effective
presentations

EFFECTIVE FOCUS: UTILIZING STORYTELLING TO SUPPORT YOUR MESSAGE.

When you begin to talk in stories, your black-and-white words turn into color. Your drab requests turn into a mission. People find you to be more compelling. And once that happens, others will see that stories work, and they'll start telling stories, too."

– Annette Simmons, author

When used effectively and efficiently, storytelling can be the most powerful tool in your presentation toolbox. It can personalize the impersonal, immortalize the unmemorable, and personify the invisible (?) When we use storytelling, it will not only make our message more memorable, but it will make you, as the speaker, more open and likable to your audience. Storytelling allows presenters to double down on their connection to the audience by enabling them to relate to you AND your message.

Discovery Questions

Are you aware of how storytelling is woven into the most impactful and inspiring presentations?
Ask yourself...

1. When and why do I connect with a presenter?
2. Do I use storytelling in my presentations?
3. Do I have or can I relate my personal stories to potential presentations?
4. Why do people love stories? What can they offer?
5. What is the typical structure of a good story? Think of your favorite novel.

CHOOSE ONE PRACTICE STRATEGY TO DO TODAY

We all have stories! MILLIONS of them! How can we use them to help support our message?

1. **STORY BUILDING MATRIX** – Think of your stories… Think of your outcomes… Use the spreadsheet below to identify the purpose and value of your stories to help relate your message to your audience. Please refer to your manual.

2. **STORYTELLING STRUCTURE** - Think about the stories in your arsenal, and think about how to relate your stories to your message. Do they include these components? Also, ask yourself, is it authentic? Is it relatable? Is it relevant?

3. Follow this easy story-building structure:

   - Setup

   - Problem/Conflict

   - Solution

4. **RANDOM WORD GENERATOR**—choose a random object around you or ideas you're familiar with to create a story that includes three random words (we like to use randomwordgenerator. com). Can you make a short, quick story using all three topics? Can you make a longer, more elaborate story? Test yourself!