

# Storytelling for Engaging Presentation

## 以故事連繫聽眾 — 故事式的演講技巧

MEDIUM : Cantonese COURSE CODE : SEP

Storytelling is your most powerful means of communication. It connects people. The most successful presenters are storytellers, by mastering business storytelling skills to achieve business results.

After a presentation, 63% of audience remembers stories but ONLY 5% remember statistics (Source: Authors Chip & Dan Heath). Stories work and stories have value because they help audience understand the facts and raw data with business meaning. Stories are how we best learn and visualize information, simplify and clarify even the most complex information. We can hook an audience with emotion. What's more, stories help people remember what they have heard.

After attending this program, participants will be able to :

1. Build engagement and inspire people to take action
2. Master storytelling techniques in business presentation
3. Understand your audience and match your stories relevant to their experience and interests
4. Apply emotional power to the stories by eye focus, voice, posture and gestures to have a much better chance of resonating with the listeners
5. Master the art as a good communicator to incorporate storytelling seamlessly into "best and natural style"

**Methodology** Lecture, discussion and reflection, role plays, practice and feedback

**Target Audience** Sales, Customer Services, Frontline and client-facing professionals who need to communicate with internal and external customers

### Course Outline

#### 1. Stories in presentations bring to life abstract data

- How to enable listeners to better hear, understand and remember what you say
- Make sweet reason has its place

#### 2. The art of good storyteller

- Plain (Keep it simple)
- Light (Make sure your story is appropriate to your audience)
- Obvious (Be clear and focused)
- Tight (Keep it short)

#### 3. How to give your story a heart

- Create and satisfy desire
- Make it memorable
- Be conversational
- Respect your listeners

#### 4. Eight(8) classic storytelling techniques for presentations

- Monomyth (hero's journey)
- The mountain
- Nested loops
- Sparkline
- In medias res
- Converging ideas
- False start
- Petal Structure

#### 5. How to make your customer the hero

- What is your hero's power?
- How did your hero become 'super'?
- What threatens your hero?
- What drives your hero to do well?

#### 6. The power of storytelling

- Telling your stories helps you to express what makes you different in the workplace