

The banner features the 'play to potential' logo on the left. To its right are contact details: a WhatsApp icon with the number '+91 85914 52129\*', a Twitter icon with the handle '@PlayToPotential', and a globe icon with the website 'playtopotential.com'. Further right, it lists 'Also available on:' with icons for Spotify, Apple Podcasts, and Google Podcasts. On the right side, there is a portrait of a man in a suit and glasses, identified as 'Podcast Host Deepak Jayaraman'. At the bottom left of the banner, a small note reads: '\*Just send us a Whatsapp with your name, number and email and we will add you to our distribution list.'

## Context to the nugget

Devdutt breaks down story-telling and shares his perspectives around how we could become story tellers. He mentions that story-telling is often about turning a hard fact into emotion through plots and characters. He also emphasizes the need for brevity in corporate story telling. He shares a secret around how he tests for conceptual understanding of a story. He asks the narrator to share a long story such as Mahabharata in 1 line. He mentions that you quickly know if the other person “gets it”.

## Transcription

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**Deepak Jayaraman (DJ): What advice do you have for leaders for them to develop the story telling capability?**

Devdutt Pattanaik (DP): When you are telling a story you have to be clear, there are different types of stories what people want to know is something that it has an emotional rapped around it and that is what really story telling means. Story telling means turning a hard fact into an emotion through plots and characters that's all it is there is an idea for which you need an emotional rap around which there are characters and plots so the character is a *Patra* and *Patra* in Sanskrit means vessel, vessel of what, vessel of emotions, so it is like imagine a vessel which contains a syrupy drink but what really matters is that there is sugar inside so it take cares of low sugar levels so the entire process is story telling so I think you should understand who are you telling the story to and why are you telling the story? Look at the audience who are you telling why are you telling, in most important resource, people don't have time tell it fast, many people go telling stories they build unnecessary details and go on and on and on, tell it fast corporate story has to be told in one minute to max that's it, that's the only lesson I have for people, tell the story fast and you can only tell the story fast if you know what is the arrow that you are shooting and that rapped in emotions and rapped that in plot and character and emotions.

**DJ: And what's the piece that people find hardest in sort of storytelling?**

DP: I think they go to too many details, one of the things I discovered and one of the unique things about my book and one of the things that made me famous that I prissy everything so I will not say lord with lotus ties it doesn't matter, it's just a story. In the Ramayan Ram's lotushepties doesn't matter that is where I am adoring Ram, adoration of Ram that eyes matter, in the Ramayan I am like what's the point? What's the point of the story? I am only worried about the point, if there is no point to the story don't tell me the story, what is relevant? You are a seller remember what does the buyer want? Demand supply, so he has no time you have to be able to give him in two lines, so I always tell people tell me your problem in one line, they say it's a long story, I say no one line, now tell me in two lines, now tell me in five minutes, now tell me in ten minutes, same story you have to

repeat it like this and then they get scared, I say then you don't know the Mahabharat, do you get it? *Samajh me aaya ken nahi?* Like I will tell you I went this very senior economist, so I said sir one word what's economy? Not even blinking looks at me and says transaction and at that moment I know I am dealing with a guru he knows this subject, not only knows his subject he is clear enough to articulate it for the other to understand, one is many genius are there but they cannot articulate, they can't tell, they can't teach, they can solve the problem but they can't teach you to solve the problem I immediately understand and smiled, one word, that's genius, reduce it to one word.

## Reflections from Deepak Jayaraman

DJ: I could relate to the point around brevity and getting to the point. In a way, that was the context around breaking down the podcast into individual nuggets rather than a long 1 hour conversation. The objective is to enable people to access whatever topic they want with relative ease.

I am reminded of a term that the professors would often use in IIM Ahmedabad. CCCF – Conceptual Clarity and Contextual familiarity. Tell me the story in 1 line is a great test of conceptual clarity as Devdutt outlines. The other part worth mentioning is that we are living in a world with abundance of content (including this podcast you are just listening to). Unless, you are intimately familiar with the nuance of the context of the receiver, it might be hard to get the content to stick. Something that Devdutt says in the context of storytelling, but I think that is possibly all the more relevant as we deal with a tsunami of content and stimulus that hits us every day.

## End of nugget transcription

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### Devdutt Pattanaik - Nuggets

- 25.00 Devdutt Pattanaik - The Full Conversation
- 25.01 Devdutt Pattanaik - Early formative years
- 25.02 Devdutt Pattanaik - Transitioning from Healthcare to Mythology
- 25.03 Devdutt Pattanaik - Being effective in the Gig Economy
- 25.04 Devdutt Pattanaik - Dealing with various life transitions
- 25.05 Devdutt Pattanaik - Effective coaching process
- 25.06 Devdutt Pattanaik - Focus vs Perspective
- 25.07 Devdutt Pattanaik - Building Habits vs Enhancing Awareness
- 25.08 Devdutt Pattanaik - Understanding fear to decipher beliefs
- 25.09 Devdutt Pattanaik - Building perspective and judgment
- 25.10 Devdutt Pattanaik - Building story telling capability
- 25.11 Devdutt Pattanaik - In summary - Playing to Potential

### About Deepak Jayaraman

Deepak seeks to unlock human potential of senior executive's / leadership teams by working with them as an Executive Coach / Sounding Board / Transition Advisor. You can know more about his work [here](#).

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