Week 4 :

Storytelling Rubric

When we listen to stories as audience members, we unknowingly respond and make judgments in our head about whether the story resonates or “clicks” with us and how the speaker does this. Below are a few of the characteristics we typically watch out for in the stories we hear and what effective storytellers can do.

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| **Characteristic** | **Description** |
| **AUDIENCE RELEVANCE:**The speaker can use their understanding of a specific audience to decide what content is most relevant to and effective for them. | Content addresses a specific audience and successfully provides relevant and effective information for the specific audience. |
| **LANGUAGE:**The speaker has a solid understanding of language usage that they apply to create authentic content that has an appropriate register (vocabulary, voice, tone, sentence structure, and terminology), clarity and accurate, varied language. | The language is inviting and effective, with high accuracy in grammar, vocabulary and a variety of sentence structures; register and style are effective and appropriate for the task. |
| **VOICE:**The speaker can create a consistent and engaging voice which is appropriate to the medium they are using | The text is free of clichés, generalizations, or technical jargon. The story sounds fresh and different (offers a different perspective). |
| **NARRATIVES:**The speaker understands the qualities of effective storytelling and uses them to create powerful narratives that engage an audience and inspire action. | The story provides vivid scenes that centre around a relatable protagonist. It also contains all the elements of effective narrative storytelling (characters, dialogue, engages the audience, and avoids the inverted pyramid). The story is written mostly in real-time, has a balance of detail and summary, and is free of the “Most Common Storytelling Mistakes.” |
| **STRUCTURING:**The speaker can structure a story effectively to create maximum impact on an audience. | The story of self has a clear purpose/problem identified in the beginning and is rooted in personal experiences. The story has a clear and engaging call to action. |

Finding the **right combination** of the elements above in your storytelling can convert you into a powerful speaker!

0. Module check: Writing Foundations

To tell us what to know about the different storytelling elements based on the content you have just absorbed and videos you have just watched.

1. Which of the stories that you just listened to did you like the most? Why?
2. Cite one example of how a speaker used the **“Audience Relevance”** storytelling element effectively.
3. Cite one example of how a speaker used the **“Language”** storytelling element effectively.
4. Cite one example of how a speaker used the **“Voice”** storytelling element effectively.
5. Cite one example of how a speaker used the **“Narratives”** storytelling element effectively.
6. Cite one example of how a speaker used the **“Structuring”** storytelling element effectively.

Share your responses in your squad channels on The P

***Quiz 1:***

**Question #0**

What element of the storytelling rubric has to do with employing a consistent and engaging voice which is appropriate to the medium the speaker is using?

-Voice

**Question #1**

What tool can be used to organize and plan for your writing / presentation?

-An outline

**Question #2**

Which of the following is a definition of *Technical Writing*?

-A form of communication that conveys technical information in a clear and concise manner.

**Question #3**

What element of the storytelling rubric has to do with organizing a story effectively to have maximum impact on an audience?

-Structuring

**Question #4**

Which part of the Story Arc contains the end of the story and the solution to the dilemma the protagonist was facing.

-Resolution

**Question #5**

Which part of the Story Arc contains the highest point of tension for the protagonist?

-Climax

**Question #6**

Which of the below is NOT a reason for why storytelling is important?

-To make business operations more efficient

**Question #7**

Which of these is NOT a part of the writing process?

-Testing and Piloting

***Quiz 2:***

**Question #0**

Which of the following statements are true about technical documentation? (*Check all that apply*)

-It ensures consistency in processes and procedures.

-It helps onboard new team members quickly.

**Question #1**

Which of the following correctly identifies the key difference between a Product Requirements Document (PRD) and a Business Requirements Document (BRD)?

-The PRD emphasizes the product requirements and features, while the BRD emphasizes the business objectives and project scope.

**Question #2**

When is it suitable to use a direct message (DM) to communicate with someone on Slack?*(Check all that apply)*

-When you need to ask a colleague a quick question or seek clarification.

-When you want to share a funny GIF or personal anecdote.

**Question #3**

In which scenario would using a Slack channel be most appropriate?

-When you want to collaborate and discuss a specific project or topic with a group of people.

**Question #4**

What are the benefits of writing technical documentation? (*Check all that apply*)

-Enhanced customer satisfaction and support.

-Increased efficiency and productivity.

-Improved collaboration and knowledge sharing

**Question #5**

When should you use email to communicate with a colleague or team member?

-When you need to send a formal document or communicate sensitive information.