

URL: <https://stvp.stanford.edu/clips/supercharge-your-pitches-with-storytelling>

Blenddoor founder and CEO Stephanie Lampkin advises founders to weave a compelling story when speaking with potential investors. She explains how she developed an instinct for storytelling while growing up in a Black church, and cites research showing that listeners are more likely to remember stories than a series of facts. A pitch, she adds, should always answer three questions: Why is this a problem? Why am I the right person to solve it? And: Why is this a big deal right now?



Transcript

- How do I pitch? 00:00:09,120 I've developed the art of the story arc, and that has actually come from growing up in a black church where it's very common for people to stand up and give a testimony.. And these testimonies are elaborate.. And so I think subconsciously, given I grew up in that environment, I've developed the keen ability to tell a story.. Because as we know, there's research that stories resonate in our brains, we remember stories more than we remember just pitches.. So I think when I am pitching, I try to tell a story that makes sense so that they understand exactly why this is a problem.. Why I am the best person to solve this problem in my team.. And why it's a big deal right now.. So that's sort of the three big things of sales.. It's like why do you, why anything, why now? And so I've just figured out a way to weave a story into it that I think has led to a lot of our success...