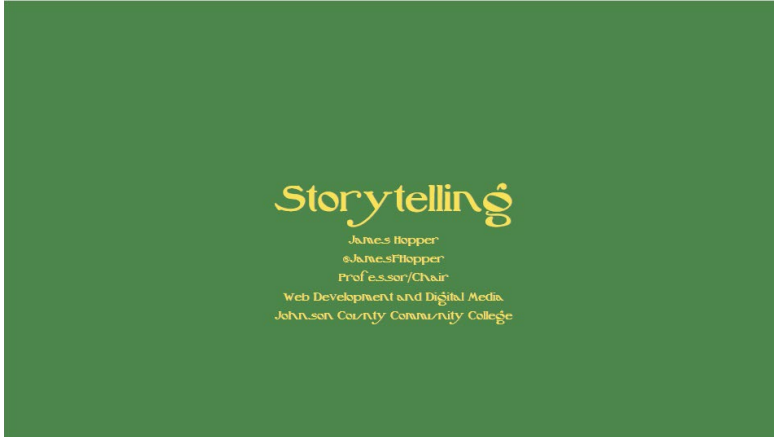


Storytelling

1. Storytelling

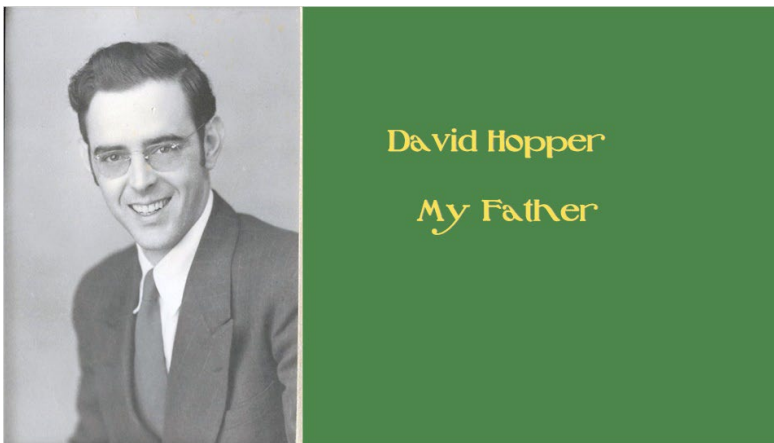
1.1 Storytelling



Notes:

Today I'm going to unpack for you adventures in storytelling. It makes perfect sense that I should be the one to do this. I have a Master's degree in Technology, I am a previous radio personality and an avid movie watcher. So I pretty much know everything about storytelling.

1.2 My Father



Notes:

The picture you are seeing is my father, David Hopper. Now I've been a storyteller all my life. In fact my father told me more than one occasion he thought I was the best storyteller he ever heard..... Just now saying that I'm just not sure he meant storytelling the way I do.

1.3 Elephant in the Room



Notes:

Yes, I look like Old Ben Kenobi. But that is a different story.

1.4 No Place Like Home



Notes:

There is no place like this to tell a story. There is no place like this to tell a story.

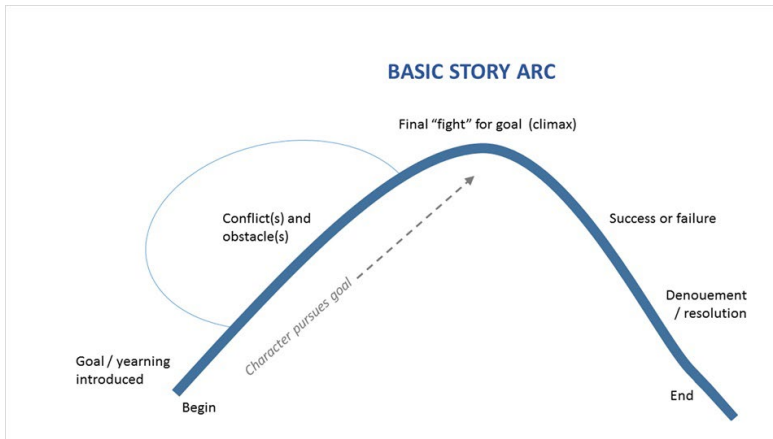
1.5 Tell Stories



Notes:

What could be more natural than listening to someone tell a story?
Storytelling is something we've used as human beings since our earliest days. Through oral tradition, art, and eventually written language, we're able to make sense of the world around us and convey information in a way that sticks.

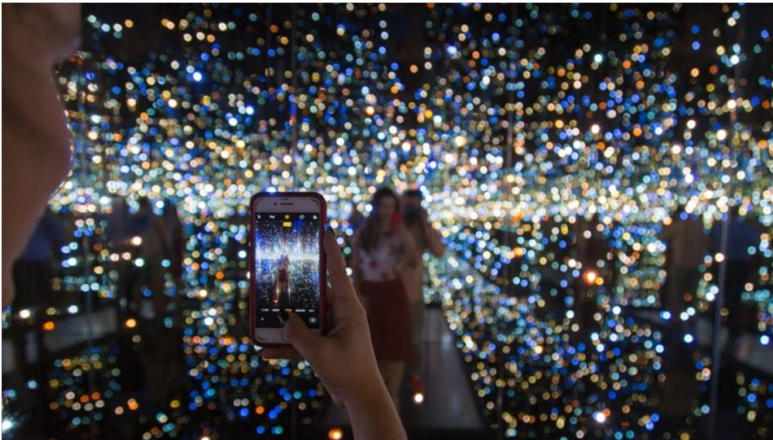
1.6 Story Arc



Notes:

Good storytelling rolls out the details of a story in an engaging way. Good storytelling heightens your story and hooks your audience into your narrative.

1.7 Digital Always On



Notes:

Today's "digital, always-on" world is a new Golden Age that presents a unique opportunity to pioneer new forms of storytelling.

1.8 Technology



Notes:

While technology is creating opportunities to change the way stories get created, experienced and shared, the story itself has been and always will be what connects us.

1.9 More Tolls Than Ever Before



Notes:

Storytellers have never had more tools at their disposal to tell stories more completely and compellingly. The Golden Age of Storytelling keeps getting more golden every day.

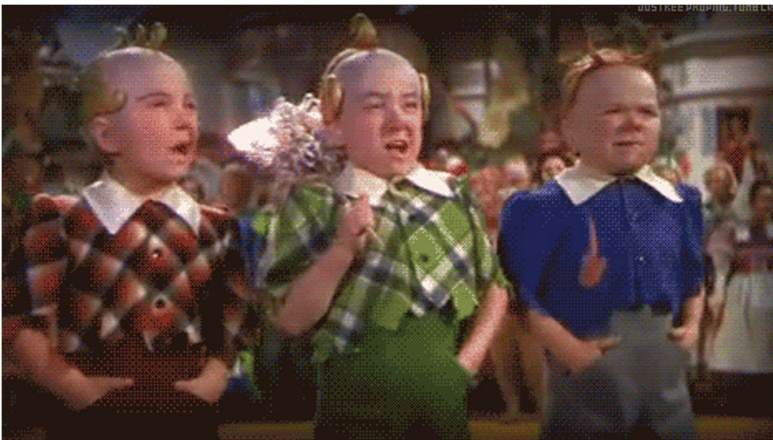
1.10 Many Ways to Tell the Story



Notes:

There are many ways to tell stories. In the simplest terms stories tell a sequence of events or a narrative which unfolds through time. It begins, something happens, and it ends.

1.11 Kinds of Conversations



Notes:

Think about the kinds of conversations you have in the office on Monday morning when everyone shares how their weekend went. Those kinds of stories are easy to remember. They're also great to share if you find something interesting in them. But what makes you want to share them in

the first place? What is it that make storytelling so powerful?

1.12 Stories Link Us



Notes:

Stories link one person's heart to another. Values, belief, and norms become intertwined with storytelling. We use stories to make sense of our world and to share that understanding with others. They are the signal within the noise.

1.13 Stories are Universal



Notes:

But if stories themselves are universal, the way we tell them changes with the technology at hand.

1.14 Make a Promise to Your Audience



Notes:

Early on in your script, you need to make a promise to the audience. You need to promise that the story you are about to tell is going to lead somewhere that will be worthwhile. ***“A well-told promise is like a pebble being pulled back in a slingshot, [which] propels you forward through the story to the end.”***

1.15 Transmedia



Notes:

Non-linear and cross media, or trans media, story forms are areas being explored— with more new content posted in one month on YouTube than was created by the three major television networks in the past 60 years. This is truly a golden age when we all are storytellers. The challenge for us as storytellers is to figure out how best to tap into all this content to tell stories and engage the audience.

1.16 Tell a Story Don't Just Tell Information



Notes:

When you tell a story, you're not just conveying information. You're also using a method of communication that allows your audience, to develop an emotional reaction to join you in your hero's journey. When we are trying to connect by storytelling we need to remember that the audience is the hero, not us.

1.17 Audience Wants to Figure Things Out



Notes:

It's a misconception that audiences want us to carry them through the story. You must never underestimate the intelligence of the audience. Audiences want to figure out. The human race is a curious bunch. We're intrigued by a mystery. Our brains are natural problem solvers.

1.18 Unifying Theory of 2+2



Notes:

And the way you make the audience put things together is by employing the **Unifying Theory of 2+2**. You never give the audience 4. You always provide them with an equation to figure out. It's a simple one, mind you, but

there's enough work within that equation for them to enjoy the process of discovery.

1.19 Our role in storytelling is that of the mentor



Notes:

Our role in storytelling is that of the mentor. We have invited the audience into our special world. The audience will do the heavy lifting to help us reach our objective in the telling of the story. We are the voice giving guidance, confidence, insight, advice, training or magical gifts so the hero, our audience, can join us on the journey.

1.20 We need to make the audience care about our story, our characters



Notes:

We need to make the audience care about our story, our characters and the predicaments they're in. You accomplish this by injecting emotion and cathartic elements to the characters. When we feel that those characters are real, or better yet, when we feel a connection to those characters by relating to them, we care about what is going to happen to them.

1.21 The best storytelling unites an idea with an emotion



Notes:

The best storytelling unites an idea with an emotion. To tell a compelling story, you not only weave information into the telling but you also arouse emotions in your audience. Vivid insights and compelling storytelling present ideas that pack enough emotional power to be memorable. If you harness imagination and the principles of a well-told story, then you can get people rising to their feet amid thunderous applause.

1.22 Give them a chance to participate in the storytelling process



Notes:

How do you get people who are so busy caring about their own lives, issues, and problems to care about your story? Well, it doesn't take an untimely death or an unrequited love. It doesn't take lacquering on the sap or non-stop explosions. It takes preparing a "meal" for your viewers without feeding it to them. It takes giving them a chance to participate in the storytelling process.

1.23 Does the story take the audience on a journey from the ordinary world into our special world



Notes:

There are several insights into good storytelling, I believe:

Is there a likeable hero in your story?

Does the story take the audience on a journey from the ordinary world into our special world?

Does the audience gain new insights and skills from our story?

Has the audience made a conscious decision to cross the threshold into our world?

1.24 Crossing the threshold is an important moment because it signals the audience is making a commitment



Notes:

Crossing the threshold is an important moment because it signals the audience is making a commitment. This is the moment they begin to care. Getting the audience to care is central to successful storytelling.

1.25 Before writing any piece, make sure to do your research on the subject



Notes:

We know that authority means a lot when it comes to storytelling. When you're a thought leader in the industry, people tend to listen to what you have to say. But backing up your story - or any piece that you write - with research is a great way to build credibility and reinforce trust. Before writing any piece, make sure to do your research on the subject. Having information that is correct and at the same time valuable not only makes sense, but also ensures the success of what you're writing.

1.26 You also need to write intelligently and consciously to reach your audience



Notes:

You also need to write intelligently and consciously to reach your audience. Challenge yourself to communicate clearly (the Scarecrow did that wonderfully, despite his supposed lack of brain power). Even the best stories because useless when they can't convey their point.

1.27 Storytelling that captures the reader's attention has imagination behind it.



Notes:

But you can't rely on intelligence and research alone. Storytelling that captures the reader's attention has imagination behind it. Storytelling is powerful. It motivates, inspires, and persuades. What better way to actually connect than by using language that allows your audience share your vision of the subject?

1.28 There is emotion behind each and every word and when it comes to persuading and informing



Notes:

Passion comes through loud and clear in a well-told story. Just take a look at some of the world's most memorable speeches or just about any quotation. There is emotion behind each and every word and when it comes to persuading and informing, emotion can make the writing stick with your reader.

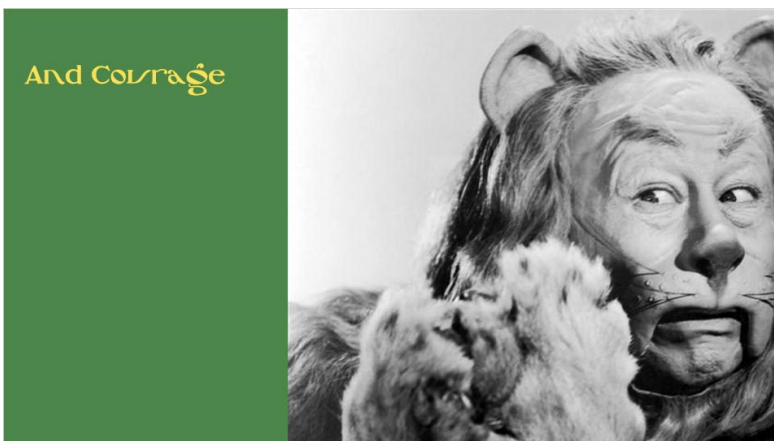
1.29 Don't be afraid to put a little heart and soul into what you're creating



Notes:

Don't be afraid to put a little heart and soul into what you're creating. Those who tell stories from the heart can often reach us in a way that logic can't. Play with poetry. Indulge your creativity. Get in touch with your inner Tin Man and be a little sentimental. Not only will it make the storytelling better, but it makes it more fun too!

1.30 We all have fears.



Notes:

We all have fears. For storytellers, the internal fear monologue goes something like this:

OMG - This is terrible. I'm never going to be good at this.

Will people like this? Will they hate it? Will they feel ANYTHING?

Will anyone actually listen to my stor? You know, besides my mom?

Do they get my point?

Am I making an impact?

Is the story good?

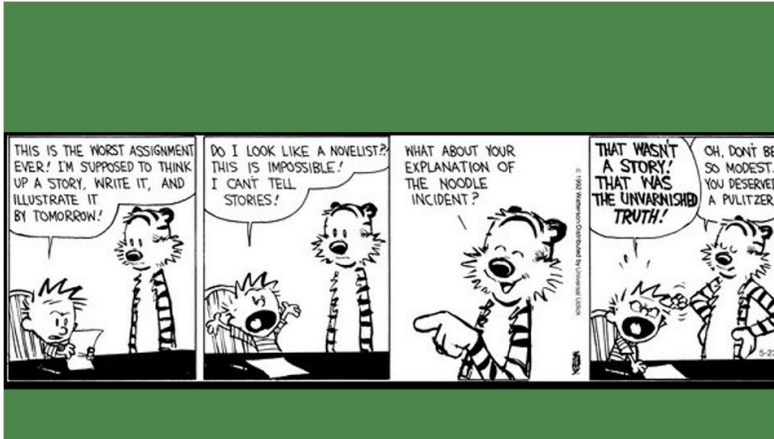
1.31 when it comes to your storytelling, you need to have courage



Notes:

If you've ever told a story, made a presentation, written anything at any point in your life, it's likely you've run a thought or two like this through your mind. Fear is natural and can sometimes be useful, but when it comes to your storytelling, you need to have courage. When you feel confident in what you're speaking about, sure in your command of language, and strengthened by your good ideas, every word seems possible. The storytelling comes easy when you keep your fear in check.

1.32 Having the desire to tell your stories is a courageous thing, even if you might not think so



Notes:

The key thing is to remember that you have the courage within you all along. Having the desire to tell your stories is a courageous thing, even if you might not think so. Not everyone out there is brave enough to attach his or her name to something he or she wrote. Not to mention, it takes guts to try to put thoughts and feelings into words. **You can tell your stories.**

1.33 often that the best storytelling comes from those who are familiar and passionate about a subject



Notes:

It's often that the best storytelling comes from those who are familiar and passionate about a subject. No matter what the piece, the storyteller who feels at home with what he or she is doing makes all the difference in the outcome. If you feel that your place is at a keyboard, typewriter, or notebook, you're at home as a writer. Embrace it. Remember it the next time you feel discouraged about your work. If you feel at home writing, you're writer. It's really that simple.

1.34 This is the opportunity we all have in front of us: to redefine storytelling for an always-on world



Notes:

This is the opportunity we all have in front of us: to redefine storytelling for an always-on world. It is a new Golden Age with an ever-changing set of disruptive technologies that offer creative talent the opportunity to try new things and figure out what works.

1.35 Thank you

Thank you

for allowing me to tell stories