

Storytellers

THE STORYTELLERS PEG OF THE NATIONAL SPEAKERS ASSOCIATION®



Photo: Julie Brown



The Speaker As Storyteller

**Unleashing
The Power of Story
To Enhance Your Speaking Prowess**

July 18, 2009



Sales & Service Solutions Through Speaking

www.ExpressionsOfExcellence.com

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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 our audience to process information
2. Our stories 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 and dialog
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 | ❖ Hare-Brain 😊 |

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 yet relevant to all.
- 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 & Fairy 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.
- Brushes with Fame** Stories involving (you and) a celebrity. People love "backstage" stories.



Universal Truths and Themes



Universal Truth	Story
Risk leads to reward	
The Golden Rule	
Perseverance / Never giving up	
Thou shall not steal	
Thou shall not lie	
Honesty's the best policy	
Integrity	
Responsibility	
Have Faith / kept the faith	
Honor the process	
Seek to understand, then be understood	
Themes / Topics	
Leadership	
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	
Counting chickens before they're hatched	
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.eexpressionsofexcellence.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: _____

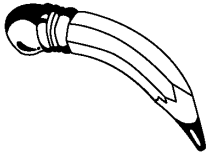
Climax: _____

Moral/Conclusion/Twist: _____

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

Now Give Your Story a Title! _____

¹ See page 11 for information on Patricia Fripp's story openings.



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? _____



The Call and Response



A popular technique for connecting with your audience is the "call and response" routine whereby you, as speaker/comedian/storyteller/musician "call" out to your audience with a word, phrase or refrain. In turn, your audience "responds" with a set or pre-arranged callbacks.

This is a popular technique that originated in West Africa and can be found in a variety of church services, musical and spoken word performances. It can be used as an icebreaker at the beginning of programs or else in the middle. Either way it engages an audience.

	Leader (Call)	Audience (Response)
	Harry Belafonte: "Day-O, DayyyAAayyyyAAay-O"	"Daylight come and me wanna go home"
	Mary Kelly sez: I say Crick. You Say Crack. Crick...	Crack! (Caribbean origin)
	David Letterman divides the room into halves and exhorts: Oprah, Uma... Uma, Oprah...	Oscars audience responds: ...Oprah, Uma ...Uma, Oprah
	Cedric the Entertainer: "Let me hear you say BAY-BEE!"	BAY-BEE!
	Hip Hop Horray... Hey...	...Ho! ...Ho!
	Tastes Great!	Less Filling!
	Student Section at sports events: Go!	Alumni section at sports events: <u>Bears!</u> <i>(insert your team name here)</i>
	"Dingo / Dobro!" You Say Dingo / I say Dobro Dingo...	Dobro
	Bill Harley song: "Is Not!"	"Is Too!!"
	Camp counselor (or teacher): "1-2-3, listen to me!"	Campers/students: "1-2, listen to you!"
	Jackie Moon (Will Ferrell) says: Love me.	Chorus: Sexy! <i>From the Movie: Semi Tough</i>



Storytelling Resources Craig Recommends

An assortment of books on storytelling, and books of stories from around the world.



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

Cabral, Len & 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

Erdoes, Richard and Ortiz, Alphonso, American Indian Myths and Legends, 1984, Pantheon (Random House)

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: Strategic Storytelling in Business, Cornelia Press, 2008

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

Wacker, Susan B and Silvermann, Lori, Stories Trainers Tell: 55 55 Ready-to-Use Stories to Make Training Stick,
John Wiley and Sons, BOOK and CD, ISBN: 0787978426

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



Storytelling Resources



ASSOCIATIONS —National and Local

Join the **National Storytelling Network**: www.storynet.org and find a local association, guild or swap to partake of. Attend NSN's October 2-4, 2009 Festival in Jonesborough, TN and their August 2010 conference in LA.

RADIO: Listen to storytelling on the radio on **NPR**: Garrison Keillor's *Prairie Home Companion*, Ira Glass and others.

Craig's Storytelling Handout:

Story Tell, Story Sell — Storytelling for Speakers (PDF):
www.expressionsofexcellence.com/NSA/Storytell_NSA_NYC.pdf

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 the late Bob Murphey, and many more.

About Your Presenter

CRAIG HARRISON HAS been profiled in *The Wall Street Journal*, interviewed by 60 MINUTES and BOTTOM LINE, quoted by *Business Week*, *The Financial Times* and *Selling Power* magazine and you've read his columns and articles in the *San Francisco Chronicle*, *San Francisco Examiner*, *Support World*, *Executive Excellence*, *Customer Communicator*, *Transaction World*, *Speaker* and *The Toastmaster* Magazines. He is founder and principal of EXPRESSIONS OF EXCELLENCE!™

Among Craig's clients: PFIZER, UNITED AIRLINES, HITACHI AMERICA, GSA, Nolo.com and MPI, SGMP and ASAE chapters. Craig combines story, humor, wisdom and practical sense to help clients communicate with confidence and clarity. Let him help you experience the sweet taste of success.

Background

As a manager, consultant, publisher and curriculum developer in Silicon Valley Craig cultivated his digital dexterity, helping the technical world train and communicate more effectively. His work with a database company, publishing houses and a consulting firm also helped Craig develop his strong customer service orientation.

As a director of communications with the non-profit PROS FOR KIDS, Craig coached with Olympians and Hall of Fame athletes, helping young people enhance their self esteem, become confident communicators and recognize the value of healthy living.

As a youth basketball coach Craig has led teams domestically and internationally for the non-profits SPORTS FOR UNDERSTANDING and MACCABI YOUTH SPORTS PROGRAMS, and Oakland's HEAD-ROYCE and COLLEGE PREPARATORY HIGH SCHOOLS.

- ▶ Founder, 2008-09 Chair, STORYTELLERS Professional Emphasis Group (PEG) OF NSA
- ▶ 2003-08 board director, STORYTELLING ASSOCIATION OF CALIFORNIA
- ▶ 2006-08 Chapter Leadership Consultant, NATIONAL SPEAKERS ASSOCIATION
- ▶ 2004-05 president, NATIONAL SPEAKERS ASSOCIATION — N. California chapter
- ▶ 2003-04 chairman, Sales Trainers Professional Emphasis Group (PEG) of NSA
- ▶ Past President, INT'L CUSTOMER SERVICE ASSOC. SF Bay Area-Silicon Valley chapter
- ▶ Past board member, AMER. SOCIETY FOR TRAINING & DEVELOPMENT's Mt. Diablo chapter.
- ▶ 1996-97 District Governor, TOASTMASTERS INTERNATIONAL for coastal N. California

- ▶ Keynotes ▶ Training ▶ Workshops ▶ Retreats ▶ Facilitation

"The skilled and confident communicator opens doors, builds new relationships,
serves others effectively and enhances one's own leadership."

—Craig Harrison

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