



James Hopper

Beginner Storytelling

Storytelling is a powerful way to establish connections with the audience. You as a storyteller seek to incite emotions by putting your audience in the perspective of the characters. You establish familiarity, which allows the audience to immerse themselves in the narrative, and through that can absorb and retain important details you tell them.

While it is important to seek uniqueness in expressing your stories, remember that what matters is how you immerse your audience in your story, and let them leave with an important message that you want them to carry with them throughout their lifetime.

“The most powerful person in the world is the storyteller. The storyteller sets the vision, values and agenda of an entire generation that is to come.” – Steve Jobs.



Different Ways of Storytelling



Frame your story

Different Ways of Storytelling



Storytelling has multiple benefits:

- Memorable
- Grabs attention
- Evokes emotion, especially empathy
- Uses the audience's imagination
- Relatable e.g. humanises a person, company etc
- Maintains attention because stories are so engaging
- Builds anticipation by having heroes, challenges, adventures and journeys
- Changes beliefs
- Very persuasive



Finding a way

Where the road leads, I will go. Along the stark desert, across the wide plains, into the deep forests I will follow the call of the world and embrace its ferocious beauty.



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Types of Stories

Monomyth (the hero's the journey)

In a monomyth, a hero goes on a difficult journey or takes on a challenge - they move from the familiar into the unknown. After facing obstacles and ultimately succeeding the hero returns home, transformed and with newfound wisdom.

Using a monomyth is a useful way of showing the audience how you obtained the knowledge/wisdom that you will be sharing in your presentation. When you deliver your presentation you can hold the audience as the hero - they can come on the journey, you encourage them to walk through it and get passed the obstacles. Your ideas delivered in the presentation can guide them to the rewards/wisdom they seek.

Benefits:

- Engages the audience by accessing their imagination and taking them a journey
- Universal appeal - has a recognisable and simple structure
- Demonstrates the benefits of taking risks
- Quickly evokes empathy
- Shows how you learned a lesson and how you got your wisdom
- Your audience sees the value of your product, service etc

Rags to riches

This essentially is a story where the main character has various hardships in their life, usually hits rock bottom but then achieves great success.

Benefits:

- Relatable as we have all faced difficult times
- Provides hope

In medias res (into the middle of things)

In this type of story you launch right into the action - providing a snippet/teaser of what's happening and then you start explaining the events that led to that event. You'll be familiar with TV shows frequently using this technique.

This is engaging because you're starting your story at the most exciting part which will make the audience curious - they'll want to know how you got there.

Don't give away too much of the action when you start the story; you'll want to explain it in more detail when you reach it chronologically. Consider hinting at something unexpected or strange occurring - just provide the audience with enough information to get them interested.

Benefits:

- Attention grabbing
- Creates suspense
- Focuses attention on the fundamental moment of the story

False start

When delivering a false start, you begin by telling a supposedly predictable story and then unexpectedly reveal something before starting the story again with an altered perspective. This can be used to surprise the audience and it will get them engaged as it disrupted their predictions.

It's useful for talking about times where you experienced a failure and then you consequently had to start again and what you learnt from this, including whether you had a special way of solving the problem.

Benefits:

- Changes the audience's perspective
- Relates to the audience by sharing a failure
- Displays problem-solving

The mountain

This is similar to the monomyth - the mountain initially starts by setting the scene, it goes on to include a series of small challenges and a build-up of action, finally ending with a climatic finish. Typically something else will be introduced to the story to overcome the final challenge.

Benefits:

- Highlights how you overcame a series of challenges
- Builds suspense gradually - used in a lot of films
- Provides a satisfying conclusion

Monomyth

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Rags to Riches

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Back of card 2

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Lesson 2 of 2

Frame your story

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