It was a dark and stormy night...
It was the best of times, it was the worst of times…
Frankly my dear...
A long time ago in a galaxy far, far away....
The Power of Storytelling

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Storytelling vs Relating Information
Storytelling can help change opinions, inspire us to achieve a goal or solve a problem, and believe that we can change things for the better. Storytelling also allows us to connect more effectively with those who may not have the same "lived" experiences as us, helping us to focus on what connects us and learn about one another.
Adults are not natural storytellers.
Understand the story you’re trying to tell.
Who is my audience?

How does this affect me?
What is my message?
What do I want to achieve with my story?
3 Questions

Who is my audience?
What is my message?
What do I want to achieve with my story?
A good story is like a recipe
All great stories include…

Context  Action  Results  Emotion
Results

What was the outcome?
Emotion

How should my reader feel about that?
All great stories include…

Context  Results
Action  Emotion
Building trust
Storytelling is timing.
What's your story?