

**“Telling Your Story”**  
Presented by Carol Mon  
For the  
Jewish Community Foundation

**Short  
Tales  
Optimize  
Remembering  
Information,  
Engaging  
Swiftly**



## **Finding a Story**

Determine the purpose of the story. What point are you trying to reinforce, who are you trying to engage? Try to have more than one story prepared.

Some questions to ask yourself to get started:

How did you come to start working/volunteering for the Jewish Community Foundation?

Why do you work/volunteer for the Jewish Community Foundation?

What anecdote do you find yourself telling over and over?

Who is a memorable client helped and why?

What is a big success story for the organization?

Why do you contribute to the organizations you do?

What would be important to you if you were leaving a legacy?

Things to look for when choosing a story.

- ❖ Speaks to you – that means it holds your interest and fits your personality. The story should be something you enjoy telling.
  
- ❖ Easy to tell, skip stories that
  - ❖ are dependent on excessive descriptions.
  - ❖ have many characters.
  - ❖ have a lot of dialog.
  - ❖ are first person stories, unless they are your own.

## **Ten Tips For Effectively Telling a Tale**

- 1. Practice, Practice, Practice. Also make sure you practice with some one else and get feedback.**
- 2. Keep it short, 30 second intros, 2 minutes max when in conversation with someone.**
- 3. Use good story telling techniques like gestures, facial expressions, voice inflection, pitch, pace. Bring the story alive!**
- 4. Visualize - draw pictures in your head as you tell the story.**
- 5. Make the story authentic to you. If you believe in it and feel an emotional connection you will tell it better.**
- 6. DON'T get caught up in a lot of details. Keep it short and simple**
- 7. Use dialog if possible, text books are dry because there is no dialog; story books are interesting because there is dialog.**
- 8. Think about story structure, a beginning, a problem, a resolution.**
- 9. Don't write it out and try to memorize it.**
- 10. Have fun.**

## Storytelling Resources

[www.Storynet.org](http://www.Storynet.org) - National Storytelling network website. There are numerous links to other sites and to Special interest groups (Healing Story Alliance, Storytelling in Organizations, Storytelling in Higher Education)

[www.connstorycenter.org](http://www.connstorycenter.org) - The website for the Connecticut Storytelling Center located in New London CT.

[www.storyatwork.com](http://www.storyatwork.com) The Golden Fleece website. A group dedicated to the use of stories in business.

[The Leader's Guide to Storytelling](#), by Stephen Denning. Steve covers the use of stories and their importance, focusing on anecdotes which make the point swiftly, not fully developed epic length stories.

[The Elements of Persuasion, Use Storytelling to Pitch Better, Sell Faster & Win More Business](#), by Richard Maxwell and Robert Dickman, Harper Collins Publisher 2007.

[The Springboard: How Storytelling Ignites Action in Knowledge-Era Organizations](#) by Steve Denning (October 2000) Butterworth-Heinemann, Boston, USA

[Corporate Legends & Lore: The Power of Storytelling as a Management Tool](#), by Peg Neuhauser

[A Whole New Mind: Moving from the Information Age to the Conceptual Age](#), by Daniel H. Pink, Penguin Press, Copyright 2005.

[The Way of the Storyteller](#), By Ruth Sawyer - Geared a bit more towards the professional teller but valuable insight may be gleaned especially from the chapter on selecting a story.

"The other way to persuade people - and ultimately a much more powerful way - is by uniting an idea with an emotion. The best way to do that is by telling a compelling story." Screenwriting coach Robert McKee in an article by Harvard Business Review, [Storytelling that Moves People: A Conversation with Screenwriting Coach Robert McKee](#)