



the incubator hub by Healthy Teen Network



# Crafting Compelling Stories Tip Sheet

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## Why tell a story?

- Storytelling is a tool for influence and inspiration.
- Storytelling enables meaningful connections between people.

## How to tell a story

Four components to bear in mind:

### 1. Narrative

- A story describes a sequence of events, a.k.a. a narrative.
- Narratives hold an audience's attention because they want to know what happens next.
- The narrative structure also makes a story easier to remember.
- Often, a narrative has a take-away at the end: the lesson learned from the story.

*Ask yourself: What happened in this scenario, and how can I put these events in an order that maximizes the point I'm trying to make?*

### 2. Character

- A story features a character who wants something.
- The audience is engaged because they want to know whether the character gets what they wanted.



- See the difference below between Leadership Storytelling, which refers to when a leader is using a story to inspire a team, and Customer Storytelling, which is when a company is using a story to explain or sell a product or service.

Leadership Storytelling	Customer Storytelling
What do I want?	What does my customer want?
Why should my team want this, too?	How does my offering deliver what they want?

*Ask yourself: Who's the main character in this story, and what do they want? Why do they want it?*

### 3. Arc

- A story contains ups and downs.
- Think about how you can **simplify** your arc and **amplify** the highs and lows.

*Ask yourself: What's at stake? What has happened to put things in jeopardy, and how did it get resolved?*

### 4. Sensation

- Storytellers describe sensations to help their audience feel things.

*Ask yourself: What did the important moments of the story feel like to those who experienced it firsthand?*

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