The Speaker... As Storyteller!

Unleashing The Power of Story To Enhance Your Speaking Prowess

November 7, 2009
Presented By Craig Harrison
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.
Storytelling occurs in a variety of settings:

- School
- Socially
- In Song
- Campaigns
- At Home
- At Work
- In Opera
- Reality TV
- At Camp
- Nationally
- Commercials
- __________

Storytelling has a storied tradition worldwide, including:

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

Storytelling has numerous religious traditions:

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

Within your audiences you have diversity:

- Aural learners
- Engineers
- Left-Brain
- Visual learners
- Artists
- Right-Brain
- Kinesthetic...
- Administrators
- Hare-Brain 😊

What stories are you already telling?

1. __________________________    4. _______________________
2. __________________________    5. _______________________
3. __________________________    6. _______________________
## Types of Stories for Speakers Include...

<table>
<thead>
<tr>
<th>Type of Story</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Signature Story:</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Success Story:</strong></td>
<td>A short story or case study. Effective with audiences, in meetings and with prospects. (Read Craig's article: <a href="http://tinyurl.com/ydbntx7">http://tinyurl.com/ydbntx7</a>)</td>
</tr>
<tr>
<td><strong>Archetypal story:</strong></td>
<td>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. (See next page for more details.)</td>
</tr>
<tr>
<td><strong>Illustrative Story:</strong></td>
<td>A story used to punctuate a point. May be told before or after the learning point. Often short (30-seconds to 2 minutes).</td>
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<tr>
<td><strong>Folk &amp; Fairy Tales:</strong></td>
<td>Traditional. Have many variations. Vary by culture. Each may have its own rules or ethics for telling.</td>
</tr>
<tr>
<td><strong>Third Party Stories:</strong></td>
<td>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.)</td>
</tr>
<tr>
<td><strong>Apocryphal:</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Brushes with Fame</strong></td>
<td>Stories involving (you and) a celebrity. People love &quot;backstage&quot; stories.</td>
</tr>
</tbody>
</table>
| **Self-Effacing Stories** | Are you willing to tell about "when things went wrong" or about being "in the wrong place at the wrong time" or "putting your foot in your mouth" with audiences?
Stories that echo archetypal themes connect subconsciously with listeners. Listeners already know and live them. Whether they naturally recognize them explicitly or not, the stories resonate with listeners.

- The Hero’s Journey
- Coming of Age
- The Acquiring of Wisdom
- Pact with the Devil
- The Fish Out of Water
- Tricking the Trickster

**Types we know:**

- Cinderella’s Story
- Achilles Heel
- Creation Stories
- David vs. Goliath
- The Emperor Has No Clothes

Read Craig’s article on story archetypes:
www.expressionsofexcellence.com/ARTICLES/toldtosold.html
<table>
<thead>
<tr>
<th>Universal Truth</th>
<th>Story</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk leads to reward</td>
<td></td>
</tr>
<tr>
<td>The Golden Rule</td>
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<tr>
<td>Perseverance / Never giving up</td>
<td></td>
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<tr>
<td>Thou shall not steal</td>
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<tr>
<td>Thou shall not lie</td>
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<tr>
<td>Slow &amp; steady wins the race/Haste makes waste</td>
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<tr>
<td>Have Faith / kept the faith</td>
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<tr>
<td>Honor the process</td>
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<tr>
<td>Seek to understand, then be understood</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Themes / Topics / Subjects</th>
<th>Story</th>
</tr>
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<tbody>
<tr>
<td>Leadership</td>
<td></td>
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<tr>
<td>It takes two to communicate</td>
<td></td>
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<tr>
<td>Customer Service</td>
<td></td>
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<tr>
<td>Integrity</td>
<td></td>
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<tr>
<td>Responsibility</td>
<td></td>
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<tr>
<td>Always at choice</td>
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<tr>
<td>Language, Self-image</td>
<td></td>
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<tr>
<td>Recognition</td>
<td></td>
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<tr>
<td>Doing what we don't want to do</td>
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<tr>
<td>Rapport</td>
<td></td>
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<tr>
<td>Diversity</td>
<td></td>
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<tr>
<td>Procrastination</td>
<td></td>
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<tr>
<td>Inquisitive by nature</td>
<td></td>
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<tr>
<td>Ripple effect</td>
<td></td>
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<tr>
<td>Working together / not working together</td>
<td></td>
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<tr>
<td>The power of words</td>
<td></td>
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<tr>
<td>Coming on too strong</td>
<td></td>
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<tr>
<td>Leading without title</td>
<td></td>
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<tr>
<td>Counting chickens before they’re hatched</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Your Themes / Learning Points</th>
<th>Story</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create your own list of universal truths or core messages and analogous stories that reinforce those points. Download a simple form for tracking said stories here: <a href="http://www.expressionsofexcellence.com/NSA/storytracker.pdf">www.expressionsofexcellence.com/NSA/storytracker.pdf</a></td>
<td></td>
</tr>
</tbody>
</table>
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: ____________________________________________________
_________________________________________________________________
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 Line
______________________________________________________________________________

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 13 for information on Patricia Fripp’s story openings.
Once upon a time…

Everyday…

But one day…

Because of that…

Because of that…

Because of that…

: :

Until finally…

Ever since then…

And the moral of the story… (Optional)

Inciting incident & exposition
(Catalyst for action)

Rising action
(Series of obstacles)

Climax (Turning point)

Falling action (loose ends, adjustments…)

Resolution
(conclusion and catharsis)

http://staff.jccc.net/mfitzpat/storystructures/htdocs/traditional.htm

The Story Spine
(courtesy of Kat Koppett, author,
TRAINING TO IMAGINE)

The Classic Greek 5-Act Play
Reminiscent of LAW & ORDER or
LOVE BOAT episodes

Dave Lieber’s Story Arc

Intro of character

Villain pushes down

Climax
dramatic arch

Denouement
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.

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


Join the Storytelling Association of California ([www.storysaac.org](http://www.storysaac.org)), participate in local Story Swaps, attend workshops, etc.

Attend the 25th annual Bay Area Storytelling Festival [www.BayAreaStorytelling.org](http://www.BayAreaStorytelling.org) May 22-23 in El Sobrante CA.

RADIO:
Listen to storytelling on NPR, KALW & KQED: Garrison Keillor’s *Prairie Home Companion*, Ira Glass’s *This American Life*, StoryCorps ([www.storycorps.net](http://www.storycorps.net)) and more.

LIVE: Support live venues where storytelling is featured like The Marsh in SF, Tell-It-On-Tuesdays in Berkeley, etc. View calendar of events online: [www.localendar.com/public/saac](http://www.localendar.com/public/saac)

NSA and NSA/NC Resources: Other Articles of Craig’s on Storytelling:

- Storytelling in China: [www.expressionsofexcellence.com/articles.html#China](http://www.expressionsofexcellence.com/articles.html#China)

Another great resource:

- Patricia Fripp’s wonderful Story Openers (*not on her great website [www.fripp.com](http://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.

Story Coaching:

- Utilize NSA/NC treasures Kirk Waller, Angela DeFinis and Fripp.
Recommended Books

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


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


Han, Carolyn and Jay, *Why Snails Have Shells; Minority and Han Folktales of China*, A Kolowalu Book of University of Hawai‘I Press 1993


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

MacDonald, Margaret Read, (She has dozens of books to choose from and Storytelling collections too!).


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


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 provides 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, story lines and writing, comedic stories, etc.

❖ **Articles** in our quarterly newsletter and regular e-zines. Archives.

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

❖ **Listserv** planned for questions, tips, problem-solving, networking…

2009-10 Chairman: Vincent Kituku: (208) 376-8724 or Vincent@Kituku.com
Call NSA today to join! (480) 968-255
About Your Presenter

**CRAIG HARRISON** combines story, humor, wisdom and practical sense to help clients express their excellence — in sales and service, as leaders and communicators.

Craig has been profiled in *The Wall Street Journal*, interviewed by *60 MINUTES* and *BOTTOM LINE*, quoted by *Business Week*, *The Financial Times* of London 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. 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, STORTELLERS 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 over 100 coastal N. California clubs

▶ 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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Craig@ExpressionsOfExcellence.com
www.ExpressionsOfExcellence.com
510.547.0664
www.HACKINBOO.com
TELLABRATION!

“Storytelling for Grown-Ups”

EAST BAY

Olga Loya
Michael Katz
Joel ben Izzy
Linda Yemoto

TIBURON

Steve Sanfield
Tim Ereneta

SOUTH BAY

Lance McVay
Richard Marsh

Erica Lann Clark

Nov 7, 6:45 PM, Shell Ridge Community Church, 200 La Casa Via, Walnut Creek;
$10 ea, $25 (Family)
jimtells@gmail.com 925-381-2858

Nov 14, 4:00 PM, Community Congregational Church 145 Rock Hill Drive, Tiburon;
$18/15 Seniors, students, SAC members /10 (for over 6);
$3 advance purchase sent to 933 via Casitas Greenbrae 94904 not later than Wednesday, Nov. 11. Jim Cooke jimcooke@comcast.net

Nov 21, 7:00 PM
Palo Alto Church of Christ
3373 Middlefield Road, Palo Alto;
DONATIONS TAKEN AT DOOR
Tom & Sandy Farley farley@spont.com
650-366-1818

http://www.storysaac.org