Notes from Workshop Presentation

Scott Whitehair
swhitehair@gmail.com

Things that are useful in story telling:
- Story telling is a **series of conscious decisions**
- A story is an experience which includes emotion, characters, setting, context, problems, solutions etc.
- A story contains structure; beginning, middle, end.
- A story is **engaging**, memorable (sensory detail, imagery, emotion)
- A story is told for a **reason**
- Stories are told to teach, inform, connect with others, build awareness, influence those around us, share experiences, to persuade, to sell, to entertain, to communicate your organization, identity and culture, to inspire
- A story has listeners and an audience
- Each opportunity to tell a story is a unique opportunity – so always treat it that way
- Audience or listener is the beneficiary of the story (the story is not about the story teller, it is about the listener)
- A story is a conversation which include reading your audiences verbal and non-verbal **feedback**: body language, eye contact, etc. and deciding how to respond and follow-up according to their feedback.
- Even if you are the story teller, remember that you do not know everything!
- Every time you tell a story, the experience is different. There is no single "formula" or "one size fits all" in story-telling.
- Plant the seeds in the things you can control and put the time in (**practice, edit, and repeat**) rather than focusing on the things you can't control.
- All stories are personal

Material used for story telling:
- *"you can't cook a meal without getting groceries first"*
- Metaphors
- Day dreaming and visualization
- Writing
- Sharing ideas
- **Vulnerability –** showing who you are and what you are about, vulnerability brings people closer, it's about admitting your human, showing your passion, what moves you? How do you feel? What do you care about? What excites you?

Structure of story-telling:
- **Beginning:** getting people's attention and **inviting** them on the journey, imagery, dialogue, humor, question,

- People don't do this often because of too much exposition; you don't always need to start with all the background or all the facts
- Paying attention to whether there's too much detail or not enough
- **Middle:** this is primarily about **movement**, remembering what your story is and why you are telling it, "rehooking" to the main point
- Being careful not to get too distracted
- **End:** Just focus on **resolving the story**
- *"the ending of a story is only the ending for that telling"*
- You don't need to wrap up everything but you do need to resolve the story
- Make a decision in advanced about where your story is going to end
- Great endings? Call to action, solution, imagery, dialogue BUT watch for not forcing the third angle of the triangle – allow people to catch/conclude this themselves
- Pick ONE ending.