

Art of Storytelling

Transforming your presentation into a story that truly connects with audiences

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FOR CENTURIES we have reshaped knowledge into meaning through stories. New research shows that 70% of what we learn is consumed through storytelling. Therefore it only makes sense that our presentations be constructed around a story—one that appeals to the audience's emotions and transports them from the stuffy conference room or cramped session hall to a place where they are the hero, overcoming a fierce challenge and emerging as a transformed person. This presentation will address:

- Why current presentations that lack narrative fall short
- Seven reasons stories are imperative in a presentation
- How stories foster transparency and make the need for selling disappear
- The structure of an effective story
- The roles of the presenter and the audience in a story

This session is for anyone who designs presentation to inspire or move an audience to act, whether it be to donate to your cause, buy your product, or adopt your ideas. After attending, you will understand how to create a presentation structure based on a narrative approach, and what role personal stories play in that.

