



## Storytelling

“We are lonesome animals. We spend all our life trying to be less lonesome. One of our ancient methods is to tell a story begging the listener to say—and to feel—‘Yes, that’s the way it is, or at least that’s the way I feel it.’ You’re not as alone as you thought.”

—John Steinbeck

Storytelling is humankind’s original medium for conveying the details and the passion that define our lives. It remains our most powerful tool for educating, persuading, and effecting social change.

Telling a personal story makes a statement about you and what’s important to you. Storytelling enables people to connect with other people. It has the unique ability to grab someone’s attention, connect to what they feel is important, and link that feeling to whatever you want them to see, do, or feel.

Storytelling has the power to break through the noise of daily life and create visual and memorable impressions for your listeners.

There is no one way to tell stories; in fact, you should tell them in the way that you’re most comfortable. Here are some tips to help you.

### Tips for Storytelling

- Know your audience. Your story may not change from audience to audience but the way you tell it will.
- Know why you are telling your story to this audience at this time.
- It is important to have a prepared, well-thought-out story to make appropriate, necessary connections with your listeners.
- There should be a beginning, middle, and end to your story.
- Keep it focused, and have a point.
- Paint the picture. Avoid generalities, and describe what happened, even reconstructing dialog if possible. Use as many images as possible that people can identify with and that describe the places, sounds, and sights in order to draw them into the experience.
- Keep it concise and organized; think it through beforehand.