Storytelling – Know your goal!

It is story<u>telling</u>, not story<u>showing</u>.
It's tough to show a series of charts / pictures that tell a story.
You must <u>**TELL**</u> the story, and, <u>**LEAD**</u> your audience to the desired outcome!

Generally, there are three accepted storytelling goals you need to understand: Entertain, Educate, and, EXCITE!

A goal to **Entertain** should be reserved for stand-up comics. If your goal is to get laughter, why not consider your goal as one to EXCITE your audience into a fit of laughter? This should never be the case in a business office, so I will leave this one, as it stands. A little humor can be acceptable in a business presentation, but, do NOT overdue it, just because you think you're funny!

A goal to **Educate** sounds reasonable, if you are a teacher or a professor. But, my definition of "educate" just means that you've dumped some data / information toward your audience. Results are very unpredictable. I believe your goal should NEVER be to educate! Even as a teacher, your goal should be to <u>**excite**</u> the students, not just have them be the recipients of an information dump!

To be a successful storyteller (business presentation, keynote speaker, teacher, comic, etc.) your only goal really needs to be to <u>Excite</u> your audience!

If you are selling a product or a service, you want the prospect to be <u>**excited**</u> about signing on the dotted line!

If you are the business analyst, presenting some insights to you manager, you want that manager <u>**excited**</u> about taking your insight up the line!

If you're the manager, taking some story up the line, you want the C-level executive on the receiving end to be <u>**excited**</u> about implementing the recommended outcome!

If you're the executive presenting the story to investors or the media, you want them to be <u>**excited**</u> about lending you money, or, presenting you in a favorable light!

And, if you are that comic, you already know that the anticipation of humor is a great way to get the laughs flowing, faster. Get that audience <u>**excited**</u> about what you are delivering.

HOW do you get an audience excited?
      Grab their attention, quickly, so they'll listen!
      Guide them through the **guts** of the presentation.
      End on a "**gotcha**!" – a close that <u>**excites**</u> an audience into wanting to go along with your ending!
See my paper on "**Knowing your Story Parts**" for an explanation of these three parts of any story.

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