

Stories increase audience retention and interest.
They build connect and trust with a speaker.
Stories brings concepts and ideas to life.

AVOID

- X Too many stories
- X Long winded stories
- X Stories with no clear connection to the topic
- X Irrelevant details that don't serve the purpose of the story
- X Inappropriate self-disclosure

PRACTICE

- ✓ Visual details that allow the audience to see in their mind's eye what is happening.
- ✓ Finding the right version of the story – the right length for your meeting.
- ✓ Reliving a story through strong gestures, facial expression, and vocal emphasis.
- ✓ Transitional statement that takes us from this singular experience to the universal truth.
- ✓ Sudden starts – jump right into the moment of angst or decision. Then zoom out to the context if necessary. Make it immediately interesting!

Try these three strategies to find an anecdotal story for your presentation:

1

Start with the story itself

ZOOM OUT Ask yourself, What is an interesting life experience I've had? Think broadly. Be creative.

ZOOM IN Ask yourself, Can this illustrate a business concept/idea?

2

Start with the meaning

ZOOM OUT Ask yourself, What is the point I'm trying to make here?

ZOOM IN Ask yourself, Do I have a life experience that illustrates this point?

3

Start with inspiration

ZOOM OUT Ask yourself, What has struck me as fascinating lately?

ZOOM IN Could this be a metaphor that applies to my presentation?

