

A "Telling" Experience

A Quick Guide for Effective Speaking

by

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There are two halves to the word
"Storytelling:"

Story

—and—

Telling

When you *orally tell* it,

HOW you say it

has more *impact* than

WHAT you say

YOUR stories happen.....

in the **mind**
of the **receiver!**

making sense, understanding, memory,
recall, & interpretation

of your stories all happen.....

in the **mind**
of the **receiver!**

Your real job is to have listeners
understand, remember,
and **apply** your information
to affect their **beliefs, attitudes,**
values and **behavior.**

*That requires **effective & conscious**
storytelling.*

Super Simple Storytelling

"Who, *Me?*"



Super Simple Storytelling

"Who, *Me?*"

"Yes, *YOU!*"





**THERE ARE ONLY THREE RULES
TO GREAT STORYTELLING...**

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Unfortunately, Nobody Knows What Any of Them Are...





TWO IMPORTANT CONCEPTS ABOUT STORYTELLING

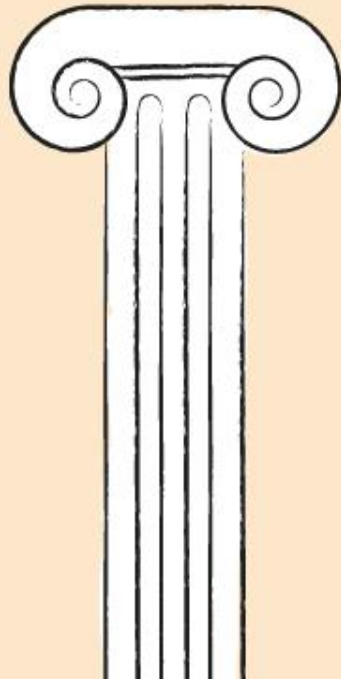
TWO IMPORTANT CONCEPTS ABOUT STORYTELLING

- 1. You Can**
- 2. It Works**

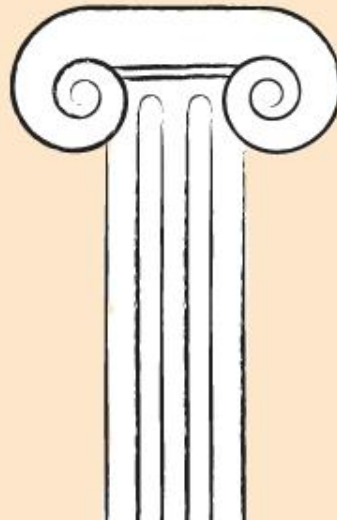


3 Pillars of Your Storytelling

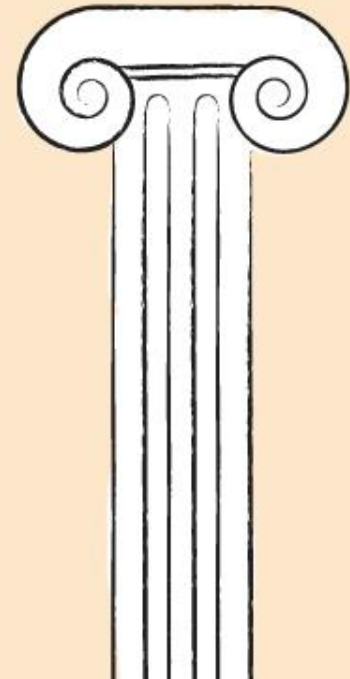
Needs of the
Listener



The **Story**



Needs of the
Teller



The First Leg

The Needs of The *Audience*



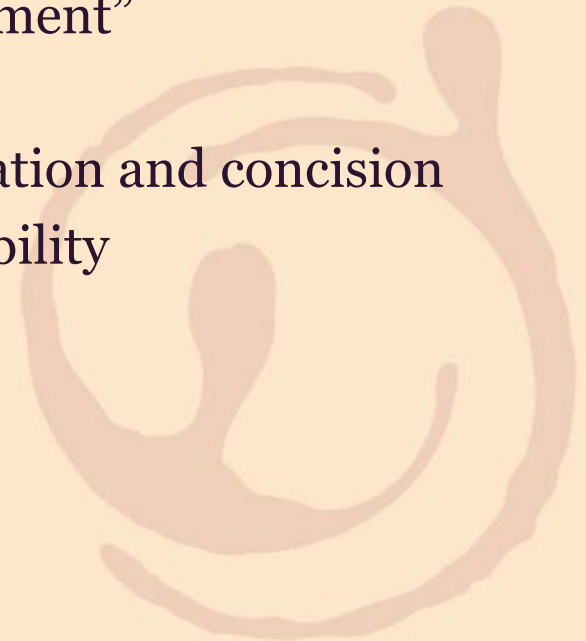
WHAT DOES AN AUDIENCE REALLY WANT FROM A STORYTELLING?

▪ From the *Telling*:

- Confidence
- Emotional Expression
- Enthusiasm
- Energy
- Humor

▪ From the *Story*:

- Appropriate and arresting details
- Interesting characters
- "excitement"
- Humor
- Information and concision
- Believability



WHAT DOES AN AUDIENCE REALLY WANT FROM A STORYTELLING?

- **From the *Telling*:**

A belief that the teller believes in their own story.

- **From the *Story*:**

A belief that this story is worth our time and mental energy.



WHAT DOES AN AUDIENCE REALLY WANT FROM A STORYTELLING?

If they believe
that *you* believe,
then they, too, will believe!

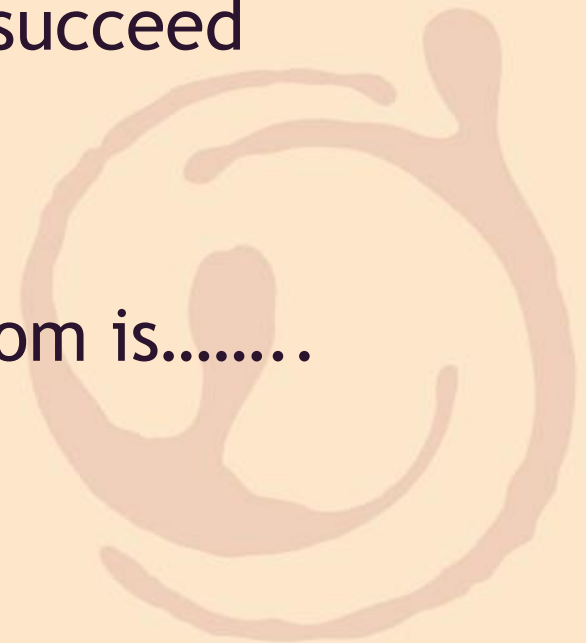


Your Audience....

- ***Wants*** you to do well
- Is your biggest supporter
- Will struggle to ***help*** you succeed

The only detractor in the room is.....

.....***You!***



WHAT DOES AN AUDIENCE REALLY WANT FROM A STORYTELLING?

**You Don't Have to Get It Right
to Get It Right!**

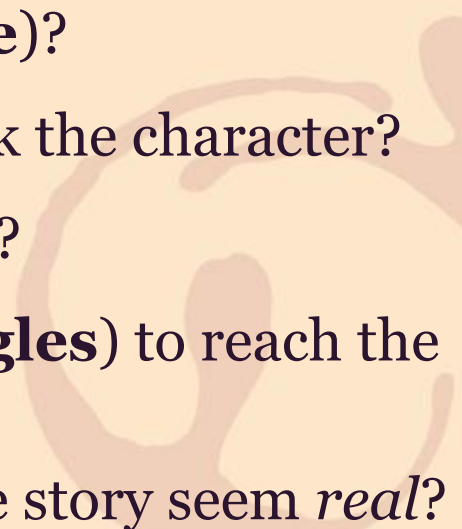


The Second Leg

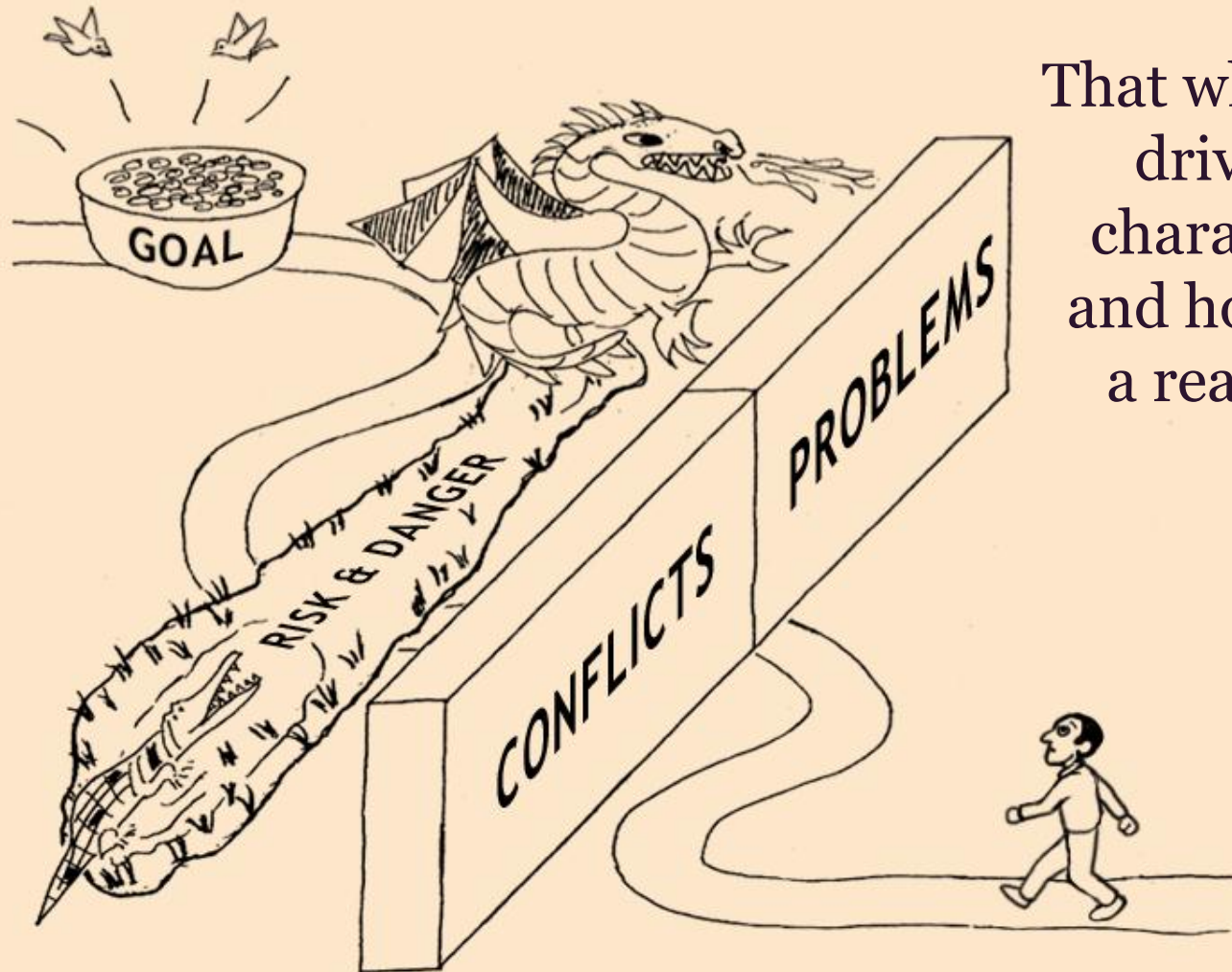
The Needs of The *Story*



THE EIGHT ESSENTIAL ELEMENTS of Every Story/Narrative

1. Who is the **main character**?
 2. What **character traits** make them interesting and relevant?
 3. What do the character need to do or get (**goal**)?
 4. Why is that goal important (**motive**)?
 5. What **conflicts** or **problems** block the character?
 6. How do they create **risk & danger**?
 7. What does the character do (**struggles**) to reach the goal?
 8. What sensory **details** will make the story seem *real*?
- 

The Core of a Story



That which
drives a
character
and hooks
a reader.

The Third Leg:

THE NEEDS OF THE TELLER



STORYTELLING:

*What **is** **storytelling**?*



What is storytelling?

What's the **difference** between storytelling and:

- A Lecture
- Conversation
- An Argument
- A Smile (or frown)



It's all about

ASKING THE RIGHT QUESTION



ASKING THE RIGHT QUESTION

1. “Do you tell?”



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Wrong Question. We all tell stories every day.



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2. “Do you tell well?”



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Wrong Question. We have all told at least one good story.

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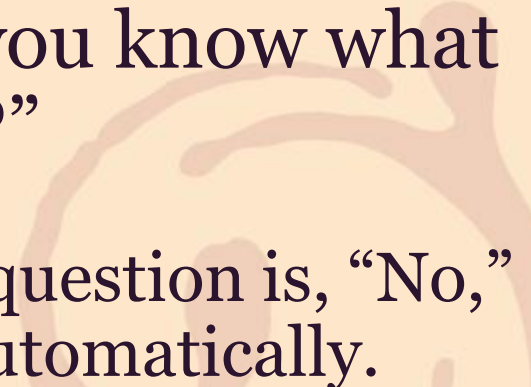


ASKING THE RIGHT QUESTION

1. “Do you tell?”
 - Wrong Question. We all tell stories every day.
2. “Do you tell well?”
 - Wrong Question. We have all told at least one good story.
3. The Right Question: “Do you know what you do when you tell well?”



ASKING THE RIGHT QUESTION

1. “Do you tell?”
 - Wrong Question. We all tell stories every day.
 2. “Do you tell well?”
 - Wrong Question. We have all told at least one good story.
 3. The Right Question: “Do you know what you do when you tell well?”
 - For most the answer to this question is, “No,” because we tell our stories automatically.
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THE NEEDS OF THE STORYTELLER

1. Know the Story

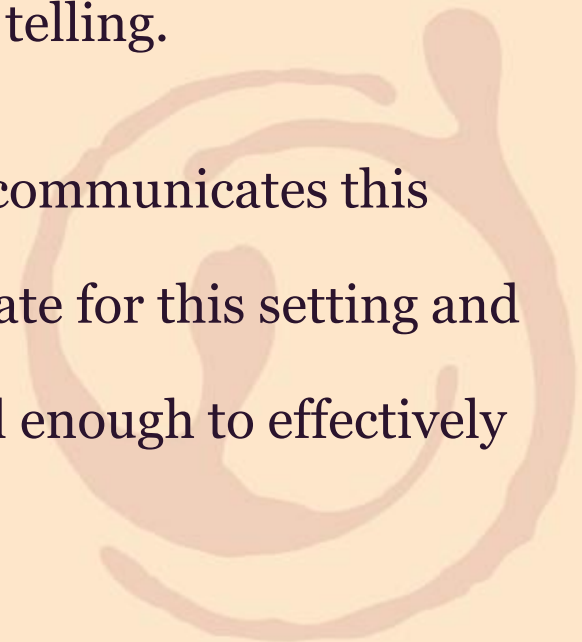
- **Know** that you know the story.
- **Believe** that you won't forget the story.

2. Know the Audience

- **Believe** that the audience will like this story.
- **Believe** that the audience likes your telling.

3. Know Your Telling

- **Believe** that your telling effectively communicates this story.
- **Believe** that your telling is appropriate for this setting and audience.
- **Believe** that you know the story well enough to effectively tell it.



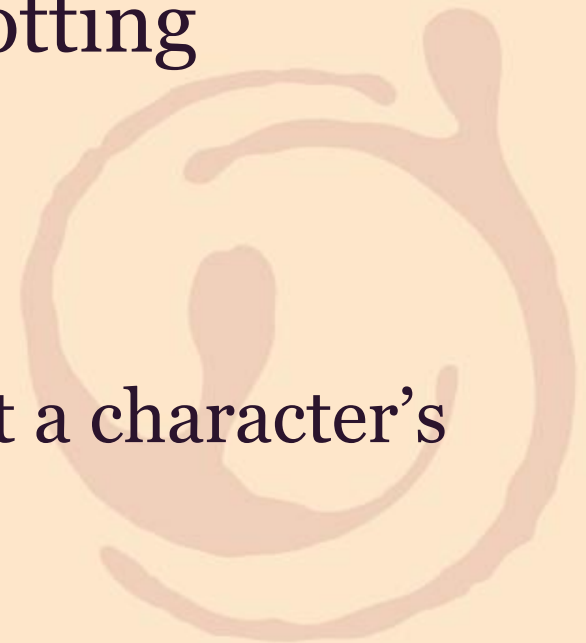
FIVE OF DUMBO'S FEATHERS



1. Listeners don't really care about *plot*.

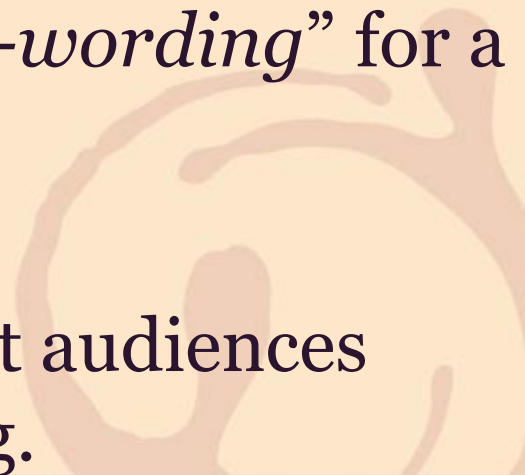
Readers only care about plotting elements when they:

- **Reveal character**
- **Resolve a goal**
- **Reveal information about a character's struggle**



1. Listeners don't really care about *plot*.

2. Listeners don't care if you get the words *right*.

- There is **no** “*exactly-right-wording*” for a story.
 - We remember the **gist**.
 - Different media & different audiences require **different** wording.
- 

1. Listeners don't really care about *plot*.
2. Listeners don't care if you get the words *right*.
- 3. Memorizing makes it *harder*.**
 - Memorizing:
 - Is hard, time consuming, & doesn't work
 - Robs you of your **confidence**
 - Robs your telling of your **energy**
 - **Prevents** you from using your **natural** storytelling style



1. Listeners don't really care about *plot*.
2. Listeners don't care if you get the words *right*.
3. Memorizing makes it *harder*.
4. ***Don't worry about gestures or how you sound.***



1. Listeners don't really care about *plot*.
2. Listeners don't care if you get the words *right*.
3. Memorizing makes it *harder*.
4. Don't worry about gestures or your voice
5. ***How you say it is far more important than what you say.***



**You Want Me To Go
There.?**



Add an Attitude

You Want Me To Go There!?

Attitudes:

- **Delight**
- **Confusion**
- **Fear**
- **Sorrow**
- **Sarcasm**



- Why is it *hard*?
- Why does it feel *awkward*?
- You do it for every sentence you ever say—*naturally, automatically*.
- And you do it **perfectly!**



Do it the *Super Simple* way:

1. Learn as you **naturally** learn


- Don't "learn to tell;" "tell to learn!"
- Eight Essential Elements (themes, metaphors...)
- sensory images
- emotional memory

2. Tell as **you** naturally tell

- don't act
- don't imitate
- believe in your story
- trust your own telling
- let your natural passion flow!



Five Elements of
***The Great-Amazing-
Never-Fail Safety Net***

1. Go ahead and forget.
 2. Tell about the story.
 3. Learn the smile and pause.
 4. When you realize you left out a big hunk...
 5. When you forget what's next...
- 

The **One *Real*** Mistake a
Storyteller can make is...



The **One *Real*** Mistake a Storyteller can
make is...

To **Act** as if You ***Have***
Made a Mistake.



Advice to Speakers:

1. Slow Down

- You'll want to speed up
- You'll want to stuff more information in
- You'll feel the pressure of the clock

BUT.....

The **more** you speed up,
the **less** they absorb!



Advice to Speakers:

1. Slow Down

2. Less Is More

- Let key images & concepts have impact
- Not how much you say, but how much they internalize & retain
- Make central concepts stand out

REMEMBER:
Visual slides upstage you...always!



Advice to Speakers:

1. Slow Down
2. Less is More

3. Don't Read Your Slides

- It wastes time
- Highlight what's most important
- Expand the central theme presented on the slide

REMEMBER:

Visual slides upstage you...always!



Advice to Speakers:

1. Slow Down
2. Less Is More
3. Don't read the slides

4. How >>What

- How you say it is paramount
- They won't listen to the content until they accept how it is said



Advice to Speakers:

1. Slow Down
2. Less Is More
3. Don't read the slides
4. How >>What

5. Plan your choreography

- Be the stage director of your play
- Integrate human, audio, and visual elements

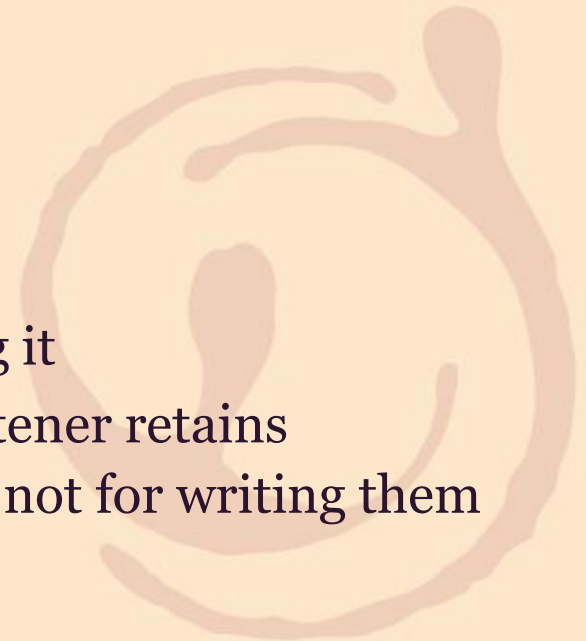


Advice to Speakers:

1. Slow Down
2. Less Is More
3. Don't read the slides
4. How >>What
5. Plan your choreography

6. You Are Responsible

- Not for saying it, but for them getting it
- For the images and meaning each listener retains
- For successfully making your points, not for writing them



Advice to Speakers:

1. Slow Down
2. Less Is More
3. Don't read the slides
4. How >>What
5. Plan your choreography

6. You Are Also Responsible

- For their boredom
- For their errors in interpretation
- For their misunderstandings
- For their interest & attention

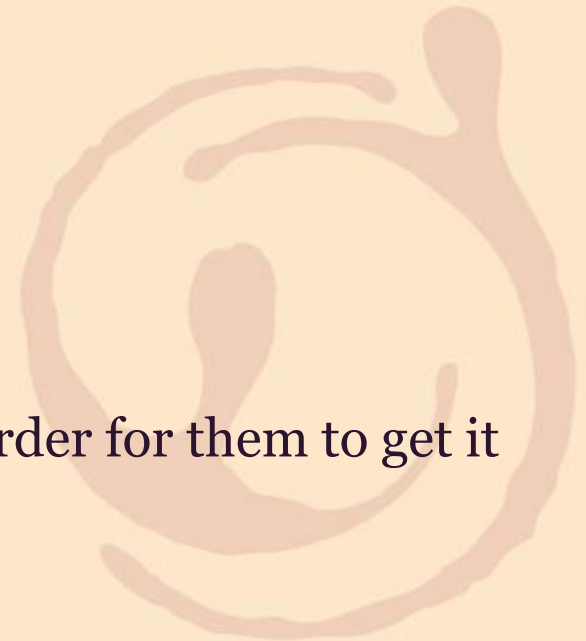


Advice to Speakers:

1. Slow Down
2. Less Is More
3. Don't read the slides
4. How >>What
5. Plan your choreography
6. You are Responsible...

7. Trust Your Audience

- Don't oversell
- You don't have to tell everything in order for them to get it
- Focus on key themes & points



Advice to Speakers:

1. Slow Down
 2. Less Is More
 3. Don't read the slides
 4. How >>What
 5. Plan your choreography
 6. You are Responsible...
 7. Trust Your Audience
-
- ## 8. Own the Stage
- You are the center of the universe



Thoughts
to Leave You With

Thoughts to Leave You With

Effective Story Structure Creates:

Context

Relevance

Engagement

Understanding

Empathy

Meaning

Memory & Recall

Storytelling **Deadly Sins**

1. Vanity

- Always sounds like bragging
- Stories about you never as interesting to others as to you

Storytelling **Deadly Sins**

1. Vanity

2. No conflict, no climax..... no story!

Storytelling **Deadly Sins**

1. Vanity

2. No conflict, no climax..... no story!

3. We love to laugh at the emperor

- Risk of claiming to be an expert
- Be the "butt" of your own stories

Storytelling **Deadly Sins**

1. Vanity
2. No conflict, no climax..... no story!
3. We love to laugh at the emperor

4. Wolves never look good in sheep's clothing

- Be yourself
- Be honest; deadly danger lurks in presenting other than who you are
- Don't try to put on "airs"
- Everyone wants to see "the man behind the curtain"...let them

Storytelling **Deadly Sins**

1. Vanity
2. No conflict, no climax..... no story!
3. We love to laugh at the emperor
4. Wolves never look good in sheep's clothing

5. Humor is essential

- But not at anyone's expense other than our own
- Laughter is the best measure of engagement and attention

