

How to tell a story

Engage and persuade

Stories are about emotions and connection. Mirror neurons firing

Why do you need to learn to share stories?

- Share knowledge
- Connect – draw in listeners
- Bond w/ friend or SO
- To express how we feel
- To make others feel something
- To change someone's opinion
- Prep for that wedding speech/eulogy/presentation
- Entertain

People remember how you made them feel above everything. Not facts. They remember the journey.

We ascribe meaning and feelings to a story to connect.

More invested you are in your partner the less pressure you have on yourself.

- Golden rule of telling a story.
- Without it, your delivery is now about you, and not about the story.

Connect -> engage -> persuade to tell a successful story

Everybody has an internal dialogue inside their head. How well you can interact with it determines how good of a public speaker or storyteller you will be.

Do this by ATTENTIONING THE OTHER.

Who is your story for? The listener.

9 intelligences – kinesthetic/athletic, analytical, personable, musical, vocabular

A story is a retold experience shared with enough detail to captivate as if they were there to experience it as if it were real.

How do we do it:

- Set up story – we bring the audience into the situation. Place people in the scene. Answer who when what where why how.
- Struggle – why and how using one of the 5: person vs person, person vs nature, person vs themselves, person vs society, person vs environment.
- Solution – what is the point of the story.