

# Once Upon a Time: The Power of Storytelling at Work

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The importance of telling stories at work

- Helps people retain information longer
- Helps people relate to what you are trying to explain
- Effective in influencing people to change their behavior or attitude
- Can cut your teaching time in half

Where to find stories

- Everyday life – be observant
- Books, movies, plays, songs
- **Your life** – past and present

How to choose the right story

- What are your main points?
- What story would illustrate these points best?

Telling the story

- Tell it to friends and family
- Retell it
- Look for reactions of those to whom you tell the story; change as necessary
- Don't memorize
- Be present and be yourself

Tips for storytellers

- Make sure your words match your behavior
- Be willing to be vulnerable in front of your audience
- Listen to other storytellers practice their art
- Read, listen to songs, and watch movies for ideas
- Be curious and ask others questions about their stories

Helpful references:

Annette Simmons, *The Story Factor*, Basic Books, 2001.

Doug Lipman, *Improving Your Storytelling*, August House, 1999.

Jack Maguire, *The Power of Personal Storytelling*, Penguin Putnam, 1998.

[www.storynet.org](http://www.storynet.org) (click on link for Resources)

<http://www.creatingthe21stcentury.org/> (storytelling in business)

You'll find some interesting videos about storytelling as well as people telling stories on YouTube. Type "storytelling" in search box and you're on your way.