



Storytelling Tips:

Start With a Feeling

What's your team feeling? Think of a time you had the same feeling. Tell that story.

Story Must-Haves

Change: How are things at the beginning different from the end?

Stakes: What did I gain or lose? What did I really want?

It's also compelling when something in your story violates an assumption, (heart attacks are always bad)

Storytelling Techniques

- Tell it like it's happening now. (present tense)
- Use your face and your body!
- Use senses. How did you feel, how did it look, smell, taste, or sound?
- Play the roles.
- Be vulnerable because it humanizes you and feels authentic to the audience.

Tie Your Story to Work

1. "I know you're feeling __ (emotion) __ because ____ (work situation) _____. I'd like to tell you a story about a time I also felt ___ (same emotion) ___."
2. Tell your story.
3. "What I learned was....."
4. "What we can learn is....."

Books:

How to Tell a Story by Meg Bowles et al

Talk Like TED by Carmine Gallo

Articles:

Inc.: "All great leaders are great storytellers. Here's the formula for great storytelling." by Heidi Zak

Forbes: "How Sharing your Personal Story Can Transform your Business and Change your Life." by Jodie Cook

Harvard Business Review: "Storytelling that Drives Bold Change." by Frei and Morriss

Wild Blue Yonder (USAF, Air University): "The Power of Storytelling for Leaders and Leadership Development" by Hinck et al

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