



# Try doing it the storytellers' way.

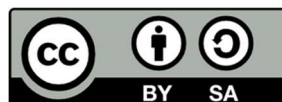
CIP Storytelling Competences

Artistic competences for innovative entrepreneurship.

Storytelling competences as a model for creativity skills for innovation and social cohesion in communities. (Based on the Storyteller Competences Model developed by FEST). In this context the competence model also stands for the performing artist in general.



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## Introduction

In today's rapidly changing world, social entrepreneurs play a pivotal role in addressing pressing societal issues while fostering economic growth. They are driven by a vision to create positive change and sustainable impact. To realize their ambitious goals, social entrepreneurs often collaborate with creatives, such as artists, designers, writers, and performers, who bring unique skills to the table.

In this chapter, we delve into the ways creatives can help social entrepreneurs in developing their enterprises and identify the artistic and creative skills essential for this synergy and for cross-pollination of ideas, greater innovation, and a more vibrant entrepreneurial ecosystem.

Entrepreneurs who possess creative thinking skills are better equipped to identify novel opportunities, generate unique ideas, and develop innovative solutions to existing problems. Artistic competences, such as the ability to think outside the box, visualize concepts, and experiment with unconventional approaches, empower entrepreneurs to break away from conventional thinking and create disruptive products, services, and business models.

Design thinking, another crucial aspect of artistic competences, places a strong emphasis on empathy, understanding, and problem-solving. Entrepreneurs who incorporate design thinking into their business processes are more likely to create products and services that resonate with their target audience. This approach involves a deep understanding of customer needs and preferences, which is essential for identifying market gaps and developing solutions that truly address them.

Entrepreneurship is not just about creating innovative products; it's also about building relationships with customers, employees, and stakeholders. Entrepreneurs who excel in emotional intelligence can connect with people on a deeper level, fostering trust and loyalty.

This model has 4 core competence domains for the storyteller:

### 1. **Research competences: the storyteller as a researcher**

A researcher is curious and interested, he/she likes to search and research, to broaden the horizon and to analyse and reflect. Researchers offer the answers to the questions one asks, the basis to build a story/work on.

This domain includes the following competences:

- Search and find story material
- Research background and cultural related meaning of stories

Skills related to this competence include:

- to identify stories that relate to a given theme or a specific target group
- to analyse a story in terms of content, theme, characters, metaphors, symbols, culture
- to apply techniques to collect (personal) stories

This competence contributes to the capacity of the entrepreneur to relate to the target group, to find the right entry, the right imaging, to find the right story that aligns with the core message or idea. Stories can offer metaphors and images to help communicate the 'unspeakable', the things that cannot be addressed directly.

The right story allows you to connect with your audience on a deeper level and makes your message more engaging and memorable.

## 2. **Craftmanship competences: the storyteller as a craftsman**

The craftsman in the storyteller wants to prepare his/her material. Craftsmen want to master their tools and instruments, apply their techniques, have a way of working. The craftsman deals with quality.

This domain includes the following competences:

- Master narrative and language
- Master oral storytelling techniques

Skills related to these competences include:

- to craft compelling narratives that resonate with stakeholders and inspire action.
- to use appropriate and effective spoken language and narrative structures.
- to use descriptive language and vivid imagery to make the story more engaging
- to find, create and apply oral storytelling techniques that suit your story, the audience and the circumstances.
- to understand story elements, including plot, character development, setting, conflict, and resolution.

Entrepreneur

adjust language to age or target group  
add description, dialogue, contrast  
switch to different times, places, characters  
use emotion  
play with rhythm, silence, humour, suspense,  
leave your audience with something to think about

## 3. **Artistic competences: the storyteller as an artist**

The artist in the storyteller likes to experiment and to create from an inner drive. Artists want to express themselves in a personal way, to interpret, to offer a personal touch.

This domain includes the following competences:

- Express personal drive
- Empathise
- Experiment
- Create

***Express personal drive.***

Skills related to this competence include:

- to share a message
- to transmit history
- to respond to a socio-cultural context

### ***Empathise***

Skills related to this competence include:

- to have insight into a story character
- to embody different moods and ideas
- to understand a socio-cultural context
- to adjust to the occasion

Capacity to understand and relate to the experiences and needs of diverse communities and individuals. This empathy can inform marketing strategies, customer relations, and team management. Artists often have a deep understanding of human emotions and can connect with people on a personal level. Understanding and respect for different cultural contexts and perspectives.

Empathy is a foundational creative skill that allows individuals to understand and relate to the experiences of others and connect with their target audiences on a deeper level. Writers, actors, and visual artists can help social entrepreneurs develop a deeper understanding of the communities they aim to serve. This empathetic perspective is critical for designing solutions that truly address the needs and aspirations of those affected by social challenges.

### ***Experiment***

Skills related to this competence include:

- to think outside of the box
- to improvise within a framework
- to try out different possibilities
- to combine and play with building blocks

### ***Create***

Skills related to this competence include:

- to concretise and realise ideas
- to imagine, envision, conceive
- to make artistic choices
- to deliver an original product
- to generate unique and engaging story ideas.

### **Entrepreneurs**

Artistic competences, such as the capacity to express empathy, adapt to different perspectives, and communicate effectively, enable entrepreneurs to navigate the complex social and emotional dynamics of business. This, in turn, enhances teamwork, negotiation, and conflict resolution – all vital aspects of innovative entrepreneurship.

#### **4. Performance competences: the storyteller as a performer**

The performer in the storyteller wants to communicate with and move an audience. They want to reach the audience. They are confident and prepared to do this.

In this domain we focus on the following competence:

- Connect with story and audience.



Skills related to this competence include:

- to engage with the audience
- to affect the audience
- to respond to the moment

Artists are trained to consider the perspectives and preferences of their audience, which can translate into customer-oriented thinking and product development.

Knowledge of the target audience's preferences, interests, and demographics.

Adaptability to tailor stories to different audiences.

Audience awareness competence is crucial for individuals and organizations that aim to engage effectively with their target audience, whether in marketing, public speaking, customer service, or any other field.

