

Storytelling with Impact

Answer these questions about a story that relates to an important point in your speech or book. Then weave the learnings from this exercise into your story for more impactful, engaging storytelling. Stories are one of the most powerful ways to inspire and teach. Use them often and well.

First – and most important – Why are you telling this story in your presentation? How will your audience *benefit* from hearing it?

Character – who is the main character of this story you are telling?

Describe your main character in detail (height, age, personality, quirky characteristic...)

What happened to your main character that is directly related to your topic?

How was your main character affected by this happening? What feelings did she or he experience while it was happening or as a direct result?

What surprised your main character in this event?

How did your main character's life change? What did they overcome or learn?

How did *your* life change as a result of hearing or being a part of this story?

How does this story directly and powerfully reiterate or crystallize your main goal of your presentation?

Under which of your three main points does this story fit? Or is it your opening or closing story for your presentation? Is it the very best story you can tell for this purpose?

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On the stage, page and web.

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