

The Power of STORYTELLING

3 reasons to tell a story

1. To teach
2. To convince
3. To inspire

Where to find stories

1. Personal experience
2. Professional anecdotes
3. Case studies
4. Metaphors & analogies

Rob Tait's Nine Steps to great presentations

1. Audience Analysis
2. Set Your Objective
3. Collect Information
(evidence, data, and yes, stories)
4. Develop Your Narrative
5. Create Your Slides
6. Read/Click Thru
7. Rehearse. Rehearse. Rehearse
8. Deliver it
9. 20/20 Review



How to tell great stories

- Step back and consider your **OBJECTIVE**
- Consider your **AUDIENCE** and ensure **RELEVANCE**
- Give the audience a reason to **CARE**
- Include **TENSION** or a twist
- Include **IMPORTANT DETAILS**, but no more

The best storytellers...

- “...allow a co-participating, a co-authorship or a co-creation with the reader or the audience. The best storytellers let the readers fill in the gaps.” ([Harvard Professor Jerry Zaltman](#))
- “...are very authentic. They actually believe the words they're saying, they have passion for what they're talking about. They also think about their audience.” ([Strategy & storytelling expert Rob Tait](#))
- “...are all-in on their stories – whether it's a small anecdote, a metaphor, or an epic story. They've witnessed the impact of stories and they go out of their way to share them.” ([Executive communication coach Dr. Andrea Wojnicki](#))

More on STORYTELLING on the Talk about Talk podcast:

- Ep. 11 – [Storytelling with Harvard Professor & Author Jerry Zaltman](#)
- Ep.151 – [The Power of Storytelling with Rob Tait](#)

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