

More on storytelling

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2017-18

From our last lesson

Telling stories is important

- Stories make people listen to you
- It is stories that people remember about you

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The Power of Stories

Capture attention
Teach important lessons
Inspire into action

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5 Types of stories for engaging audience

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1. The personal journey

- Tells what led you to a **decision**, idea, action, that led you to create the business
- While telling your story, it tells things about you

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Example

What made you decide to study abroad, what difficulties you had to overcome, etc. etc.

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2. Overcoming obstacles

- Sharing your personal struggles makes you very relatable
- May inspire the listeners in finding a solution to their problem

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Example

- How you managed to quit smoking
- How you survived on a very low income for months
- How you learned to increase your concentration

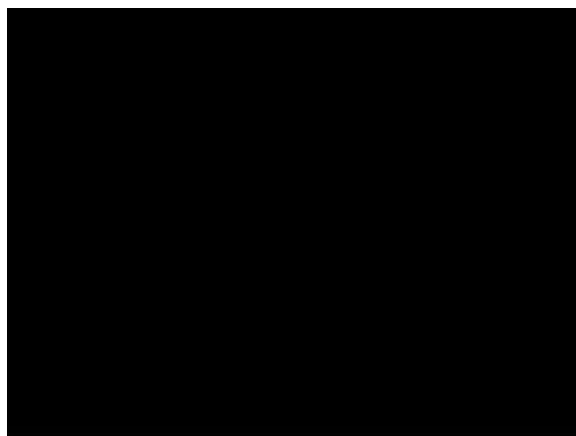
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3. The Fable

- Personification of animals or objects to get across a powerful message, theme or moral

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Example: An ad



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4. Inspirational Story

- People need models and want to be inspired

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An inspirational video



<https://www.youtube.com/watch?v=gHU1pSHAsE>
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5. Story of Warning

- People have a desire to avoid pain, they like to hear stories that avoid them pain or disasters

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Example

<https://www.youtube.com/watch?v=IQM7JVSWoSM>

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What all stories should have

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1.

Punch line/ point:

–something that people can take
away from

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2.

Vivid details:

- help speakers visualize the story and remember the story when they tell it to other people

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3.

Strong beginnings:

- Need to capture the people's attention from the very first moment

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4.

Short breathable sections:

- Break down the story
- Tell it in breaths
- This creates a rhythm

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5.

Use short, simple sentences; speak conversationally:

- Avoid long, complex sentences
- Use simple, familiar words
- Speak as if you were speaking
to someone across the table

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5.

Have fun, be enthusiastic:

- If you have fun and show enthusiasm telling the story that is going to communicate no matter how you tell it
- Makes people want to listen to you and come back for more

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Another inspirational video

<https://www.youtube.com/watch?v=f0UkTsp1PsA>

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Task 1 – about yourself

Write a list of elements, qualities, attributes
consider **storyworthy** about yourself

- that caused a change in your life (a struggle, an idea, an external event, ...)
- that make you unique (hobby, pets, where you live, ...)

**Incorporate these in your story
Make this story a source of inspiration
to other people**

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Recommendations

Prepare your story thinking of the audience:

- Who is my audience
- What is my purpose: inspire, sadden, strike,...
- What would they be interested in knowing that is relevant to me being here
- How can I keep it short and interesting
- Which words can I use to make it involving?
- What do I want people to remember? (this should be stated clearly at the beginning and the end)

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Task 2 - the fable

Learn the fable 'the fox and the crow'

Tell it to the best of your ability

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