



The Heart of Storytelling

The power of storytelling is timeless ~ spanning generations and connecting lives. For years, human beings have gathered around campfires, in saloons, conference rooms, classrooms, executive suites and homes to listen and tell stories. Great leaders have moved millions through vivid, dramatic story telling while passing along **wisdom, values and beliefs**. It is an experience shared by both story teller and listener ~ the interaction of both parties is what ultimately brings the story to life and moves us to smile, cry, laugh, become angry and when appropriate, take action.

According to Meeting Professional International's recent analysis entitled *Making Meetings Work*, "When information is presented in a stimulating and challenging manner it generates emotions within us as we try to make sense of what is occurring. Emotions are critical in determining whether we pay attention, learn, process and **retain** information. We tend to remember best those experiences in which we had some **emotional** involvement and forget those in which we had little or no emotional involvement. Attendees will be as passive as a presenter allows them to be, or will be as active as the presenter requires them to be ~ both of which **impact learning**."

One of the theories behind why stories are **remembered** so well is that we use our, "whole brain" to take in the information. Stories provide **meaning** and allow a person to feel and see the information as well as factually understand it ~ we take it to **heart!**

Essentials for good Story Telling include:

- Appropriateness to listeners (audience research)
- Dramatic appeal (audience needs and pain points)
- A single, clearly-defined theme (goals)
- A well-developed plot (clear, concise message)
- Style: vivid word pictures, pleasing sounds and rhythm (provocative, moving messages)
- Characterization (involve key players in the presentation)
- Faithful to source (integrity and honesty)

Meetings – Events – Communications

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