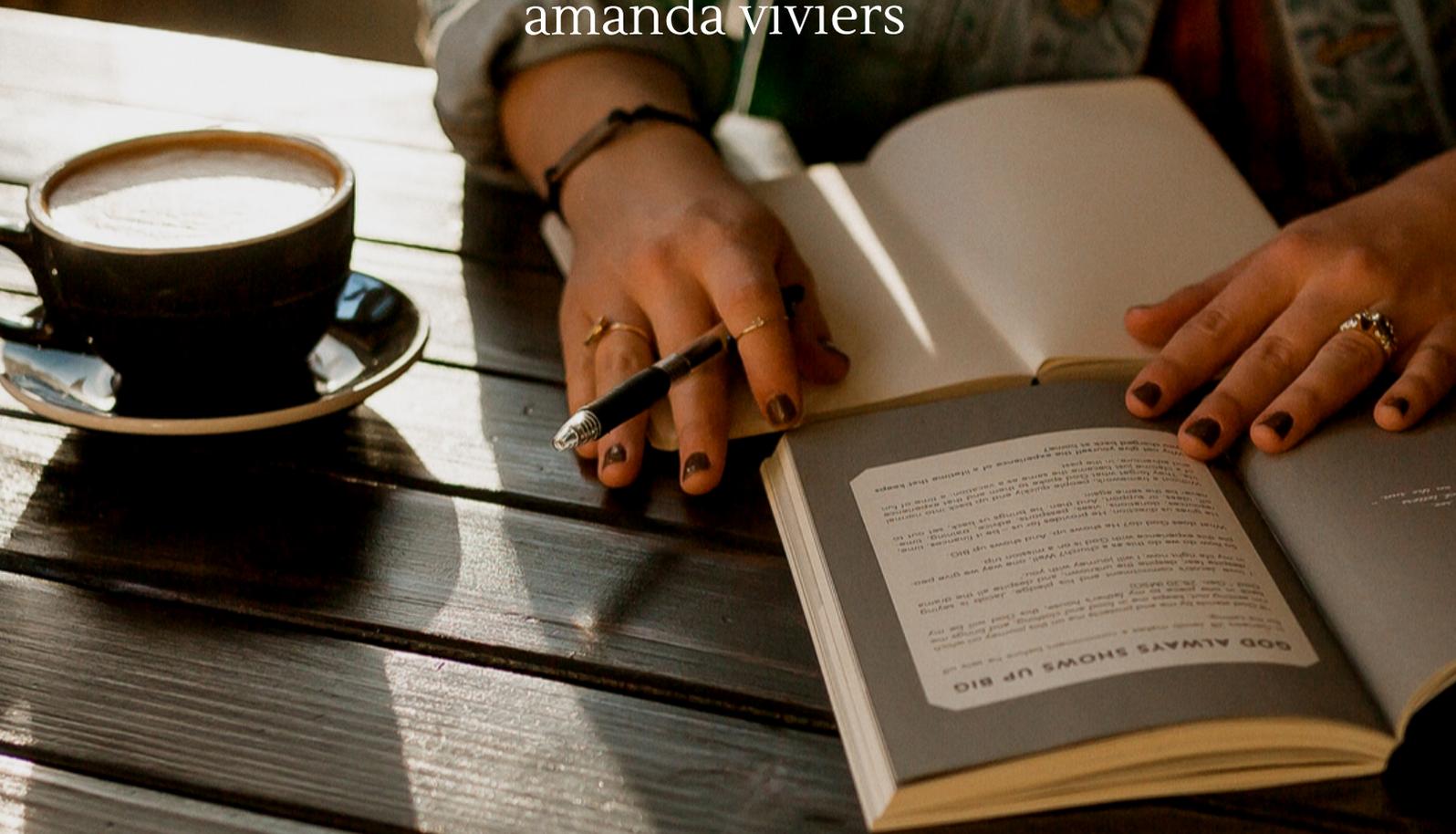


How to tell a great story *for your public speaking or writing* amanda viviers



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Story telling

“Everyone tells a story about themselves inside their own head. Always. All the time. That story makes you what you are. We build ourselves out of that story.”

Patrick Rothfuss, author

What stories are you telling yourself about writing and speaking publicly?

Each time we put ourselves in places of vulnerability in front of a group of people, we are all challenged. It might be the story we are telling ourselves that we are not good enough. Maybe its a thought that no one really wants to listen to us speak or read our work.

When we come back to the messages we are sending ourselves, it can be an amazing transformation in the process of storytelling.

Take the time today to reframe the stories you are telling yourself first of all around public speaking, writing and communication.

As we come to terms with the stories that we are telling ourselves to discover boldness and freedom in communication. I wanted to also give us a quick scaffold that I have found to be a powerful tool in writing and speaking stories that help others to grow in capacity.

Each time we are on a stage or writing on a blank page, the goal should be to create a transaction. Not just us being the story teller with the microphone, but an opportunity for the reader or listener to respond. Across the twenty plus years I have been on stage storytelling I have learnt the following scaffold that creates an amazing tool to bring excellence to this area of communication.

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The stages of a great story

“The purpose of a storyteller is not to tell you how to think, but to give you questions to think upon.”

Brandon Sanderson,

I have found there are five stages to a great story. Whether I am writing a blog or preparing a speech for one thousand people, these stages are the scaffold I use for a great transaction.

The First Stage is ME:

Begin with a story that anchors the point of the communication in your own personal story. You could begin with a date, a feeling, a memory or a fear. This opens your audience up to hear from you in authenticity.

The Second Stage is WE:

Bringing the language around we together in this part of the story, draws the listener in and begins to help them see the problem, story or possibility as a shared one.

The Third Stage is the INSPIRE:

Rather than trying to bring a whole heap of insight, at this stage, just bring a simple point. Just one. What is the main thing you are wanting to communicate? Find a way in this stage to bring inspiration to the point that you are making

The Fourth Stage is to APPLY:

This part of the story, is the way that you can bring a practical application to the inspiration and the point you are making. How can you apply the point practically?

The Fifth Stage is to bring it back to US:

Rather than leaving the audience with you need to do this...What if you really gave them a commission at the end of your speech or writing and bring it back to us. A global thought or a simple way that we together are in this to see change and inspiration.

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Write out your plan

“We are all storytellers. We all live in a network of stories. There isn’t a stronger connection between people than storytelling.”

Jimmy Neil Smith

Here is your plan for your upcoming blog, speaking message or book.

ME:

What story can I tell that is funny, sad or poignant about this topic...

Draw it out below

Write out your plan

“We are all storytellers. We all live in a network of stories. There isn’t a stronger connection between people than storytelling.”

Jimmy Neil Smith

WE:

How can I encourage the reader or listener to think about us together approaching this topic? Using inclusive language like we, us, together...

Write out your plan

“We are all storytellers. We all live in a network of stories. There isn’t a stronger connection between people than storytelling.”

Jimmy Neil Smith

INSPIRE:

What is the main thing you are wanting to communicate? Write one sentence only!

Write out your plan

“We are all storytellers. We all live in a network of stories. There isn’t a stronger connection between people than storytelling.”

Jimmy Neil Smith

US:

What are you commissioning them to do? What way does this story make the world a better place? How can we approach this together?