**Home Assignment Three**

**Task One:**

**Please watch the Ted speech** [Karen Eber: How your brain responds to stories -- and why they're crucial for leaders | TED Talk](https://www.ted.com/talks/karen_eber_how_your_brain_responds_to_stories_and_why_they_re_crucial_for_leaders)

Q1 What is the function of the first two stories? What message did you get form these two stories?

Introduction of the speech. it’s crucial for a leader to help people feel seen and storytelling is important.

Q2 What is the function of the third story in the speech? Is it effective? Why?

To illustrate that telling a story before showing data can help people connected with the data, which make your speech effective.

Yes.

Because it strongly supports her thesis. And as she said in the speech, the story let you connect with her point and believe it.

Q3 Do you learn something new about using data and story in a speech or presentation? How are you going to apply that knowledge to your speech performance?

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| Ted Speech One | 1. Maria’s story “I Dropped My Phone Down An Elevator Shaft” 2. Walter Bettinger’s story “What is the Name of the Clean Lady?” 3. Briana’s story “There are more Michelles out there" |

**Task Two:**

**Please watch the Ted speech** The magic of storytelling <https://b23.tv/gKssY7R>

Q4. Why did David tell you a story of falling in love? Do you think it is an effective way to convey his key message?

Q5. How do the following three stories differ in their function? Which one do you like and why?

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| Ted Speech Two | 1. Rob Walker’s story “Significant Objects Study” 2. David’s story “The Worst Meeting I’m Going to Have” 3. David’s story “The Unexpected Death of the Unborn” |

Q6. What are particular storytelling techniques you might learn from David?

Q7. Do you totally agree with David in terms of “functional storytelling”? any critical response?