a storyteller, along with your potential to contribute to *meaningful change* in the lives of yourself and others.

STORY COACHING

These storytelling elements have been in operation for thousands of years, and are still very much present in our messaging and relationships today.

The Story Coaching program guides you towards mastery of these elements, and gives you the tools to craft your ideas and experiences into stories that are meaningful and influential.

Like alchemy, storytelling isn't magic - it's discipline.

I can join you on your storytelling journey, and am available for limited sessions each quarter. Do get in touch to reserve your place.

FOR WRITERS

A tailored one-on-one program specifically for authors writing their books, articles or white papers.

Paced over six or twelve sessions, we keep all the elements in check, deciding together what needs adjusting to keep your message on track, your ideas transformational and your readers engaged.

(90-minute sessions, in person or over Zoom)

\$3500 ex. gst (6 sessions)

\$6500 ex. gst (12 sessions)

FOR SPEAKERS: CLARITY SESSIONS

For speakers or presenters, a clarity session lays the groundwork for crafting the ideas, with follow up story and delivery coaching available on a session-by-session basis.

\$600 ex. gst (90-minute session)

\$400 ex. gst (additional 60-minute story or delivery sessions)

LEARN WITH OTHERS: STORY COACHING ONLINE

Register yourself and up to eleven others for this 4-week online story-crafting program.

Through facilitated discussions and group exercises, participants develop their skills in a safe, creative community.

Suitable for small groups of writers, speakers, creatives, teams, leaders and presenters.

(Four 90-minute sessions, over 4 weeks.

Max. 12 attendees)

\$8000 ex. gst

KEYNOTE: GOOD STORIES TOLD WELL

Encourages fresh exploration of our own stories and ideas, and empowers attendees toward crafting their most transformative stories.

(60-minute keynote, in person or over Zoom)

\$3000 ex. gst

HALF-DAY WORKSHOP

An intensive half-day of facilitated learning for larger teams, clubs or groups.

(half-day workshop, in person or over Zoom.

Max. 35 attendees)

\$5000 ex. gst

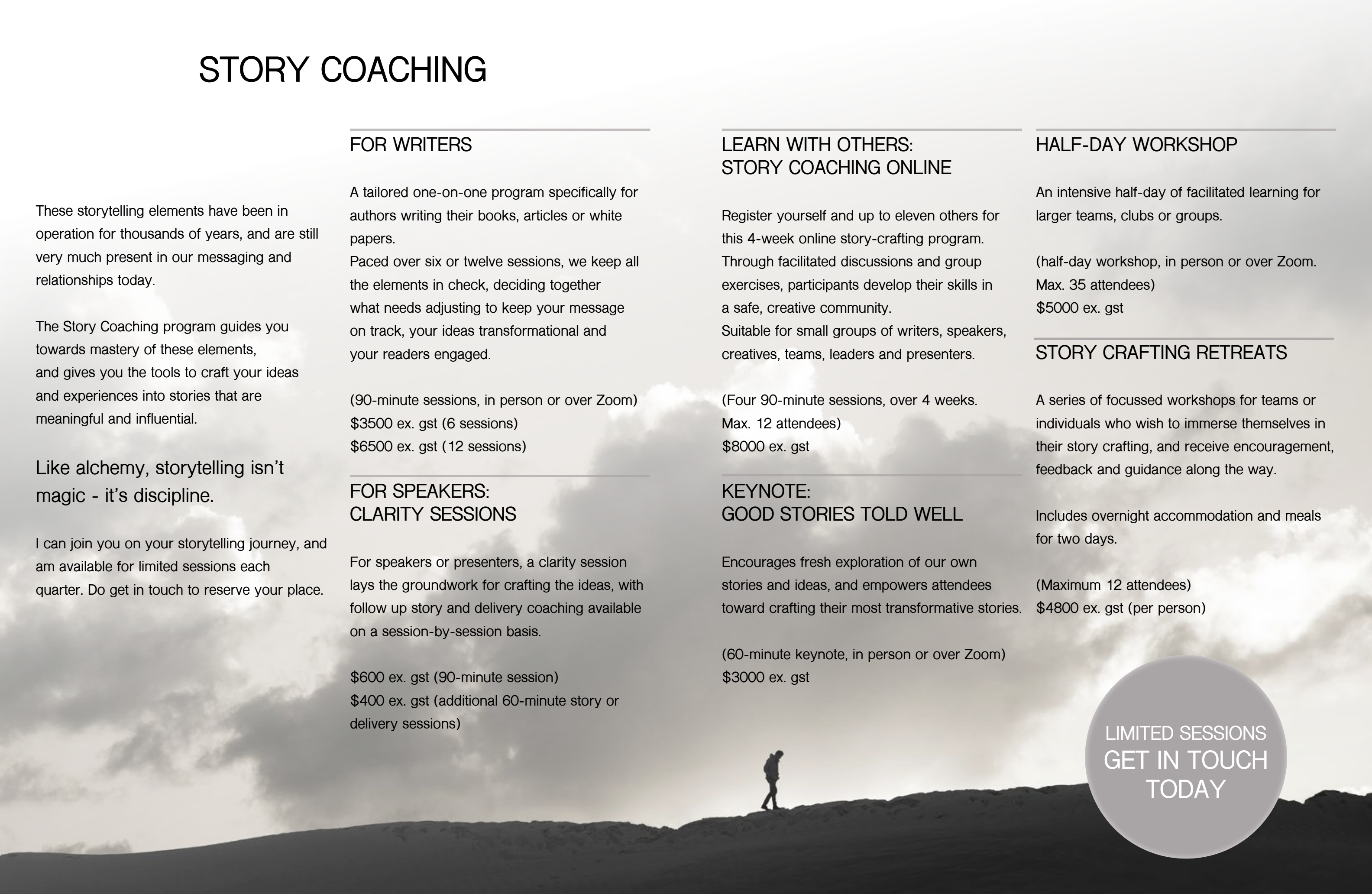
STORY CRAFTING RETREATS

A series of focussed workshops for teams or individuals who wish to immerse themselves in their story crafting, and receive encouragement, feedback and guidance along the way.

Includes overnight accommodation and meals for two days.

(Maximum 12 attendees)

\$4800 ex. gst (per person)



LIMITED SESSIONS
GET IN TOUCH
TODAY

Nathan Maddigan

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M.Photos.(Dist.) NZIPP

Author. Photographer. Designer. Story Coach.

www.nathanmaddigan.com

Nathan Maddigan is an international award winning photographer, author, designer and trainer.

He is a TEDx Speaker Coach, and a Story Coach to a limited number of clients each quarter.

He is a Master Photographer with one gold bar, and past State President of the Australian Institute of Professional Photography, and also a Master Photographer (with Distinction) for the New Zealand Institute of Professional Photography, where he currently holds the title of NZIPP International Professional Photographer of the Year.

He is regularly invited to judge national photography awards in Australia and New Zealand, and is also the founder of the award-winning magazine design business Self Titled Studios.

Nathan is married to Rachel Callander (www.rachelcallander.com), a TEDx presenter, speaker, trainer and award winning artist and photographer. When they are not writing books together, they are travelling the world, speaking to parents and health professionals about language, communication, disability and storytelling.





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