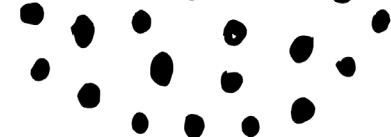




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# Crafting Compelling Stories Tip Sheet

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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?*

**Pro Tip:**

When planning your story or talk, use sticky notes (paper or digital) to break down your ideas into small, easily rearranged chunks. Use sticky notes to clarify your story, think out loud, and share your ideas for feedback, etc.

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