

Storytelling Call 0911 - never forget

Storytelling simple premise / principles

The formula is almost always the same.

- a) Put a man in the jungle (status quo)
- b) Man gets attacked by critters (conflict)
- c) Man beats critters and grows as a result (resolution)

One thing I remember was, I used to be a cashier at a store, and this one guy had a punch of things in his cart, and he came to check out, and he put some of the items on the counter and the rest he didn't, and he told me these items are mine and I came in the store with them and they are for return, which to me clearly aren't and he clearly picked them up from the store. So I said OK, and scanned his items he placed on the counter and he paid for them.

This aptly illustrates another principle. Storybeats should always be constructed in a: BECAUSE or THEREFORE manner. Never a AND THEN.

I was a cashier at a store and one evening, late at night, this dude comes to check out. Looks a bit shady but that happens a lot if you work late at night. He has his whole cart filled up, takes out maybe 4 items and about 40 things are still in the cart. So I look at him and he says: 'no no, these are mine, I brought them into the store to return them'.

Well. They were clearly not his. Labels were still hanging off them. They looked brand new. So now I'm in a predicament. I don't like thieves but I'm not a security guard either and this guy doesn't seem to be the most stable fellow.

Great stories almost always involve you growing as a person. Maybe you learn something. Maybe you make a foolish mistake. Maybe you (AND THE LISTENER) both come out of the story wiser and better.

This story took place at the family business.

It was a boring cloudy day. I was alone at the office when I heard two loud voices at a far.

Already knew I was going to be interrupted so I prepared to make the switch, as we all do. Working at the family business has this things, specially if it's really small. Got to be ready to work at all the positions: selling the product, making the invoice, installing, customer service, etc.

Basically - Analyse the situation and choose which switch.

So... as this voices got closer, I saw a taxi pulling over and two people inside. Our company does 90% of the maintenance of the taxi's fire extinguishers in the island, so I though - okay, it's a fellow taxi driver -- text book sale.

Little did I know, I would turn a single digit sale into a multi figure deal.

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So I'm working at the family business. Basically being a baker, butcher and a candlestick maker, doing every position, that's the family business life.

Anyway, I hear a cab roll up and then I hear two voices.

Now, cabs are always interesting to me. Not because I'm some autistic cab watcher but because our company does 90% of the fire extinguisher maintenance of ALL the cabs on the island.

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Story right now

Close to my house there is a river, and on the other side of it, theres a blueberry farm that I own.

Blueberries are a tasty, but also very demanding fruit.
Every 10 days workers gather and their job is to remove all the parasitic plants from the ground.
It was mid July and the temperatures were about 39 degrees celsius on average.

The workers came at 7AM, the weather was somewhat bearable.
By noon the temperature rose from 17 degrees to 35+ degrees.

It was so hot you could fry an egg on a rock.

I was with my workers the whole time.
As I was passing between the rows, I noticed one worker starting to get frustrated.
I overheard him say how inhumane this is and how everyone needs to go in a shade for an hour.

My blood boiled, I remember thinking:
"I am paying you by the hour. You and 9 other people want to rest for 1 hour? I am not fucking paying you for resting."

He turned to me and repeated what he said to his colleagues.
At that point i noticed something.

We were both furious.
The heat from the sun was not letting us think straight.
So i bite my tongue and said: "Ok, lets rest for an hour."

As the hour was passing, I noticed myself calming down,
as did he. We spoke at break-time and he said:
"The heat was truly unbearable. Don't worry boss
you wont have to pay us for this hour."

Thats when I realized.
If I have let my emotions get the better of me, they would
have definitely left and the job would have been unfinished.
After that I try to give answers only when I am sure my head is cool.

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So, I own a blueberry farm. Most people know about blueberries but what most people
DON'T know is that blueberries are super demanding.

A blueberry is like an underfed child with pneumonia. Super vulnerable and almost
everything is enough to either drastically damage it or outright kill it.

So for example, every 10 days a crew of workers has to inspect the ground for parasitic
plants. If you do any other fruit, you're fine. Other fruit doesn't care about parasitic plants.
But blueberries... they die just by looking at a tiny plant that they don't like.

It's July, it's 39 degrees. Workers start at 7AM and by the time it's 8am it's hot enough to
almost melt your skin off. It was so hot you could fry an egg on a rock.

So I'm overseeing this and walking between the rows and I hear one worker complain about
the inhumane conditions.

My blood boiled, I remember thinking:
"I am paying you by the hour. You and 9 other people want
to rest for 1 hour? I am not fucking paying you for resting."

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Everything was going great, really smooth. Excellent food, good conversations. Her sisters were also there.

ALWAYS USE ACTIVE LANGUAGE WHEN POSSIBLE

Everything goes great, super smooth. Excellent food, great conversation.