

## **THE ART OF STORYTELLING**

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**Well-told tales stay with listeners longer than facts or statistics.**

**Use the greatest storytellers' method – the dramatic arc:**

- **Gradually build tension.**
- **Peak the tension at some point.**
- **Gradually diminish the tension.**
- **Tie up any loose ends.**
- **Close with an uplifting or amusing observation.**

**Cover the four Ps of compelling storytelling:**

- **Purpose: Know what audience feelings you want to provoke.**
- **Plot: Lead your audience through the story's dramatic arc.**
- **People: Make your story's characters realistic and relatable.**
- **Place: Create a distinct feel for when/where the action occurred.**

**Maintain a consistent tone:**

- **Please don't end a tragic tale with a joke.**
- **Please don't end a hilarious story with a death.**