

LCXX61

Narrative Thinking

AY21/22, Week 13: Applying Narrative Elements & Impactful Delivery Skills in Pitches



Progress Checklist

Have you...



Decided on **the scenario** and **issue** for your CA2 pitch?
(Inputted the details into your class's excel sheet for approval?)



Thought of the Purpose, Audience and Context (PAC) of your CA2 pitch?



Found credible information from research to be included in your pitch?

Let your **narrative thinking** take flight

W1: Define a **narrative** and know its persuasive power

W2: Recognise the importance of **messages** and **messaging techniques**

W3: Edit narratives via **research**

W7: Apply **Purpose, Audience & Context** in effective storytelling / Story Circle

W1: Pixar's Storytelling Framework

W5/6: NAT Narrative Framework

Messaging Techniques and Pitching

W3: Explore and apply **messaging techniques** effectively

W12: Explore and analyse **impactful storytelling**

W13-14: **Pitch** effectively using **narrative elements and techniques**

W15: Pose and respond well to **questions**



Outline of Today's Lesson

Consolidate

1. Using Narrative Elements and Impactful Delivery Skills in Pitches

Collaborate

2. Applying Narrative Elements and Impactful Delivery Skills in Pitches

3. Consult

3. CA2 Preparation and Consultation

Using Narrative Elements and Impactful Delivery Skills in Pitches



[Recap from last week]

Appropriate Research

Do you know that **your authentic story** supported by **good research** can be useful for your future?

The idea led me into the research, which continues to give me more ideas for the story.

Jean M. Auel


www.idlehearts.com

Impactful Delivery Skills



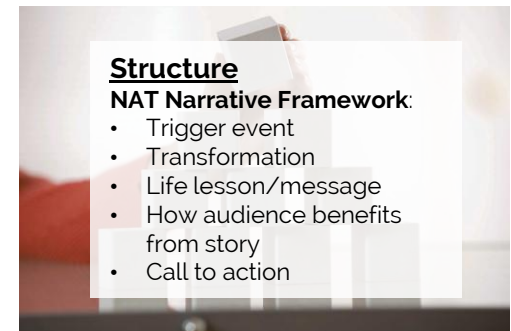
1. Repetition
2. Pace, Tone & Volume
3. Point-of-View (POV)
4. Humour
5. Props





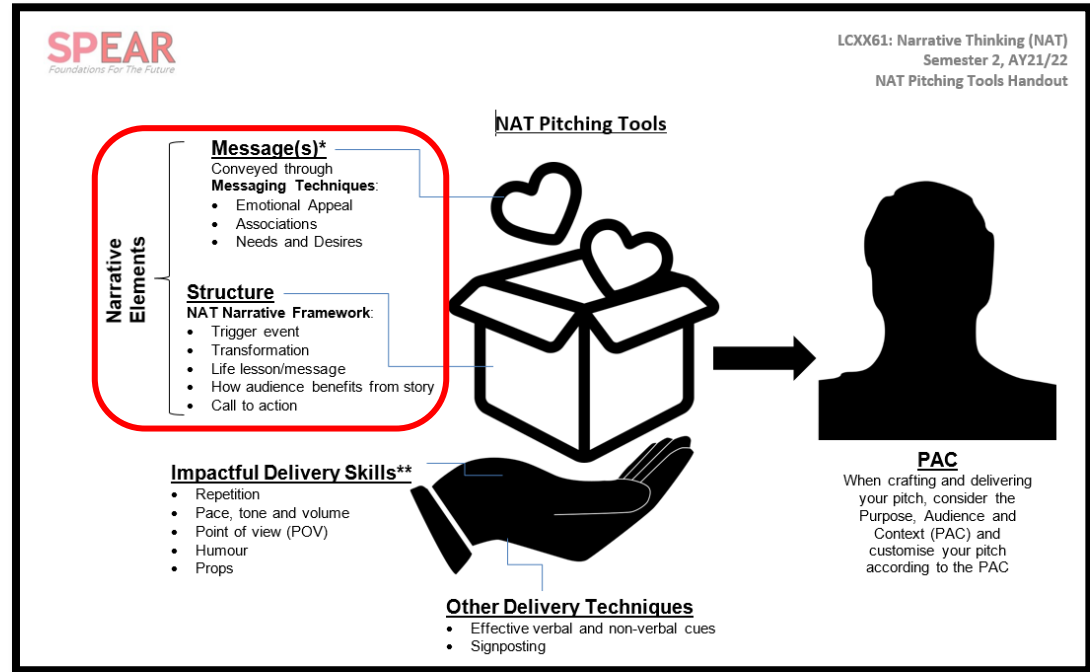
However...

- Just applying Impactful Delivery Skills in your pitch is not enough.
- Your narrative also needs to be 'organised' using a framework.
- Recall the **NAT Narrative Framework?**



Using Narrative Elements in Pitches

- How do we incorporate **narrative elements** (messaging techniques and NAT Narrative Framework) in our CA2 pitch?



Using Narrative Elements in Pitches



Messaging Techniques (For CA2 Planning)

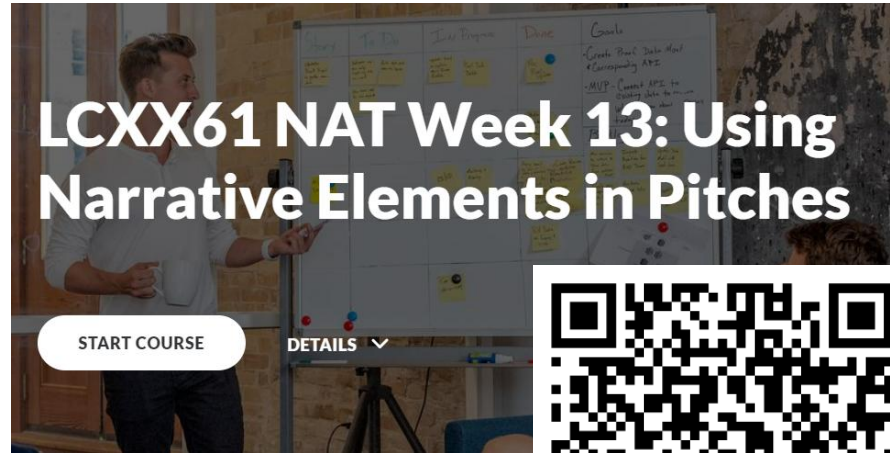
- **Emotional Appeal:** What specific emotions do I wish to arouse in my audience? What **words** and **impactful delivery skills** can be used to achieve that effect?
- **Associations:** What metaphors, symbolic props or analogies can be used to help my audience understand the significance of my **Message** more clearly?
- **Needs & Desires:** Which of my audience's needs and/or desires should I appeal to, especially in my **Call to Action**?



Using Narrative Elements in Pitches



- [Click here](#) or scan the QR code to access the lesson package for a refresher
- Focus on the **worked examples**, in particular



It's interactive, and gives you worked examples!



A silver laptop is open on a white surface, displaying a title slide. The screen has a dark gray background with the text "NAT Week 13", "Collaborate", and "Section" in a bright cyan color. To the left of the laptop, two small glass vases hold succulent plants. The background is a light-colored, textured brick wall.

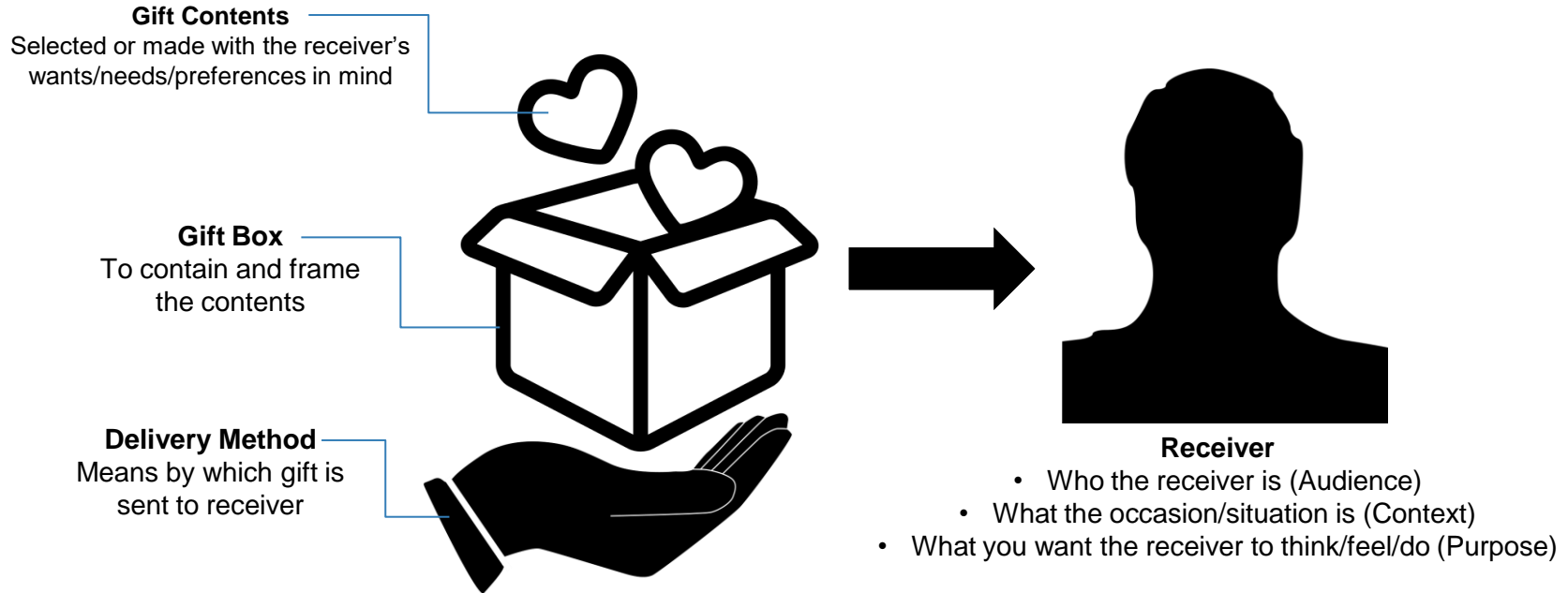
NAT Week 13

“Collaborate”

Section

Applying Narrative Elements and Impactful Delivery Skills in Pitches

When presenting a gift, we would consider the following:



Similarly, for NAT pitches, we should consider or use the following:

Narrative
Elements

Message(s)

Conveyed through

Messaging Techniques:

- Emotional Appeal
- Associations
- Needs and Desires

Structure

NAT Narrative Framework:

- Trigger event
- Transformation
- Life lesson/message
- How audience benefits from story
- Call to action

Impactful Delivery Skills

- Repetition
- Pace, tone and volume
- Point of view (POV)
- Humour
- Props



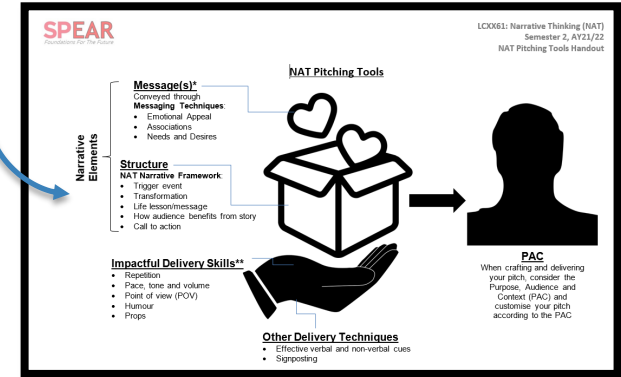
PAC

When crafting and delivering your pitch, consider the Purpose, Audience and Context (PAC) and customise your pitch according to the PAC



NAT Pitching Tools Handout

- Download the '**NAT Pitching Tools Handout**' on Week 13 of our Module Map
- You will be referring to it shortly and you can use it for CA2 pitch preparation too



Let's WATCH!



Look out for the elements of **PAC**, **Narrative Elements** and **Impactful Delivery Skills** as you watch!

Let's PLAY!

Kahoot!

test Yourself!



How well do you understand
PAC, Narrative Elements and **Impactful Delivery Skills** in pitching?

Take the [Kahoot! Quiz](#) to find out!

CA2 Preparation & Consultation

CA2 Preparation & Consultation



- Remember to apply the Narrative Elements and Impactful Delivery Skills to your CA2 pitch
- You have been exposed to the 3 CA2 scenarios:
 1. **Advocacy/Activism**
 2. **Professional/Academic**
 3. **Motivational/Inspirational**
- For more examples, refer to *Weeks 12 and 13 Student Handout of Additional Resources* and [NAT Library Resource Page](#)



CA2 Preparation & Consultation

Have you...



Decided on a scenario for your CA2 pitch?



Thought of the Purpose, Audience and Context of your CA2 pitch?



Found credible information from research to be included in your pitch?

If so, start drafting your CA2 pitch using the *CA2 Script Template*



Key Takeaways

- Recalled a variety of Narrative Elements and Impactful Delivery Skills in pitches
- Applied Narrative Elements and Impactful Delivery Skills in pitches
- CA2 preparation and consultation

A silver laptop is open on a white surface, displaying a dark gray screen with white and teal text. To the left of the laptop, two small glass vases hold succulent plants. The background is a light-colored, textured brick wall.

Continue working on
your **CA2 draft script**