Coursera Storytelling

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

### **Week 3:**

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

Description automatically generated

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

Description automatically generated

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

Description automatically generated

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.

Very interesting story telling pitch: [Mad Men Carousel Pitch](https://andrewtollinton.com/my-love-mad-men-carousel-pitch/)

There are three valuable lessons from the above pitch:

1. Don’t talk about the function, talk about **benefits**
2. Think about **fear of loss**. Try to show them how painful it is to take something away from them.
3. Drive up the sense of **emotion** in the audience.

Aristotel said:

A person wearing glasses

Description automatically generated with medium confidence

Diagram

Description automatically generatedStory telling is the overlap of facts (logic), stories (emotions), and implications(meaning).

Sometimes only a short anecdote can be added to the presentation.

We need to make sure the story is relevant and supports the point of the presentation.

Steve jobs always used number three (three stories) to engage the audience.

Facts alone cannot get trigger the audience’s emotions. Telling stories can take the listener to another time or place. It is called a **Springboard story**.

THREE PART STRUCTURE:

Part1: The beginning: It should have a hook to pull the audience in.

A picture containing logo

Description automatically generated

Part2: The middle: it is about the problem and solution to sustain attention

Diagram

Description automatically generated

Part3: The end: call to action

Graphical user interface

Description automatically generated

Work on the middle part first.

A person wearing glasses

Description automatically generated with medium confidence

If the topic is so controversial, try to talk about some of the objections before you reveal the solution. And if the solution is risky, acknowledge the risk too.

Diagram

Description automatically generated

In the beginning you can say something provocative and shocking to the audience or scary.

In the middle:

A black background with white text

Description automatically generated with low confidence

Make the middle part rewarding for the audience to listen. They learned, or gained confidence or enjoyed it.

Graphical user interface, application

Description automatically generatedAnd the end:

90% of successful stories have the same structure.

The Narrative Arc (Freytag’s Pyramid):

1. Exposition: opening of the story. Intro to the characters and the settings.
2. The rising action: a series of events that complicates the matter for your characters and increases drama or suspense.
3. Climax: the big showdown where the characters show opposition or either win or lose.
4. Falling action: A series of events that unfold after the climax and lead to the end of the story.
5. Resolution: The end of the story, problems resolved.

Another way of story telling:

1. Set up: Show a likeable and relatable so that the audience invests in the character.
2. Seeks: The protagonist (hero) has some desire that cannot achieve with his/her own skills or resources
3. Stopped: They reached the obstacle and don’t know what to do
4. Suffers: all hopeless time and painful moments
5. Surrender: Surrender the ego, learn what to do, and finally overcome the obstacle
6. Success: their desire fulfilled. Usually with a much greater reward that is beyond their imagination and expectation.

Another style: SOS

1. Situation (setup): setup main personalities and make sure they are likeable and the audience like them and invest emotions in them.
2. Obstacle: obstacles preventing the person from what they want
3. Solution: how they overcame the obstacle and how great it is now

For talking to clients:

1. **Describe the situation setup for the client**
2. **Obstacles are telling the clients what prevents them from what they want**
3. **The solution is what we can do for them to overcome the obstacles and how great it is for them now**