

Storyworthy: Engage, Teach, Persuade, and Change Your Life through the Power of Storytelling	
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Reasons to learn storytelling	<p>No matter who you are or what you do, storytelling can help you achieve your goals</p> <ul style="list-style-type: none"> - Professors, schoolteachers, priests and rabbis can improve their lectures/sermons and hold the attention of their audiences - Salespeople and business leaders can improve their presentation skills and sales pitches - Single people can improve their chances of finding a partner - Job applicants can improve their interview skills - People can become more interesting at the dinner table
Personal story versus fable	<p>Personal narratives are true stories told by the people who lived them</p> <p>Fables teach universal truths and important lessons</p> <p>Fables do not create the same level of connection between storyteller and audience as a personal story</p>
Change	<p>Personal stories must reflect change over time</p> <ul style="list-style-type: none"> - Stories that fail to reflect change over time are known as anecdotes <ul style="list-style-type: none"> - These stories do not change opinions on a matter or make people feel more connected to the storyteller - This change need not be positive or monumental
Telling others' stories	Don't tell other people's stories unless it's your side of their story
Memorization	<p>While most storytellers don't memorize their stories, they are prepared to tell them</p> <ul style="list-style-type: none"> - This means they know their beginning and ending lines and have a plan in place before speaking - The best stories lie in between the extemporaneous and the memorized
Sound normal	<p>You want to sound like a regular human being</p> <ul style="list-style-type: none"> - Avoid dramatic flourishes and over-the-top vocalization
Collecting stories	<p>Tiny moments often make the best stories</p> <ul style="list-style-type: none"> - These are the moments that people can relate to and connects with people - Even the big stories need to be more about the little moments

	<p>than the big ones</p> <p>Everyday write down the most storyworthy moment from that day</p> <ul style="list-style-type: none"> - Only write a sentence or two so that it doesn't require too much time and effort - What is the thing about today that has made it different from any previous day? <ul style="list-style-type: none"> - A bonus of this activity is that time slows down instead of flying by - Only a small percentage of people actually do this
Five-second moment	<p>Every great story ever told is essentially about a five-second moment in the life of a human being, and the purpose of the story is to bring that moment to the greatest clarity possible</p> <ul style="list-style-type: none"> - These five-second moments are the moments in your life when something fundamentally changes forever <ul style="list-style-type: none"> - This is a moment of transformation, revelation or realization - It must come as close to the end of the story as possible <ul style="list-style-type: none"> - When crafting the story itself we start at the end, with knowledge of the five-second moment - To find the beginning of the story, find the opposite of the end—the opposite of your transformation, revelation or realization <ul style="list-style-type: none"> - This is how a story shows change over time
Choosing an opening	<p>Try to start your story with forward movement</p> <ul style="list-style-type: none"> - It makes the audience feel that we're already on the way - Opening scenes of movies use this strategy <ul style="list-style-type: none"> - The protagonist is running/driving/climbing/diving - <i>The Dark Knight</i> begins with a bank robbery in progress <p>Don't start by setting expectations</p> <ul style="list-style-type: none"> - "This is hilarious" - "You're not going to believe this"
Boring stories	<p>Boring stories lack stakes</p> <ul style="list-style-type: none"> - Stakes are the reason audiences listen and continue to listen to a story - Some stories need help to raise the stakes at specific moments <ul style="list-style-type: none"> - Every story needs an elephant <ul style="list-style-type: none"> - The elephant is a clear statement of the need, want or problem <ul style="list-style-type: none"> - Moviegoers rarely go to see a movie and not know what the movie is about <ul style="list-style-type: none"> - They almost always have a general sense of what is to come - If you don't present a reason to listen early on,

	<p>you risk losing the audience's attention</p> <ul style="list-style-type: none"> - The audience doesn't know why they are listening to the story - The audience wants to see the protagonist ultimately triumph, but they want suffering first <ul style="list-style-type: none"> - Struggle and strife make stories great - By slowing down the action and pace, by adding in superfluous detail and summary, the desire of the audience to hear the next sentence intensifies <ul style="list-style-type: none"> - Use this when you reach a moment that the audience has been waiting for - If you're not sure about the level of stakes in your story, ask yourself: If I stopped speaking right now, would anyone care?
Humor	<p>Use humor to keep your audience listening, but remember that the goal is to tell a story that moves the audience emotionally</p> <ul style="list-style-type: none"> - Humor is based entirely on surprise <p>Whenever a story has become exceptionally tense, a laugh is the best way to reset the audience</p>
Making things up	<p>Storytellers only lie for the benefit of the audience and never for their own benefit</p> <p>Storytellers never add something that did not already exist in the moment</p>
Transporting the listener	<p>Always provide a physical location for every moment of your story</p> <ul style="list-style-type: none"> - By setting the moment in a location, you create a scene in the mind of the listener
Using 'and'	<p>A majority of people connect their sentences and scenes with 'and'</p> <ul style="list-style-type: none"> - The ideal conjunction is 'but' and 'therefore' and similar words <ul style="list-style-type: none"> - These words signal change <p>It's the interconnectedness of moments that brings meaning to an otherwise linear collection of events connected only by time and space</p> <ul style="list-style-type: none"> - Vacations almost never make a good story <ul style="list-style-type: none"> - We went here, then we went here and then we saw this
Brevity	<p>In storytelling, shorter is better</p> <ul style="list-style-type: none"> - The longer you speak, the more perfect and precise you must be
Surprise	<p>Surprise is the only way to elicit an emotional reaction from your audience</p> <ul style="list-style-type: none"> - You need to build surprise into your stories - Heighten the contrast between the surprise and the moment just before the surprise

	<ul style="list-style-type: none"> - Make people laugh before making them cry; it hurts more that way
Closing	If you want your story to linger with your audience, you should end in a place that is moving, vulnerable or revealing
Unity in meaning	<p>A story cannot be about two meanings/moments</p> <ul style="list-style-type: none"> - The concluding meaning dictates that the beginning show the opposite <ul style="list-style-type: none"> - If your story is about the realization that the world is unsafe, the beginning of the story needs to present the previous belief that the world is generally safe
Using past-tense	There is nothing wrong with telling a story exclusively in the past tense
What to focus on	<p>The very last thing you should be worried about while speaking is what you look like</p> <ul style="list-style-type: none"> - Focus on your words, inflection, tonality, ease of speech and choice of vocabulary - If you're thinking about what to do with your hands, you're thinking about the wrong thing
Failure over success	<p>Failure is more engaging than success</p> <ul style="list-style-type: none"> - Tragic first-date stories are far better than perfect first-date stories <ul style="list-style-type: none"> - No one likes a braggart - If you want to tell a success story you must cast yourself as the underdog <ul style="list-style-type: none"> - Audiences expect the underdog to lose and hope for him to win
Appropriate language	If you are talking about a topic that would be awkward to talk about with your parents or grandparents, tread lightly
Volume	Even when you're speaking into the microphone, you should be trying to speak to the back of the room
Being entertaining	Anytime a person is speaking to a group of people, in any context, the speaker has a duty and an obligation to be entertaining
Storytelling in the classroom	<p>Storytelling is a way to establish trust and faith with your students</p> <ul style="list-style-type: none"> - When your students love you, they will learn, even if they despise the subject

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