



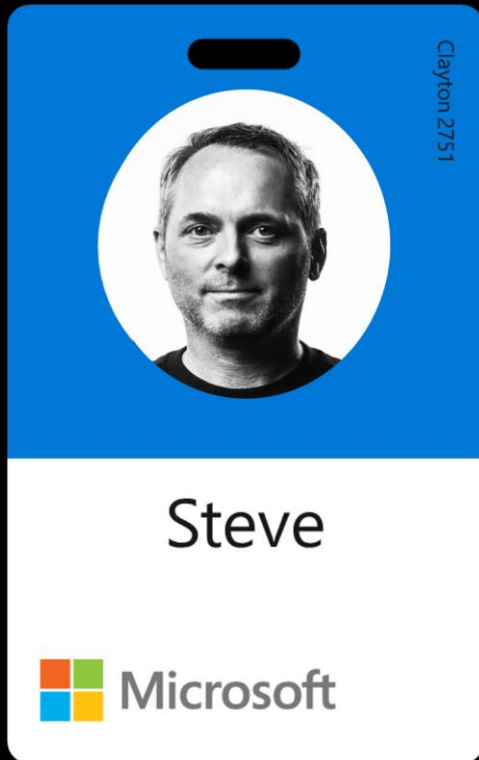
The art and craft of

# storytelling




**Steve Clayton**  
Chief Storyteller

  @stevecla



- Born in Liverpool, England. 🏰
- Studied Information & Library Studies at university
- Joined Microsoft in 1997 as a Systems Engineer
- A recruitment accident. Oops.
- Last 15 years telling stories. As a hobby.
- Last 10 years, crafting stories. As a job.



Welcome to  
NOBODY CARES  
population: 6 billion

# Once upon a time —

The Art & Craft of Storytelling

Tell me a fact and I'll learn.  
Tell me a truth and I'll believe.  
But tell me a story – and it will  
live in my heart forever.

Ancient proverb

# People

Good stories are about people. Humans doing human things. They're relatable

They experience ups and downs. They are people of action.

# Place

Good stories take place into consideration.

Be mindful of it. Place is also an instrument of learning more about the people that inhabit your stories. Place is a character

# Pictures

Good stories have compelling pictures.

Science shows we remember pictures more than we remember words. Powerful pictures have people and perspective.

# Personal

Good stories are personal. The best stories to tell may not be your own. But to tell them well, they must resonate with you.

Try to put yourself in the shoes of others. Embed. Be mindful of cultural differences. Employ empathy.

# Platform

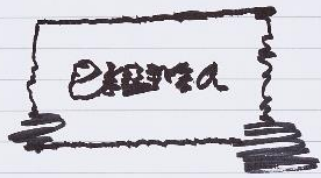
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Get creative. Experiment. The best platform might be digital, or it might be tangible. How you show up is part of the story, too. The medium is also the message.

# People

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EMMA

A hand-drawn rectangular box with a rough, sketched border. Inside the box, the word "EMMA" is written in a stylized, uppercase, hand-drawn font.

emma

A hand-drawn rectangular box with a simple, clean border. Inside the box, the word "emma" is written in a lowercase, simple, hand-drawn font. A hand is visible on the right side of the page, holding a black marker and finishing the box.

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# THE WALL STREET JOURNAL.

DOW JONES

News Corp.

WEDNESDAY, FEBRUARY 5, 2014 - VOL. CCLXIII NO. 29

WSJ.com

★★★★ \$2.00

DJIA 15445.24 ▲ 72.44 0.5% NASDAQ 4031.52 ▲ 0.9% NIKKEI 14008.47 ▼ 4.2% STOXX600 317.58 ▼ 0.2% 10-YR. TREAS. ▼ 10/32, yield 2.622% OIL \$97.19 ▲ \$0.76 GOLD \$1,251.70 ▼ \$8.70 EURO \$1.3519 YEN 101.65

## What's News

### Business & Finance

**Microsoft** named company veteran Satya Nadella as its new CEO. Gates is giving up his role as chairman to be Nadella's technical adviser. **A1**

■ **The global growth outlook** has changed abruptly from optimism to deepening doubt amid a series of unfavorable events around the world. **A10**

■ **The selloff in U.S. stocks** paused, with the Dow finishing up 72.44 at 15445.24. **C4**

■ **S&P cut its rating on Puerto Rico's debt to junk**, citing the territory's limited ability to access funds over coming years as its obligations pile up. **C1**

■ **Small banks must soon decide whether to repay federal aid from TARP or face steeper interest-rate bills.** **C1**

■ **Morgan Stanley agreed to pay \$1.25 billion to settle an FHFA lawsuit stemming from mortgage-backed securities.** **C3**

■ **Target said malware continued to steal some card data three days after the retailer said the system was purged.** **B1**

■ **RadioShack said it would close around 500 locations in the coming months.** **B1**

■ **A small group of investors are pressing Yahoo on compensation after the No. 2's exit.** **B4**

■ **Pennsey posted weak quar-**

## Health Law to Cut Into Labor Force

Report Forecasts More People Will Opt to Work Less as They Seek Coverage Through Affordable Care Act

By LOUISE RADNOFSKY AND DAMIAN PALETTA

The new health law is projected to reduce the total number of hours Americans work by the equivalent of 2.3 million full-time jobs in 2021, a bigger impact on the workforce than previously expected, according to a nonpartisan congressional report.

The analysis, by the Congressional Budget Office, says a key factor is people scaling back how much they work and instead getting health coverage through the Affordable Care Act. The agency had earlier forecast the labor-force impact would be the equivalent of 800,000 workers in 2021.

Because the CBO estimated that the changes would be a re-

sult of workers' choices, it said the law, President Barack Obama's signature initiative, wouldn't lead to a rise in the unemployment rate. But the labor-force impact could slow growth in future years, though the precise impact is uncertain.

The agency also said the rough launch of the health law's online insurance portals shrunk its estimates of the number of

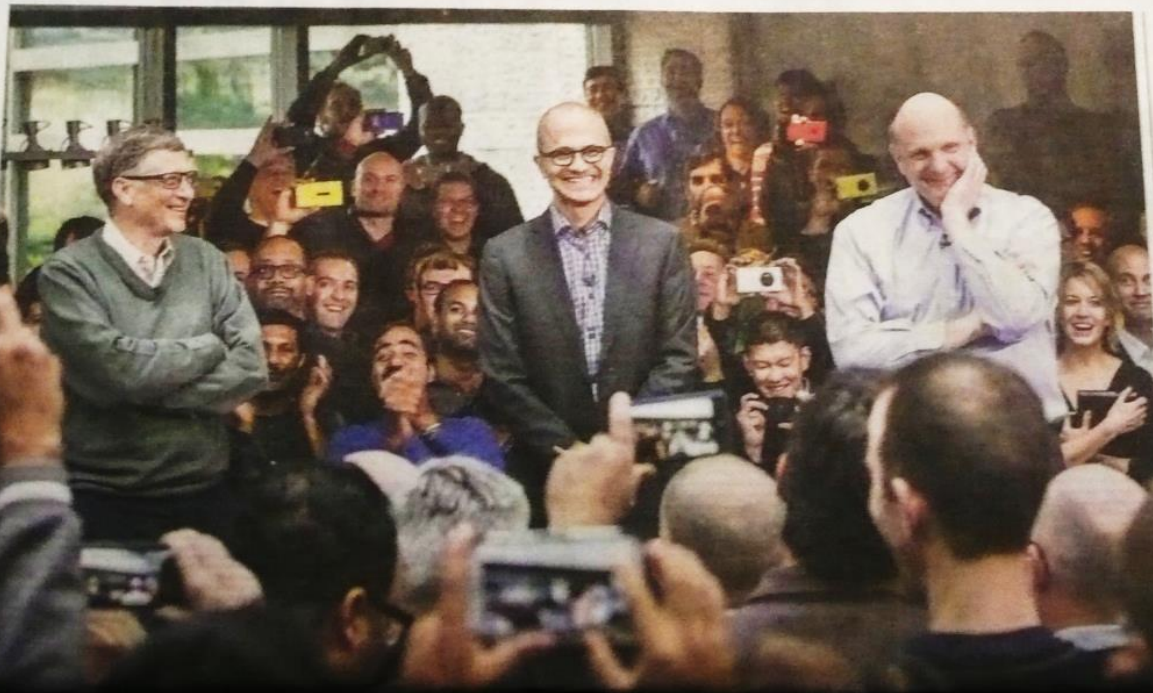
people who will get coverage in 2014. It said six million people would obtain private coverage through the exchanges and eight million people would sign up for Medicaid, compared with its earlier estimates of seven million and nine million, respectively.

The report, part of the budget office's annual economic and budgetary outlook, provides the agency's most detailed analysis

yet of the ways in which the law is expected to change incentives in the workplace as it takes full effect. The report indicates that, in effect, some workers will either leave the workforce entirely or cut back on hours because the law lets them get coverage on

Please turn to page A4

◆ Budget office projects deficit will narrow this year. **A4**



### SNIPER ATTACK

## Mystery Assault On Power Grid

By REBECCA SMITH

SAN JOSE, Calif.—The attack began just before 1 a.m. on April 16 last year, when someone slipped into an underground vault not far from a busy freeway and cut telephone cables.

Within half an hour, snipers opened fire on a nearby electrical substation. Shooting for 19 minutes, they surgically knocked out 17 giant transformers that funnel power to Silicon Valley. A minute before a police car arrived, the

Microsoft  Linux



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Partner Conference 2014  
Skype Translator

<http://aka.ms/wpc14demo>





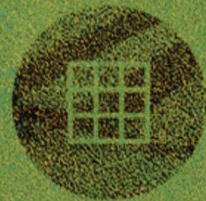
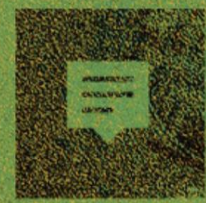
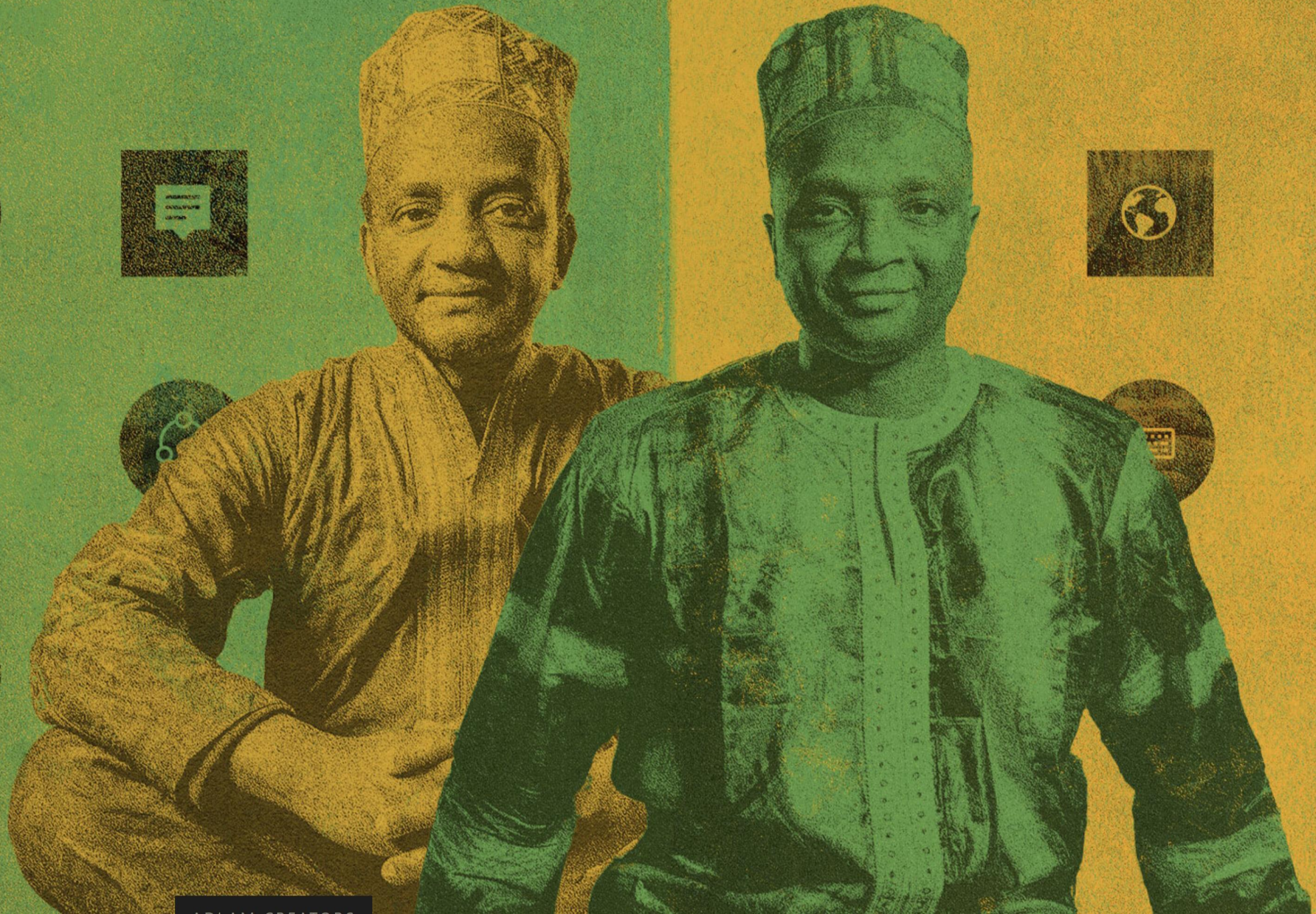
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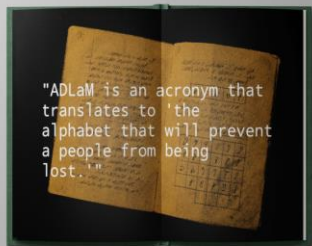
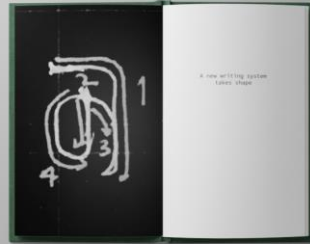
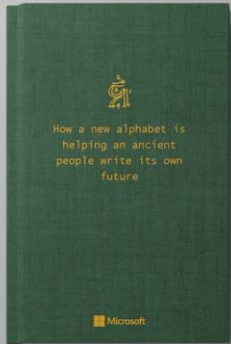
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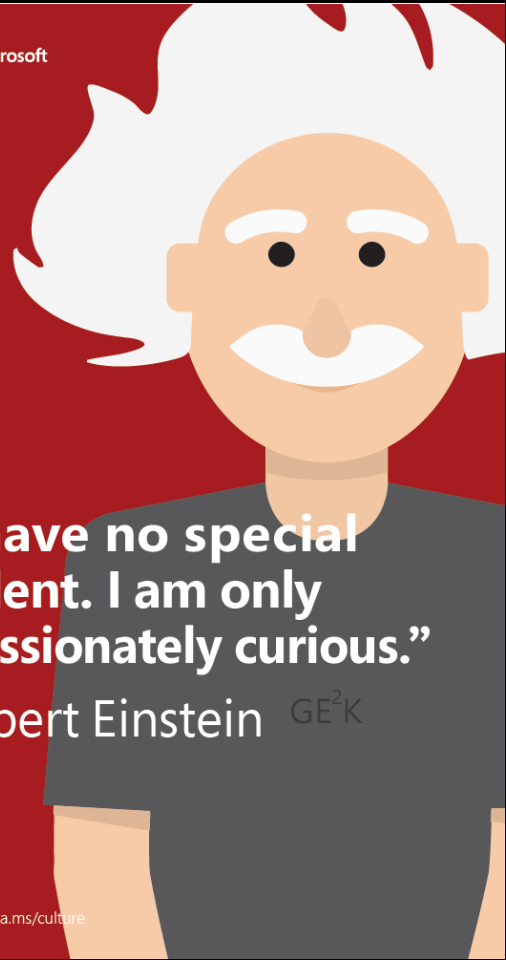




COPENHAGEN

DENMARK





**“I have no special talent. I am only passionately curious.”**

Albert Einstein  $GE^2K$

<http://aka.ms/culture>





ONE DAY. ONE MICROSOFT.

[View on You Tube at https://aka.ms/1day1msft](https://aka.ms/1day1msft)



# Our Digital Storytelling Handbook

[news.microsoft.com/handbook](https://news.microsoft.com/handbook)



Thank you

