

# Storytelling for Influence

From time immemorial, stories have been used, to build nations and to destroy them, to guide and misguide, and thus in our journey, we must take a moment to build on our storytelling skills too.....

.....or else the story of influence and persuasion may probably remain incomplete.

# The Art of Storytelling



- Story telling is described as an art to communicate by introducing emotions into a situation.
- The essence of a great story is its ability to make you forget your worries, your problems, even your pain. A story helps you stimulate your imagination and enter a new magical world that is extremely appealing.
- Stories remain a way in which the storytellers create their own styles of behavior and thoughts are put into words, in which the audience can relate to the identity around their message.
- Inculcate the art of storytelling! Develop skills become a good storyteller. Master storytelling skills by clicking the links below:
- **Article: [10 steps to mastering the art of storytelling](#)**
- **Article: [How to be a Good Storyteller](#)**

(Right click on the link and open in a new tab/window)

# Storytelling Techniques



Based on Chris Anderson's findings of what makes a story captivating, here are some different storytelling techniques. These are used by many TED presenters, who are some of the most inspirational speakers in the world.

Remember to:

1. Immerse your audience in the story.
  2. Tell a personal story.
  3. Create suspense.
  4. Bring characters to life.
  5. Show. Don't tell.
  6. Build up to S.T.A.R. moment.
  7. End with a positive takeaway.
- “A successful talk is a little miracle—people see the world differently afterward.” -Chris Anderson, TED curator

Check out this blog mentioned below to know more:

- **Video:** [The TED Talk Secrets – 8mins](#)
- **Article:** [7 Storytelling Techniques Used by the Most Inspiring TED Presenters](#)

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# Storytelling for Business

Story telling isn't just for fiction, it's vital for your business too. In these courses the authors walk you through the storytelling strategies, including, identifying your audience, brainstorming, nailing down details, and turning your story into a reality.

Be heard, be remembered and create the change you wish to see in your communication with dynamic and entertaining storytelling.



- **LinkedIn Course:** [Business Storytelling with C.C. Chapman](#) - 16mins (Optional)
- **LinkedIn Course:** [Storytelling by Shane Snow](#) – 1hr 13mins

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