

Storytelling

“People will forget what you said, they will forget what you did, but they will never forget how you made them feel.”

– Maya Angelou

Your three most powerful goals in storytelling are...

1. Present authentically
2. Build trust and familiarity
3. Create culture/value connections

Things to keep in mind that will help you

- Who is your audience?
- Set the scene - make them feel what you felt through their five senses!
- Be creative with chronology - you can start at the beginning, or you can start at an exciting moment and then go back to the beginning to explain
- Share the ups-and-downs of the experience. Tension is extremely important - it sustains attention and ultimately releases oxytocin
- Know your purpose, and stick to it - don't get so lost in the details of the story that you're no longer sharing your main point
- Try engaging your audience with a question or two, which puts them in the center of the story
- Ignite the desire for the reader to have the actual experience - why is it worthwhile to you to have done this? What did you gain?
- Be expressive - why are YOU excited? Why should the reader be excited if you're not? Why should they care about your story?
- End with a grand finale - what are the amazing things that have been accomplished and what are your visions moving forward?

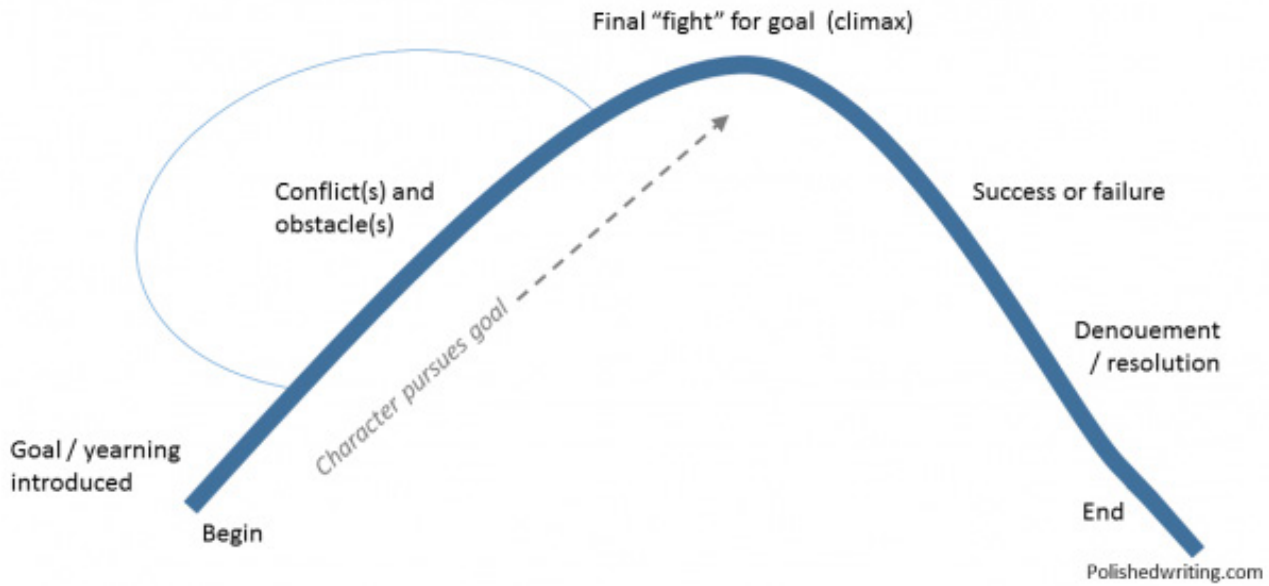
Remember, facts communicate what is or has been - people are moved by hope and the possibility of what can be.

Give them YOU! What are your doubts and flaws, trials and difficulties? Be honest. Telling your true honest story gives people the permission and stimulation to imagine a better future. Help yourself and others reframe negative experiences and limiting beliefs.

Homework:

- Write a second draft of your story, using the general format of the story arc or the hero's journey (on the next page)

BASIC STORY ARC



Developed by
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The Hero's Journey

