



Photo: Julie Brown



The Speaker As Storyteller

Unleashing
The Power of Story
To Enhance Your Speaking Prowess



November 8 2008



Sales & Service Solutions Through Speaking

www.ExpressionsOfExcellence.com

Why Stories?

“We’re wired for stories, individually and collectively.
Since the time of Odysseus we’ve been told stories.
Since we were little kids we’ve been read and told stories.
This is how we’ve been conditioned to learn;
our morals and our values
are taught through stories.”



— Gay Ducey
Past President
NATIONAL STORYTELLING NETWORK
Oracle Award recipient for
Distinguished National Service in Storytelling.



The Storytelling Advantage

Stories by speakers work for a number of reasons:

1. They are a familiar format for processing information by our audiences
2. They resonate with listeners, allowing a heart connection.
3. They are more memorable for most than facts and figures
4. People can find themselves in our stories
5. Our stories engender theirs, which builds and deepens trust
6. Stories take the theoretical and make it real, and thus more accessible for listeners.

The Storytelling Tradition

Storytelling occurs in a variety of settings:

- | | | |
|-------------|--------------|---------------|
| ❖ School | ❖ At Home | ❖ At Camp |
| ❖ Socially | ❖ At Work | ❖ Nationally |
| ❖ In Song | ❖ In Opera | ❖ Commercials |
| ❖ Campaigns | ❖ Reality TV | ❖ _____ |

Storytelling has a storied tradition worldwide, including:

- | | | |
|-------------------|--------------|--------------|
| ❖ Native American | ❖ Chinese | ❖ African |
| ❖ Russian | ❖ Japanese | ❖ German |
| ❖ Indonesian | ❖ Polynesian | ❖ Yiddish... |

Storytelling has numerous religious traditions:

- | | | |
|-------------|-----------|------------|
| ❖ Buddhist | ❖ Hindu | ❖ Judaic |
| ❖ Christian | ❖ Islamic | ❖ Maori... |

Within your audiences you have diversity:

- | | | |
|------------------|-------------------|------------------|
| ❖ Aural learners | ❖ Visual learners | ❖ Kinesthetic... |
| ❖ Engineers | ❖ Artists | ❖ Administrators |
| ❖ Left-Brain | ❖ Right-Brain | ❖ Pea Brains 😊 |

What stories are you already telling?

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Types of Stories for Speakers Include...

- Signature Story:** It's yours, like your signature! It's the foundation of your presentation. You're known for it. It's usually longer than several minutes. It is powerful or profound, meaningful and memorable. May be funny, serious, sad, significant. Culled from your personal experience.
- Success Story:** A short story or case study. Effective with audiences, in meetings and with prospects.
- Archetypal story:** The Hero's Journey, stories of Tricksters, Magicians and Healers are familiar themes for us...they resonate on a deep level with people all around the world.
(Read Craig's article "Told to Sold" for more on this topic: www.expressionsofexcellence.com/ARTICLES/toldtosold.html)
- Illustrative Story:** A story used to punctuate a point. May be told before or after the learning point. Can be short (30-seconds to 2 minutes).
- Folk Tales:** Traditional. Have many variations. Vary by culture. Each may have its own rules or ethics for telling.
- Third Party Stories:** Attribution appropriate. Do you have permission to tell? Especially if it's personal or sensitive in nature, it's important to get prior approval, and cite source when telling (assuming source desires credit.)
- Apocryphal:** Beware the "Starfish" story, "Lighthouse" story or "Rocks in the Jar" story if at all possible. They're overexposed. Be original. Yet, "The Carpenter" story and others persist for a reason. they're evergreen.



Universal Truths and Themes



Universal Truth	Story
Risk leads to reward	
The Golden Rule	
Perseverance / Never give up	
Thou shall not steal	
Thou shall not lie	
Honesty's the best policy	
Integrity	
Responsibility	
Have Faith	
Honor the process	
Seek to understand, then be understood	
Themes / Topics	
It takes two to communicate	
Customer Service	
Always at choice	
Language, Self-image	
Recognition	
Doing what we don't want to do	
Rapport	
Diversity	
Procrastination	
Inquisitive by nature	
Ripple effect	
Working together / not working together	
The power of words	
Coming on too strong	
Leading without title	
Your Themes / Learning Points	

Create your own list of universal truths or core messages and analogous stories that reinforce those points. Download a form for tracking said stories here: www.expressionsofexcellence.com/NSA/storytracker.pdf

Prospecting Your Past



A First for Humor...A Storied Past

FIRST TIMES offer a natural place to look for stories! And, everyone can relate.

Your first day at school: _____

First overnight at camp _____

First pimple _____

Your first girlfriend / boyfriend _____

First kiss _____

First breakup _____

First beer / tobacco chew / mixed drink _____

Your first trip overseas _____

Your first job _____

First time you saw your partner _____

Your first wife / husband _____

Your first million _____

Your first audit _____

Your first arrest _____

Uncovering Your Signature Story

What do you speak about? _____

What is your name? _____

Where were you born? _____

What position in the family are you? (Only child, oldest of #, youngest of #, etc.)

Where did you grow up? _____

Was your childhood happy, sad, lonely, tumultuous? Describe: _____

What are your most vivid childhood memories of? _____

Describe your favorite smell from childhood? _____

If your life had a title what would it be? _____

What themes are prevalent in your life? _____

What's your motto? _____

Ever do anything extraordinary? _____

Ever witness an extraordinary event? _____

Ever have a brush with fame? _____

What one individual (other than a parent) influenced you the most, and how? _____

Honing In On Your Stories

Opening Line¹ _____

Set the Scene (location, day/date/time): _____

Name and Describe the Character(s): _____

Describe the Action (Sights, Sounds, Smells, Colors, etc.): _____

Drama: _____

Climax: _____

Moral/Conclusion/Twist: _____

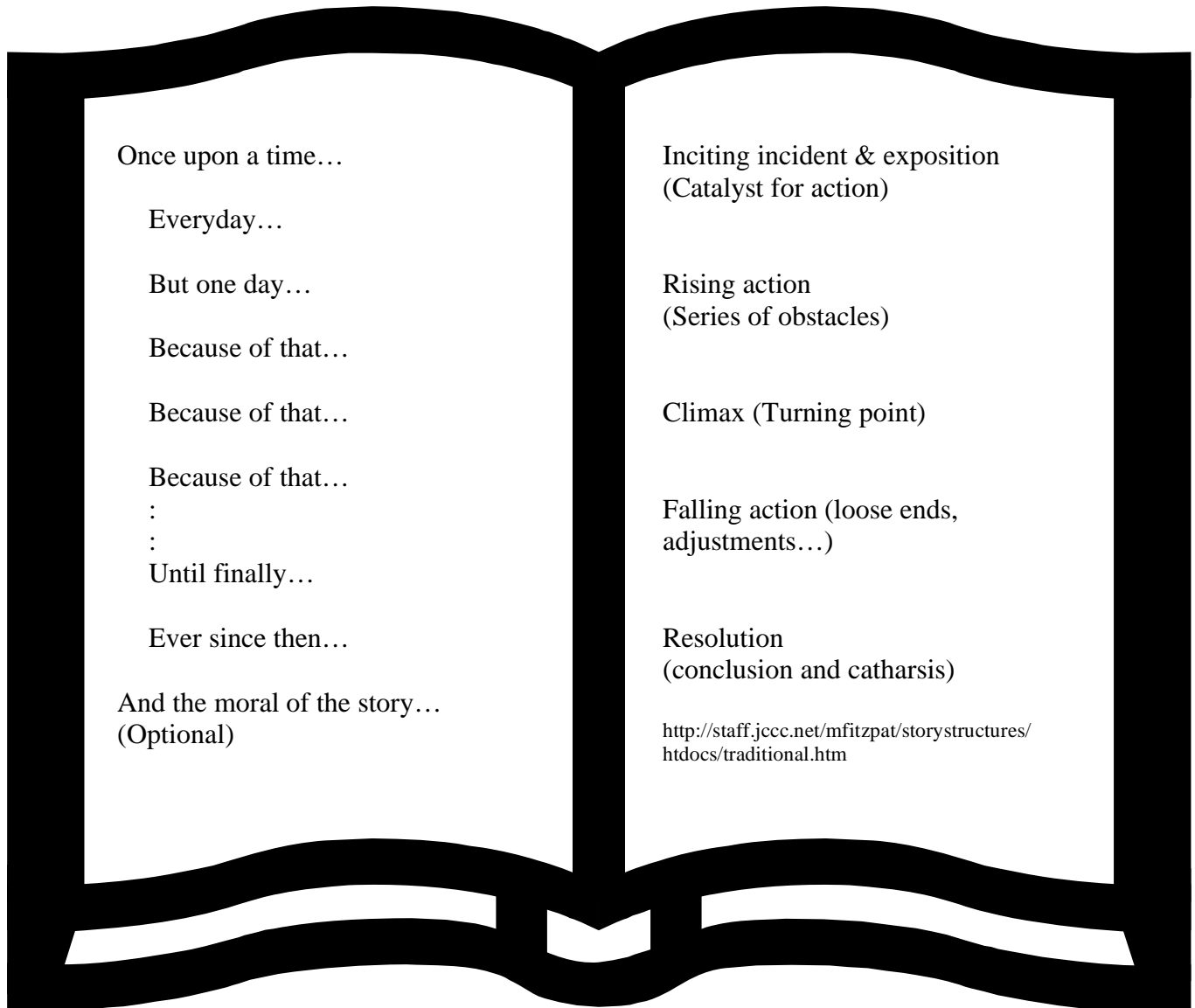
What is its Universal Quality? (What's in it for the audience?) _____

Now Give Your Story a Title! _____

¹ See bottom of page 12 for information on Patricia Fripp's story openings.

Crafting Your Story

Story Spines



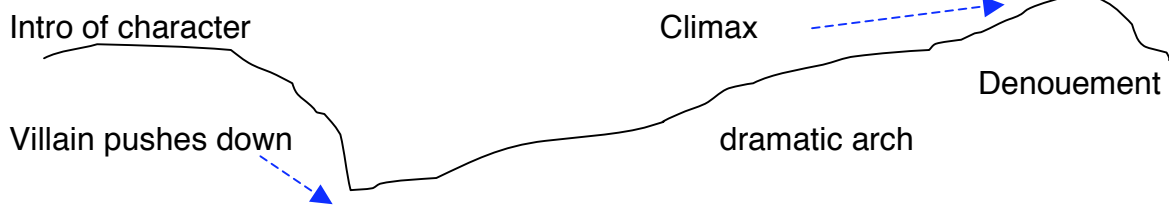
The Story Spine

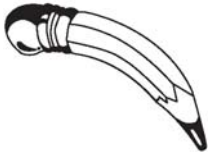
(courtesy of Kat Koppett,
author TRAINING TO IMAGINE)

The Classic Greek 5-Act Play

Reminiscent of LAW & ORDER or
LOVE BOAT TV episodes

Dave Lieber's Story Arc





Success Story Format

DEVELOPING YOUR SUCCESS STORIES
(Write A U-Dunnit!)



The Setting:

The Situation:

The Solution:

Moral/Lesson (optional) _____

Qualities, skills or experience being showcased? _____



Storytelling Resources



Join and become active in the **STORYTELLERS PROFESSIONAL EMPHASIS GROUP (PEG)** of **NSA**.

Cost: \$25/yr. www.nsaspeaker.org



ASSOCIATIONS — Local and National

River & Prairie StoryWeavers: www.storyraps.org/

Mo-Tell, the Missouri Storytelling Association: www.motell.org/

Mid-Missouri Organization of Storytelling: <http://most.missouri.org/>

Join the **National Storytelling Network**: www.storynet.org

FESTIVALS — National, Kansas and Missouri

Annual **National Storytelling Festival** in Jonesborough TN, Oct 2-4, 2009

www.storytellingfoundation.net/festival/about-fest.htm

29th annual St. Louis Storytelling Festival, April 30-May 2, 2009

www.umsl.edu/divisions/conted/storyfes/index.html

Cape Girardeau Storytelling Festival, April 3-5, 2009 in MO: www.capestorytelling.com

RAPS Chicken Festival, Warrenton, MO each January

Attend the annual **KANSAS STORYTELLING FESTIVAL** Fri-Sat, April 14-15, 2009 in Downs, KS:

www.kansasstorytelling.com

Smoky Hill River Festival, April 11-14, 2009 in Salina KS: www.riverfestival.com/2008

Attend Storyteller Joyce Slater's annual October Storytelling Celebration in Kansas City:

<http://mcckc.edu/storytelling/>

RADIO: Listen to storytelling on the radio on **NPR**: Garrison Keillor's

Prairie Home Companion, Ira Glass and others.

More Storytelling Resources



Craig's Storytelling Handouts:

Call and Response Technique (PDF):

www.laughlovers.us/Handouts/Improv_Call&Reponse.pdf

Story Tell, Story Sell — Storytelling for Speakers (PDF):

www.expressionsofexcellence.com/NSA/

Articles of Craig's on Storytelling:

What Toastmasters And Storytellers Can Learn From Each Other (PDF)

www.expressionsofexcellence.com/ARTICLES/toastmasters+tellers=win-win.pdf

Become a Two-Minute Storyteller (Aug, '06 edition of *Toastmaster* magazine):

www.expressionsofexcellence.com/ARTICLES/two_minute_stories.htm

√ Leveraging Archetypal Stories to Connect (in sales and service situations):

www.expressionsofexcellence.com/ARTICLES/told_to_sold.html

Storytelling in China:

www.expressionsofexcellence.com/articles.html#China

Another great resource:

Patricia Fripp's wonderful Story Openers

(*not* on her great website www.fripp.com)

E-mail Craig or Fripp for a copy: PFripp@fripp.com

NSA resources:

Become a student of the storytellers in NSA: Grady Jim Robinson, Fripp, Kelly Swanson, Jeanne Robinson, Lou Heckler, Jon Alston, Naomi Rhode, the timing and comedic genius of late Bob Murphey, and many more.

Great Storytelling Books recommended by Susan Luke

Armstrong, David, Managing by Storying Around, A New method of Leadership, Doubleday-Currency, 1992*

Brown, John Seely; Denning, Stephen; Groh, Katalina; Prusak, Laurence, Storytelling in Organizations Why Storytelling is Transforming 21st Century Organizations and Management, Elsevier Butterworth-Heinemann, 2005

Clark, Evelyn, Around the Corporate Campfire, How Great Leaders Use Stories to Inspire Success, Insight Publishing Group, 2004*

Denning, Stephen, Squirrel Inc. A Fable of Leadership through Storytelling, Jossey-Bass, 2004

Denning, Stephen, The Leader's Guide to Storytelling, Mastering the Art and Discipline of Business Narrative, Jossey-Bass, 2005

Denning, Stephen, The Secret Language of Leadership, John Wiley & Sons, Inc, 2007*

Denning, Stephen, The Springboard How Storytelling Ignites Action in Knowledge-Era Organizations, Butterworth-Heinemann, 2001

Fog, Klaus; Budtz, Christian; Yakaboylu, Baris, Storytelling Branding in Practice, Springer, 2004

Gabriel, Yiannis, Storytelling in Organizations, Oxford University Press, 2000

Heath, Chip & Heath, Dan, Made to Stick, Random House, 2007

Lipman, Doug, Improving Your Storytelling, August House Inc, 1999

Lipman, Doug, The Storytelling Coach how to Listen, Praise, and bring Out People's Best, August House, Inc, 1995

Maguire, Jack, The Power of Personal Storytelling Spinning Tales to Connect with Others, Tarcher/Putnam, 1998*

Maxwell, Richard & Dickman, Robert, The Elements of Persuasion, HarperCollins, 2007*

Mellon, Nancy, Storytelling and the Art of Imagination, Yellow Moon Press, 1992

Peters, Tom, The Brand You 50, Alfred Knoph, 1999

Peters, Tom, The Pursuit of WOW, Vintage, 1994

Pink, Daniel H, A Whole New Mind, Riverhead books, 2006*

Simmons, Annette, The Story Factor, Basic Books, 2001

Simmons, Annette, Whoever Tells the Best Story Wins, American Management Association, 2007*

Underhill, Roy, Khrushchev's Shoe, Perseus Publishing, 2000*

* personal favorites of Susan Luke CSP – for additional information please contact Susan at 210-643-4367 or Susan@SusanLuke.com

Storytelling Resources recommended by Craig "Hackin' 'Boo" Harrison

Bennett, William J, The Book of Virtues, Simon & Schuster, 1993

Cabral, Len and Manduca, Mia, Len Cabral's Storytelling Book, Neal-Schuman Publishers, 1997

Cole, Joanna, Best-Loved Folk Tales of the World, Anchor Books, 1983

Collins, Brandilyn, Getting Into Character: Seven Secrets A Novelist Can Learn From Actors, Wiley, 2002

Davis, Donald, Telling Your Own Stories, August House, 1993

Despain, Pleasant, Tales of Wisdom & Justice, August House, 2001

Gargiulo, Terrence and Scott, Gini Graham, In The Land of Difficult People, 24 Timeless Tales Reveal How To Tame Beasts At Work, Amacom, 2008.

Han, Carolyn and Jay, The Demon King and Other Festival Folktales of China, A Kolowalu Book of University of Hawai'i Press, 1995

Han, Carolyn and Jay, Why Snails Have Shells: Minority and Han Folktales of China, A Kolowalu Book of University of Hawai'i Press 1993

Holt, David and Mooney Bill, More Ready-to-Tell Tales from Around the World, August House, 2000

Lipman, Doug, Improving Your Storytelling: Beyond the Basics for All Who Tell Stories In Work or Play, August House Inc, 1999

Norfolk, Bobby & Sherry, The Moral of the Story: Folktales for Character Development, August House, 1999

Rydell, Kate, A Beginners Guide to Storytelling, National Storytelling Press, 2003.

Silverman, Lori, Wake Me Up When the Data Is Over, Jossey-Bass, 2006

Simon, Henry W., 100 Great Operas and their Stories, Anchor Books, 1989

Singer, Isaac Bashevis, Stories for Children, Farrar/Straus/Giroux, 1984

Stevenson, Doug, Story Theater Method, Cornelia Press, 2008.

Thurber, James, Fables for Our Time, Perennial Library (Harper & Row), 1990

Yolen, Jane, Favorite Folk Tales From Around the World, Pantheon Books, 1986



Heather Rogers



Dr. Vincent Muli Wa Kituku



Kirk Waller

Storytellers

STORYTELLERS PEG OF THE NATIONAL SPEAKERS ASSOCIATION®



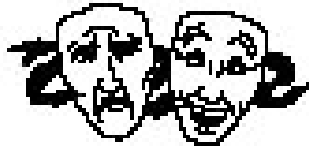
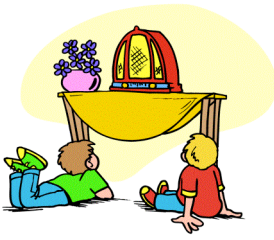
Doug Stevenson
StoryTheatre



Corporate Mythologist
Susan Luke



"Hackin' 'Boo"
Craig Harrison



Welcome to the **Storytellers PEG**

For just \$25...

Helping keynoters, trainers, consultants, coaches, subject matter experts and service providers to leverage the power of story as a form of communication, persuasion and leadership.

Encouraging current and aspiring storytellers and NSA members-at-large to develop and hone their understanding of how to craft, tell and improve their stories. Our PEG will provide skill development, networking, community, resources and support.

DELIVERABLES

Special Programming at Fall and Winter Conferences and the annual Summer Convention

Teleseminars monthly on various aspects of storytelling: vocal techniques, storytelling in business, audience dynamics, archetypal stories, etc.

Articles in our quarterly newsletter and regular e-zines.

Listserv planned for questions, tips, problem-solving, networking, etc.

Leadership Opportunities: We have openings to coordinate e-zines and listserv.

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