



Story-Telling Guide

One of the most powerful ways to connect with your audience is by sharing stories. Narratives create emotional connections, making your message more relatable and memorable.

Telling Stories Matters. Stories have the power to shape the world.

This work sheet will help you tell your stories from thinking about who your stories are for, how to put them together, and relating them to your customers' needs and wants.

What is a story?

People - these are the characters. They represent "who".

Drama - there needs to be some form of action. This tells "what" happened and "how", "where" and "when". Your audience will also be asking "why?" What motivates the characters?

Resolution - how did it end?

But it also needs some intangible elements: It needs to create an emotional connection. Your audience has to connect with the characters and be interested in what happens to them. Stories are relatable. We might not experience the same situation as the characters in our own lives but we can apply what happens in the story to our own experience.

Think about your favourite stories. What do you like about them? Most importantly, think how they make you feel.

So what makes a great story?

There needs to be a central idea that wraps the narrative together – an artful edit of a journey that links together critical moments in a way that others can extract meaning. When you narrate a truthful story for other's benefit, you provide your listeners with a gift.

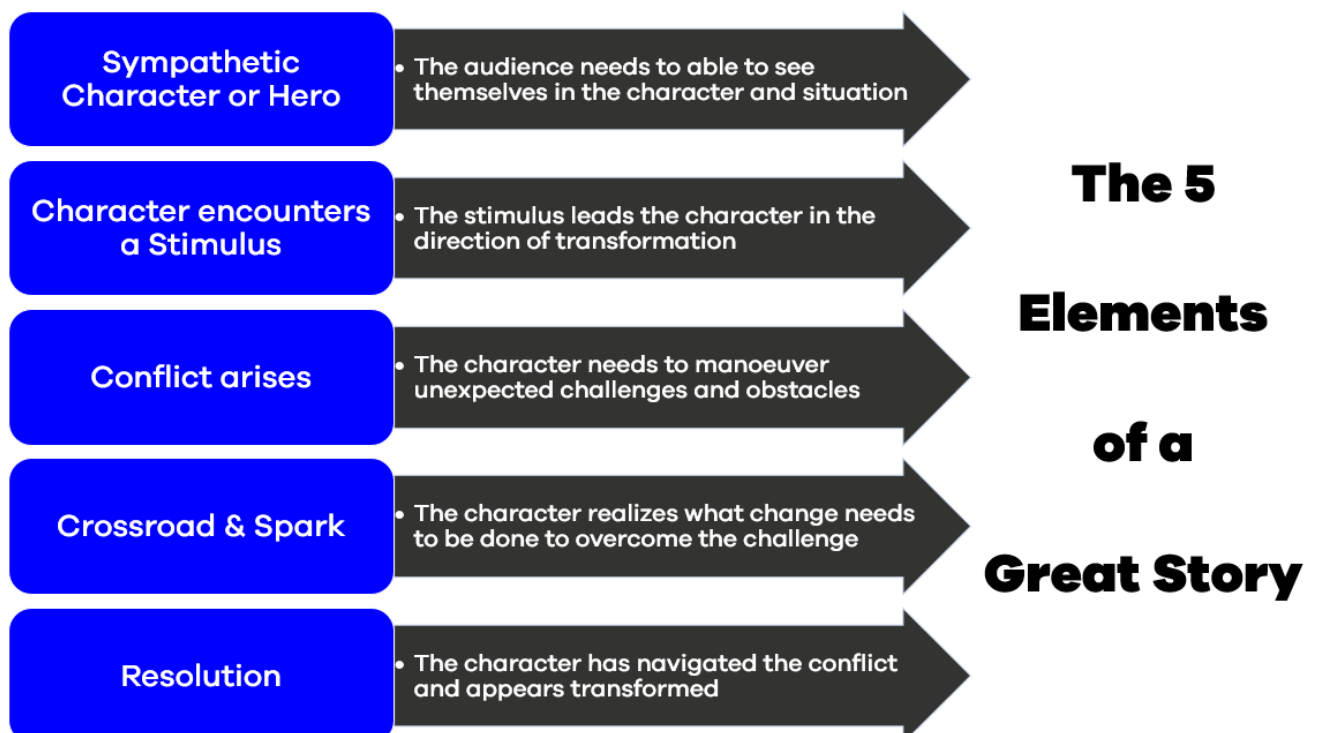
The 5 Elements of a Great Story

The classical formula of a story involves a protagonist with a goal who meets an unexpected obstacle & crisis results. The protagonist attempts to overcome the obstacle.

When sharing stories in public speaking remember the 5 key elements:

1. *Base it on a character/ hero your audience can empathise with*
2. *The character comes across a stimulus (a personal goal, a way towards becoming richer, or more successful, or find their love)*
3. *An unexpected conflict arises. As a speaker, seek to build tension whether through curiosity or intrigue. Offer the right level of detail: too little - the story is not vivid; too much - gets bogged down.*
4. *The character reaches cross road and realises what needs to be done to overcome the challenge.*
5. *End with a satisfying resolution, be it funny, moving or revealing.*

Then, of course, it's all in the execution. The How.



Who is your story for?

Before you start writing or recording your story you need to think about who it is for. Remember the key things a story needs to do is create an emotional connection and be relatable. If people are going to invest their time in a story then it needs to draw them in. Why should your reader, viewer or listener pay attention? What will they gain from it?

What stories can you tell?

Here's a quick list of some of the types of stories you can tell. What stories can you tell?

- How you started your business and most importantly, why.
- How you develop ideas or products
- How you help people; How you solved a problem
- What's happening behind the scenes in your business. Everyone likes inside information. And they'll be invested in your success because they are following your story.

What are your goals?

How do you want people to feel when they hear your story?

What do you want your customer to do as a result of your story?

How do you tell a story?

There are various formulas for successful storytelling. The most well-known story pattern is the 'hero journey' story: person is challenged to go on a quest. They refuse. They are tested. They come through the experience and are changed. They come back transformed in some way.

This is a potential framework you could use. How did you respond to change or a challenge or a problem? Tell a story about the experience.

Focus on the **key details** your customer will find relevant and engaging.

Map out your story

- Who are the characters? (yourself or others)
- What was the challenge that had to be overcome?
- How did you manoeuvre it?
- What was the resolution?
- How did it transform you/the character?

Draw your customer into your story

It's the details that matter with stories. Include both sensory details and story specific details. Your customer needs to be able to imagine it. To be there with you or with your hero. Focus on the key details. The ones which add to the story. And keep the action moving. Rather than spending time setting things up, get straight into your story.

Where will you tell your story?

Will it be when networking? At pitch meetings? On social media platforms?

Congratulations! You now have a plan for what your story is about, who it is for, how you are going to tell it and where you will share it.

Here are some other story suggestions you may wish to consider:

- Think of a time when you achieved something that you didn't expect to achieve. Recall the story and think of what would make others root for you as you narrate it. The idea here is that you present yourself as the underdog.
- Think about a movie that portrays a character with whom you strongly relate. Figure out what is it exactly that makes you connect to that character.
- Think of a small moment in your life that actually turned out to be much bigger. Trick us into hearing a bigger point by telling what at first seems like a relatively small story and turn it into a big story.

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