

Quick Reference: Storytelling



> The storytelling triangle: the storyteller, the listener, the story.

- direct relationship between teller and audience
- direct relationship between teller and story
- the audience relationship with the story: It is beyond the teller's direct control. It cannot be forced or assumed. It can only be influenced



Source: Doug Lipman. **Improving Your Storytelling; Beyond the Basics for All Who Tell Stories in Work or Play.** Little Rock, AR: August House.

> What happens when a story is told?

- movement of the plot through the beginning, middle and end of the story
- characters with which to identify
- catalytic event—decisions or new actions by the character & a changed world for the character
- vivid imagery which leads to mental pictures...they imprint the story/message in your mind
- use of language that involves all five senses
- emotional connection
- sub textual meaning or message (does not always have to be stated)

> What a story can do that facts can't (influencing others through story)

- more facts are not needed in most cases. Story helps gain perspective on the facts and figure out what they mean
- a good story helps you influence the interpretation people give to facts
- when you give a story first and then add the facts you stand a better chance of influencing people to share your interpretation
- influencing someone's future thoughts mean imprinting their mind with an emotionally linked chain of facts - a story - that helps your listener to interpret future events along the same lines
- story simulates experience - the kind of experience that changes people's beliefs
- story invokes a power greater than the sum of the facts presented. Emotional power. Contextual framework. Wisdom. Reaches past logical rational analysis

The Six Stories You Need to Know How to Tell

- | | | |
|-------------------------|--------------------|---------------------------------------|
| 1 Who I Am Stories | 3 The Vision Story | 5 Values in Action Stories |
| 2 Why Am I Here Stories | 4 Teaching Stories | 6 I Know What You're Thinking Stories |

Source: Annette Simmons. **The Story Factor; Inspiration, Influence, and Persuasion Through the Art of Storytelling.** Cambridge: Perseus Publishing



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> What makes a good story?

- creating vivid imagery
- describing mental pictures which imprint the story in the teller's and the listeners' minds
- selecting words that appeal to the five senses
- being aware of the emotions you are communicating

> Why Keep a Story File? Be prepared!

- clip stories and comics
- collect humorous anecdotes
- watch for videos, song lyrics, movies that relate
- add ideas based on your own experiences
- divide the file into sections / themes (colour code)

Source: Doug Malouf. (1995) **How to Be the Best Speaker in Town: Business & Professional Publishing.**

> Tips on Storytelling



- oral language is only 15% of what people "hear"
- gesture, subtle and effective, can add meaning and your message
- facial expressions communicate emotion at a level that is deeper than cultural norms
- body language - no right or wrong as long as it's authentic
- sensory descriptors draw the listeners' bodies in at a visceral level
- timing. - the language of silence and timing can be more powerful than verbal language. Think of Jack Benny
- tone - vocal tone is the most important aspect of oral communication. Your tone is the most important aspect of oral communication. Your tone communicates emotion. The tone of the story makes or breaks your power to influence.

Source: Annette Simmons. **The Story Factor: Inspiration, Influence, and Persuasion Through the Art of Storytelling.** Cambridge: Perseus Publishing