

STORYTELLING WORKSHOP

12 PEOPLE ATTENDING
(ME + NICK + 3 HIS PALS)
EVERYONE USE WOMEN?
2 PRESENTERS

OPEN MIC STORYTELLING

- THE DUPLEX @ 7-8PM
ON MONDAY NIGHTS! IN THE VILLAGE!!

Witty Stories:

- ANY TIME YOU NEED BUY-IN
- COLLECTIVE CONSCIOUSNESS, SAME NARRATIVE
- IT'S HOW MOVEMENTS ARE BORN
- HUMANS SEE NARRATIVE,
BEGINNINGS AND ENDS, FLOW, ETC
→ HELPS TO RETAIN INFO!
- TAKING DRY INFO AND PUTTING
IT INTO HUMAN FORM

STORYTELLING for BUSINESS

WHAT'S THE CONTROLLING IDEA?
ON THE FULL MESSAGE.

CORE ELEMENTS:

→ ABOUT PEOPLE ...

"I HAD A CLIENT... MAD-MEN, MADISON AVE,
SENSORS ON FLOOR, HOT SEAT..."

HOW DO PRODUCTS AFFECT PEOPLE'S LIVES?

→ STORIES HAVE A JOURNEY

BEGINNING — MIDDLE — END

→ MESSAGE NOT HIDDEN,

IT SHOULD BE OPENLY STATED.

"let me give you an example..."

"Here's how this applies..."

Book

"MAYBE YOU THINK, EVEN IF I
DO HOST... WHAT'S THE BENEFIT?"

WHY / WHEN TO TELL A STORY:

- ADD EXTRA VISUAL INFORMATION
- FORGE A CONNECTION

STORY PROMPTING

PURPOSE WHY WE DO WHAT WE DO,
WHY YOU CHOSE THIS PROFESSION

RELATIONSHIP WHO AM I TO YOU?

"I AM YOUR PARTNER IN PARTY
PLANNING..."

POSSIBILITY embrace hope,
Help them see a future,

STORIES ARE CRAFTED LIKE THIS:

① WHAT IS MESSAGE? CONTROLLING IDEA

↘ ② STORY TO BACK IT UP

SAMPLES

WHAT IS THE MESSAGE THAT YOU
CONSISTENTLY FIND YOURSELF NEEDING
TO SHARE?

— YOU SHOULD HOST A SMALL PARTY,
OR GATHERING, FOR YOUR FRIENDS
OR LOVED ONES.

IS THERE A STORY THAT SHOWS THIS?

PURPOSE STORY:

A TIME YOU WITNESSED YOUR
HAVING AN EFFECT ON SOMEONE
ELSE'S LIFE (WHEN YOU FELT
PROUD ABOUT, ESPECIALLY)

RELATIONSHIP STORY

WHAT'S A COMMON MISCONCEPTION
ABOUT YOUR BUSINESS?

WHAT'S THE TRUTH?

AND A STORY THAT BACKS THAT UP.

POSSIBILITY

THINK OF AN OBSTACLE THAT YOU
ON YOUR TEAM FACED. HOW DID
YOU OVERCOME IT?

STORY FEEDBACK

MAKE IT MORE ABOUT
ME, "I DISCOVERED....

WHAT I FOUND ...

HERE'S HOW I USED IT...."

LESS OF: YOU SHOULD, YOU NEED TO,
WHEN YOU... NOT A SALES PITCH

MORE TIPS

STORIES HAVE

- NARRATIVE DETAIL, AND
- SENSORIAL FACT.

MISC

COMEDIANS USE: WHAT THEY WERE THINKING.

DATING:

DIALOGUE: "HE SAID... HE THINK YOU SHOULD
LOOK FOR ANOTHER JOB."

THE 5-PART STORY STRUCTURE

- ① THE SET-UP
- ② THE INCITING INCIDENT
- ③ THE RISING ACTION
- ④ THE MAIN EVENT
- ⑤ THE RESOLUTION

WHO IS YOUR AUDIENCE?

— SCHOOL OF TEACHERS

— CLASS of NEW ACCOUNTANTS

CYNDI FREEMAN
@

GAIL THOMAS

@ REALGAILTHOMAS