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# THE ART OF STORYTELLING

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The Power to Persuade



# The Four Stages Of The Hero's' Journey

## 1. The status quo

*What is the situation now or before the story begins?*

## 2. The better way

*What could it look like?*

## 3. The conflict

*What's going to prevent that better way?*

## 4. Resolving conflict

*How do we arrive at a better way?*

# Where To Find Stories For Your Presentations





# Who You Are Stories - Prospecting Your Past

**FIRST TIMES** offer a natural place to look for stories! And, everyone can relate.

- First day at school
- First night away from home
- First girlfriend/boyfriend
- First kiss
- First breakup
- First beer/cigarette/mixed drink
- First flight/trip overseas
- First job
- First driving lesson
- First time you saw your partner
- First time you presented in the board room
- First arrest!!!



## Stories – 7 Point Structure

1. **The status quo** – *What happened to initiate the journey?*
2. **The better way** – *What was the desired future?*
3. **The conflict** – *What was preventing that desired future?*
4. **Resolving conflict** – *How did you overcome the internal or external obstacle/difficulty?*
5. **Make the point** – *What you learnt from the experience was... (only one point)*
6. **Ask the question** – *How about you?*
7. **Repeat the point** - *Restate or repeat the point verbatim*



## Your Storytelling Fitness Plan

1. Become aware
2. Collect your stories
3. Try them out!