Storytelling for Powerful Communication

Margie Zohn
www.zohncoaching.com
Structure of a Dramatic Story

1. The Setting
   paint the picture
2. The Incident
   an unexpected “twist”
3. The Crisis
   the emotional highpoint
4. The Response
   getting through the crisis
5. The Resolution
   for better or worse
6. The Learning
   for teller and audience

Notes On Style:
- Use Present Tense
- Illustrate with Voice and Body
- Play the Characters
- Lose “Ands” or “Ums”
Rehearsing our Stories

1. Tell story to partner(s) without notes
2. Partners give feedback
   a. What worked? Most engaging moments, structural elements, style
   b. A few suggestions for improvement
3. Teller choose a few things to try, and tell story again
Workshop Debrief

• What is your biggest takeaway from this experience?
• Where might you use storytelling in the next few weeks?
Thank You!

Questions or Comments?
Margie@zohncoaching.com