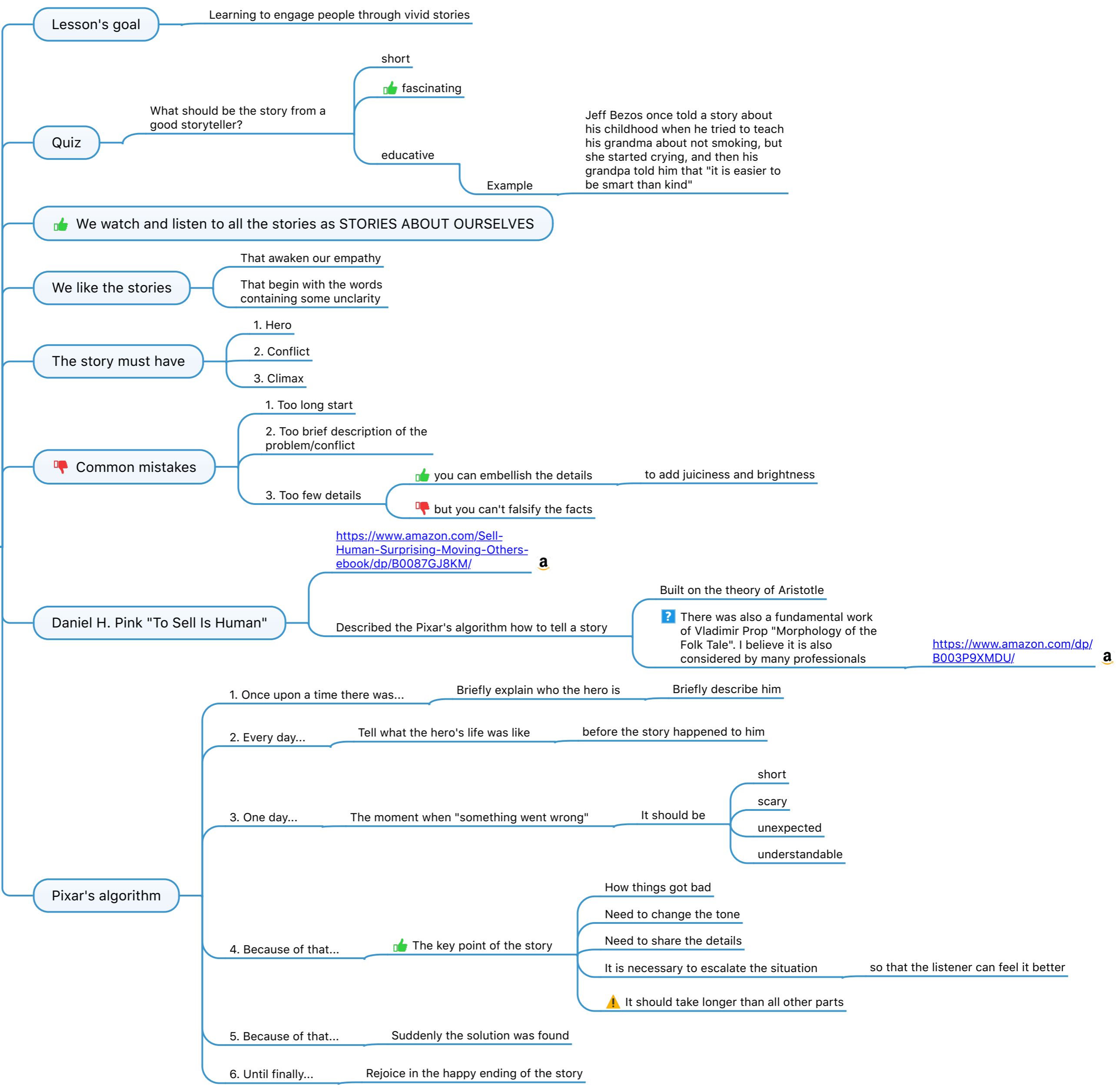


Communication Genius 6. Storytelling



Lesson's goal

Learning to engage people through vivid stories

Quiz

What should be the story from a good storyteller?

- short
- 👍 fascinating
- educative

Example

Jeff Bezos once told a story about his childhood when he tried to teach his grandma about not smoking, but she started crying, and then his grandpa told him that "it is easier to be smart than kind"

👍 We watch and listen to all the stories as STORIES ABOUT OURSELVES

We like the stories

- That awaken our empathy
- That begin with the words containing some unclarity

The story must have

1. Hero
2. Conflict
3. Climax

👎 Common mistakes

1. Too long start
2. Too brief description of the problem/conflict
3. Too few details

👍 you can embellish the details to add juiciness and brightness
👎 but you can't falsify the facts

Daniel H. Pink "To Sell Is Human"

<https://www.amazon.com/Sell-Human-Surprising-Moving-Others-ebook/dp/B0087GJ8KM/>

Described the Pixar's algorithm how to tell a story

Built on the theory of Aristotle

? There was also a fundamental work of Vladimir Prop "Morphology of the Folk Tale". I believe it is also considered by many professionals

<https://www.amazon.com/dp/B003P9XMDU/>

Pixar's algorithm

1. Once upon a time there was... Briefly explain who the hero is Briefly describe him

2. Every day... Tell what the hero's life was like before the story happened to him

3. One day... The moment when "something went wrong" It should be short, scary, unexpected, understandable

4. Because of that... 👍 The key point of the story
How things got bad
Need to change the tone
Need to share the details
It is necessary to escalate the situation so that the listener can feel it better
⚠️ It should take longer than all other parts

5. Because of that... Suddenly the solution was found

6. Until finally... Rejoice in the happy ending of the story