



GAT Stories from the Field Kit

Storytelling Best Practices

In order to help you tell the best story possible and engage your audience, we have compiled a list of best practices as well as some things to avoid when telling your story in the upcoming webinar.

MOST IMPORTANTLY

Tell your own story: If you weren't significantly involved (would you be a main character when they sell the movie rights?), either pick a different story or find a person who was more involved to tell the story.

Rehearse, Revise, Repeat: Memorize your story so you can tell it instead of read it, and practice in front of a mirror. Remember, you will be on camera, so facial expressions count!

Be Conversational, Not Presentational: It is hard to gauge your audience's interest when you cannot see or hear them, but that doesn't mean you can't pretend that your audience is in front of you. Be relaxed and conversational, pause between big moments of the story, and imagine your captive audience there in the room.

TO CAPTIVATE YOUR LISTENERS

Hook your Listeners: Don't forget to have a reason for the story. What did you or your club stand to gain or lose from what happened? Why were your actions important or even urgent? What complications stood in the way of you completing your goal, and how did you work around them?

Start off Strong: Open your story by drawing the audience in. Tell them what caused the story to start (also known as the "Call to Action"), and describe what you felt, saw and heard in detail to help them visualize it.

Stick the Landing: Plan the last line of your story so you know exactly where you need to go in order to finish. An ending that trails off into nothing makes a story forgettable.

Stay True to You: Tell the story in your own style and way. The audience is trying to connect with you, and they cannot do that if you try to fit your story and your visual aids within a format that doesn't work for you. Speak about your own experiences to better connect to your audience.

MAKE A CONNECTION

- Make the audience care/worry about the outcome
- Describe events in detail. Help us visualize it
- Tell us your opinions/perspective on the story's events
- Show us how the story changed you or your club
- Relate your story to the theme
- Express emotions
- Tie in the resources utilized when possible

ENABLE FOCUS

- Keep lists and statistics to a minimum
- Keep the information flowing and relevant to the story
- Find a quiet space where you can remain focused
- Avoid promoting projects or events not related to your story
- Stay within your allotted timeframe
- Ensure you can be heard by using a headset or microphone
- Keep PowerPoint slides brief- save details for your narrative

