



Telling The Story

If you remember a particular speaker or speech, there is a good chance that it's because they told a great story or they are a great storyteller. Essentially every time we speak, we are saying "this is me, this is what I believe... please tell me that I am not alone." Stories can facilitate that journey of discovery both for the speaker and the listener. As a starting point, think about your story structure, what connection or attachment you want your listeners to form with your story, and how much of yourself you are willing to share.



Structure - Classic? Hero's journey? Fichtean Curve? Three Acts? Dan Harmon Cycle? Save the Cat?! There are lots of ways to present a story or narrative account.

Connection - We care about what happens to the people in stories. Why should we care about your story, the people in it, and how might we be affected by your tale?



You - For speakers, personal account, narrative, and disclosure is arguably the most powerful way to make an impact with an audience. If you want to be remembered... tell your story.

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