



## Storytelling Tips

There are certain qualities that all compelling stories and storytellers have in common.  
Here are some tips.

### Stories should:

- Support your broader message
- Be personal and real.
- Be memorable and repeatable.
- Connect with the listener on an emotional level.
- Provide a passionate picture of the problem.
- Express the urgent need for a solution.
- Give real life examples.
- Paint a vivid verbal picture of the situation you are describing. Specific emotional details will provide texture to the message you are trying to convey.
- Leave people with the sense that there is a *real* problem that needs to be solved.

### A successful storyteller needs to:

- Speak from the heart.
- Express emotion, pain, struggle and dilemma, not merely impersonal facts and data.
- Make eye contact with the audience.
- Speak at the right volume and speed for the audience to hear and understand.
- Don't be afraid to take the time you need. People will listen if your story is tied to something you care deeply about.
- Prepare in advance by having a "pocket story" ready to tell at presentations and during interviews.