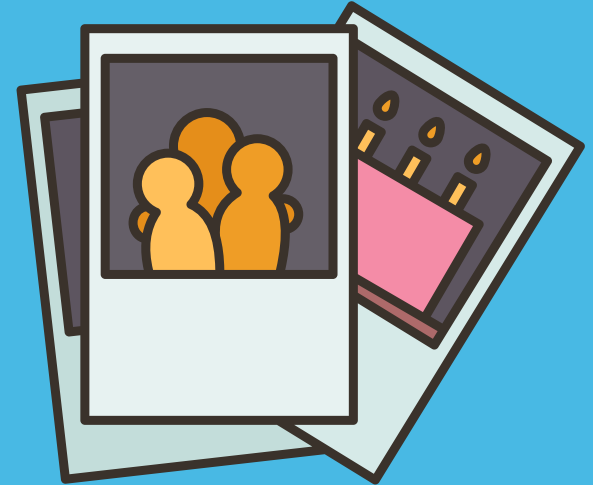


STORYTELLING 5 STEP METHOD

START WITH MOMENTS

Storytellers start with moments that bring the point to life. Ask yourself some key questions about what you are trying to communicate.



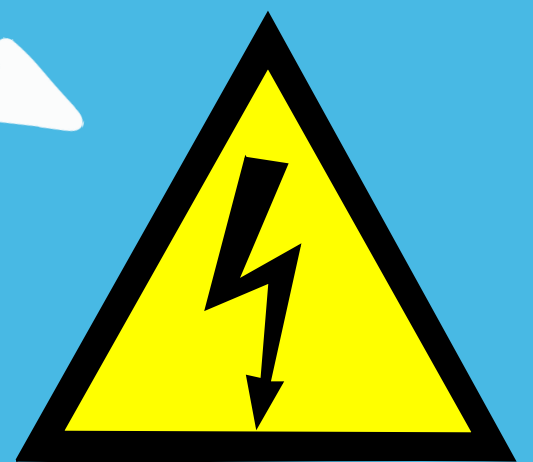
SET THE SCENE

You need to set context. Here's an example; "Last year, during a project that went off the rails"
Scene = relevance and relevance = attention.



SHARE THE TENSION

Every good story has a "something was at stake" moment. Not dramatic, just human. An example could be "I just didn't know what to say". Your tension makes it relatable.



REVEAL THE SHIFT

This is the moment something changed. Your insight, your learning or even realisation. It's the emotional payoff. The shift here is what makes the story so meaningful."



LAND THE MESSAGE

This is where you connect the story to your point. Keep it super simple. One sentence. Make it clear, direct, no fluff or filler.

