

7 Story Telling Techniques Used by the Most Inspiring Story Tellers/ Presenters

1. Immerse your audience in the story.

A well told story is something that will stick in your audience's mind for years to come. A golden rule of presentation giving or story telling is to use visuals that supplement your story rather than repeat what has already been said. Another way to immerse your audience in your story is to provide sensory details that will allow them actually to see, hear, feel, and smell the different stimuli in your story world. This will turn the presentation into a mental movie that the audience cannot help but engage in. Unlike novels, though, presentations must make use of short but effective descriptions.

2. Tell a personal story.

Few things are as captivating as a personal story, especially those of triumph over extreme adversity. Author Christopher Booker finds that there are seven basic story plots that have universal appeal. These include the story of the hero defeating a monster, the rags – to – riches tale, the quest for a treasure, and the voyage of a hero who comes back a changed person.

3. Create suspense.

A good story always has to have a conflict and a plot. These two elements are what make a good story telling a ride that keeps viewers at the edges of their seats, asking themselves, "What will happen next?" There are several devices that can increase the level of suspense of your story. One way is to tell the story chronologically and build up to a climactic conclusion. Another way is to plop the viewer/listener right in the middle of action and then go backwards in time to reveal how all of this occurred. A third way is to begin by telling a predictable story and then surprise the audience by taking a completely different turn from what was expected.

4. Bring characters to life.

Characters are at the heart of any story. Their fortunes and misfortunes are what make people want to laugh, cry or rejoice. The most successful stories were those that created three – dimensional characters who were easy to identify and, at the same time, had an uncommon characteristic. In order to do this, you must provide enough detail to bring the character to life in the minds of those in the audience.

5. Show. Don't tell.

Instead of telling your audience about a certain event in a story, try showing them by transporting them to the middle of a scene. So, whenever, you deliver a story, try scene – by – scene construction of events and use dialogue instead of narration.

6. Build up to S.T.A.R. moment.

Similar to a climax, a S.T.A.R. moment is a “Something They’ll Always Remember” event that is so dramatic that your audience will be talking about it weeks later. This can come in the form of a dramatization, provocative images, or shocking statistics.

7. End with a positive takeaway.

The most effective presentations not only have a conflict and a climax, but also a positive resolution. On the path to triumph, most characters in these stories receive a key piece of wisdom or advice that help them overcome their obstacles and change for the better.