



Elements of Storytelling



FOR MORE LEARNING ON THIS FIND ON LINKEDIN
LEARNING "SHANE SNOW ON STORYTELLING".

"THOSE WHO TELL THE STORIES RULE THE WORLD"

-NATIVE AMERICAN PROVERB



Great stories build relationships and make people care, and research shows this is true.



HOW OUR BRAIN WORKS

Two areas of our brain light up when we listen to simple facts. When you see a typical powerpoint chart on a screen, two pieces of your brain light up.

However, when you see those same facts as conveyed through a story, five times as much of the brain activates... our emotional center, our motor cortex, which controls our physical reactions.

Scientists like to say

"neurons that fire together - wire together."

This increases the likelihood people will remember what is being said.

As the story builds a relationship with a person through relating a character, our chemical called oxytocin is increased in our brain which signals empathy and thus makes us care.



4 ELEMENTS OF STORYTELLING



Relatability: Easy to understand and feel connected

1 Psychologist Carl Jung would suggest that we connect with a villain in a movie because we see a little bit of ourselves in this character - "our shadow." Relatability needs to be genuine and not forced.

Novelty: Unique and something new

2 And this is one of the crucial points about great stories - great stories need to be novel. Our brains like new things. They pay attention to what's new so that we can either get excited or get scared. This is part of, again, how we survive. So, a story that is completely unoriginal that's the exact same as a story we've already heard before, is going to get less attention from our brands, and it's going to get us less excited, maybe even make us rate the story worse, even if it was just as good, simply because there was nothing new, we think less of something that's a little less original.

Tension: The element that evokes emotions often anxiousness, fear, worry

3 If you look at the history of stories, and the greatest stories ever, you'll notice that tension, the pull of emotions, that mystery, that conflict, that even the heartwarming tension of a love story is what keeps us emotionally invested and involved in the story and makes us not want to quit the story.

Fluency: Ability to express oneself easily and articulately

4 One of the greatest authors of all time, Ernest Hemingway - guess what reading level he wrote at? (will tell you in a moment) A great story makes you not think about the words being used or the things that are going on that are outside of the story itself. A great writer will write at a level that you don't think about the vocabulary. Mr. Hemingway wrote at a 4th grade reading level.

CRITICAL THINKING

ACTION-ORIENTED
THINKING



DATA-BASED THINKING

EMOTIVE THINKING

CONSIDERATIONS FOR STORY CREATION:



The idea is that you should first tell your audience what you're going to tell them ("Bring," the introduction paragraph in your essay). Then you tell it to them ("Bring," the actual essay content). Then you summarize what you just told them ("Bring," the conclusion). Applying this to a presentation or report, you can start with an executive summary that outlines for your audience what you are going to cover, then you can provide the detail or main content of your presentation, and finally end with a summary slide or section that reviews the main points you covered (Figure 7.7).

Elements of Storytelling:

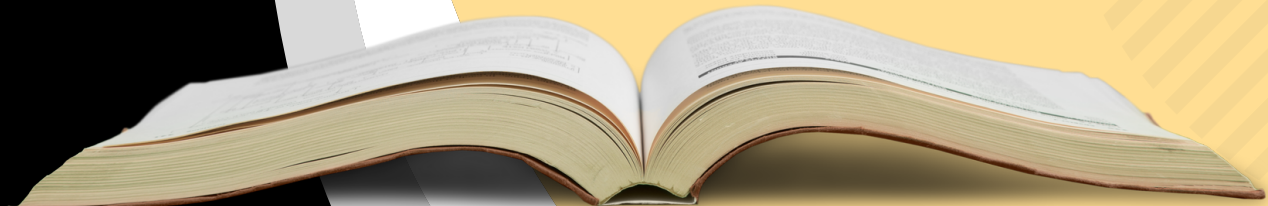
- Relatability** = easy to understand and feel connected to
- Novelty** = unique and something new
- Tension** = the element that evokes emotions often: anxiousness, fear, worry
- Fluency** = ability to express oneself easily and articulately

FIGURE 7.7 Bring, bring, bring

Story topic:	
Goals: (What do they need to know, understand or decide)	Experience: (what is their experience, how will they be affected)
OPENING: Start with a personal story and photo if possible	Elements to consider: <input type="text"/>

USE THIS TEMPLATE TO HELP BUILD YOUR STORY.

- **Start with a personal story and photo if possible.**
 - a. More likely your participants will relate to you and be drawn in to listen.
 - b. Why are YOU giving this presentation?
- **Remember facts and figure do not stick in our minds like stories do.**
 - a. Humanize what we are trying to convey.
 - b. Share the purpose of the information in a way it will be relatable.
- **Weave ideas into common scenes.**
- **Know your audience.**
 - a. Use their vocabulary in order to relate to them.
 - b. Who do they care about.
 - c. Continually cultivate and develop the audience.
 - d. Martin Luther King, "If I stopped preaching to the choir, they'll stop singing".
- **Storytelling frameworks and tips from Shane.**
 - a. "What is and What could be".
 - b. Deconstructing and reconstructing a good story.
 - c. Sludge report - make the point shorter and faster.



LISTENER REFLECTION ON A STORY...



Data: What did you notice?	<ul style="list-style-type: none">•••
Emotive: What emotions were surfacing for you?	<ul style="list-style-type: none">•••
Visionary: What new innovative or futuristic ideas were sparked for you?	<ul style="list-style-type: none">•••
Critical: How will what you heard inform your work moving forward?	<ul style="list-style-type: none">•••
Action: What will you do as a result of this experience?	<ul style="list-style-type: none">•••

Elements of Storytelling:

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easy to understand and feel connected to

Novelty =

unique and something new

Tension =

the element that evokes emotions often anxiousness, fear, worry

Fluency =

ability to express oneself easily and articulately