Coursera Storytelling

<https://www.coursera.org/learn/communicate-with-impact/home/welcome>

### **Week 2: Telling your story: Developing a dramatic narrative**

It is in our DNA as humans to hear stories. But unfortunately, storytelling is not that simple.

Most presentations are boring. There are 4 reasons:

Graphical user interface, text, application

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The goal of a presentation or speech is to pass the message to the audience so that the audience accepts the argument and is inspired to take actions.

For this to happen the audience should:

* Attend
* Comprehend
* Emotion and imagination

ACE and ALIAS:

Diagram

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Attendance should be consistent by the audience. They are constantly distracted. We need to use a **SIMPLE LANGUAGE.**

**Acceptance:** to get it we need to remember to speak to the interest of the audience and talk about what is important to them.

Even if people understand your point, there is no guarantee they persuade it.

**Use SIMPLE and VIVID language**, because the audience don’t remember much of the presentation.

Changing PRIESTS:

Diagram

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In order to choose the story, remember as many stories as you can and choose the most appropriate one to the topic.

HINT: The story can be personal and it usually people can see the interesting side of you. The lecturer says Asian stories and people like them. But make sure it is appropriate to the audience.

Also, as stories we can cite myths and fables.