



## **What's Trending?** **Storytelling**

Storytelling as a technique continues gaining momentum as private clubs look to distinguish themselves and make a memorable impression within the competitive landscape they navigate. It's affording private clubs the opportunity to creatively generate awareness within their external market through both traditional and emerging media outlets.

During a recent education, [Andy Likes](#) of the [The Vandiver Group](#) shared the following benefits as it pertains to storytelling:

- Stories can carry more weight than statistics.
- Stories help create a memory, moving what you have shared past short-term into long-term memory.
- Stories enhance credibility and build trust.
- Stories encourage word of mouth referrals and relationship connection.

As a best practice, Andy recommended identifying a 6-9 second brief, but memorable statement. When considering the context of this statement, Andy emphasized that what you do is not your story. To clarify this, he proposed the following example: we make steel beams vs. we help defy gravity.