

# The Power of Stories - Speaking With Impact

- I** inspiration
- M** mental stimulation
- P** paint a picture
- A** action
- C** challenge, connection, creativity
- T** teach

## Effective Use of Stories

- Make a point. Tell a story. (Bill Gove)
- Connect to shared emotions – happiness, sadness, anger, surprise, disgust, fear (David Brooks)
- Invite your audience into your story (Craig Valentine)

## Creating a Powerful Story

- Message
- Characters
- Crisis
- Dialogue

## Getting Started

- Story file
- Practice
- Get feedback

## Resources

- Books – Give Your Speech, Change the World (Nick Morgan), Made to Stick (Chip & Dan Heath)
- Toastmaster clubs – [www.toastmasters.org](http://www.toastmasters.org)
- Internet – [www.craigvalentine.com](http://www.craigvalentine.com)

*“The stories people tell have a way of taking care of them. If stories come to you, care for them. And learn to give them away where they are needed. Sometimes a person needs a story more than food to stay alive.” Barry Lopez*