



# The Art of Storytelling

eBook

## Once Upon a Time,

there was a very successful businessman who was the best storyteller in all the land. He told stories to engage his team, to motivate his clients and to get commitment from his investors. He knew that his success was largely a result of his masterful storytelling, because through stories he could connect with people, both emotionally and intellectually. Compelling storytelling enabled him to convey his vision and inspire his team to find that pot of gold at the end of the rainbow.

That very successful businessman was named Dale Carnegie. He got it. He knew that storytelling was an essential ingredient for winning friends and influencing people. So he wrote a book about it called *“How to Win Friends and Influence People.”* And then he encouraged leaders throughout the kingdom to master the art of storytelling to make meaningful connections and improve business outcomes. And then he and the leaders – lived happily ever after.

The end.



“

**Your purpose is to make your audience see what you saw, hear what you heard, feel what you felt. Relevant detail, couched in concrete, colorful language, is the best way to recreate the incident as it happened and to picture it for the audience.”**

– Dale Carnegie

# Proven Formula for an Engaging Story

# 1

## Incident

Share a vivid personal experience relevant to the point.

# 2

## Action

Share the specific action you have taken (to solve or prevent a problem).

# 3

## Benefit

State the benefit; clearly emphasize the benefit of taking the recommended action to the audience.

## Magic Formula

Dale Carnegie has created a time-tested “Magic Formula” that provides the basic structure to build credibility, capture attention and call others to action. This formula will help you prepare effective communication that inspires others to act!

## Steps of an Engaging Story

- Opening that impacts the audience
- **Incident:** Evidence of a need for change
- **Action:** Example of change
- **Benefit:** Solutions

## Keys to Effective Storytelling

- Establish “Who,” “What,” “When,” “Where” and “Why.”
- Include animation and vocal variety.
- Narrow the “Action” and broaden the “Benefit.”

# 4 Techniques to Engage Audiences and Become a Master Storyteller

## Open with an **Incident** for **Impact**

A personal incident is one surefire way to grab favorable attention when we are trying to make a point. Relive a vivid, personal experience relevant to the point. This is what hooks people in and opens them up to persuasion. Listeners follow because we identify ourselves as part of a situation, and we want to know what is going to happen. No warm-up statements are needed. By launching directly into the incident, it's easier to capture an audience's attention. A speaker who begins with a personal story is secure with no loss of words or ideas.

## Use **Facts** and **Evidence**.

Facts, evidence, examples and stats support the statement of need for change. Start with a fact before explaining the message. Often an audience's minds are full of questions: Why should I listen, or why should I believe; who confirms that? Evidence is one of the primary tools we need to use when we want to convince someone of our views. This allows us to form a logical — not just emotional — response. Indicate what the evidence and the facts mean to you and what you believe. Use more real-life examples, analogies and testimonials.

## Illustrate the **Action**.

Effective persuasion requires us to simplify the message. Describe the story chronologically as it happened with all important clarifying details. Show that change was needed, and recommend a clear action for listeners to take in this situation.

## Explain the **Benefit**.

Connect the specific positive action to its benefit. All stories and anecdotes need to end with the benefit of the action we have taken or the problem we solved. This is a strong approach to optimize meaningful discussion and minimize emotional confrontations.



**History has repeatedly been changed by people who had the desire and the ability to transfer their convictions and emotions to their listeners.”**

– Dale Carnegie