

STORYTELLING

FROM MIND TO MOUTH
TO ANYWHERE

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3 THINGS

Storytelling starts with **listening**

Audiences build stories

We have (at least) **5 senses** - use them

BLOWTHROUGH STUFF

- Storytelling is inherent to all humans
- Around the campfire
- Entertaining, persuasive, conveys knowledge and wisdom
- Builds community
- Triggers memory
- Inspires more stories

LISTENING

- Deeply understand others
- Empowers the speaker
- Deepens relationships
- Helps us move forward with our own intelligence and creativity
- Addictive

LISTENING

Tendencies:

- Listen for an opening
- Listen to trump
- Listen to serve an inequality meter

FIRST EXERCISE

- Work in pairs, preferably with someone you don't know well
- Each will have **2** minutes to speak - then switch
- Speaker's job - speak about something relatively comfortable on the topic
- Listener's job - just listen! Don't have to talk, interrupt or fill silences. **The privileged position**

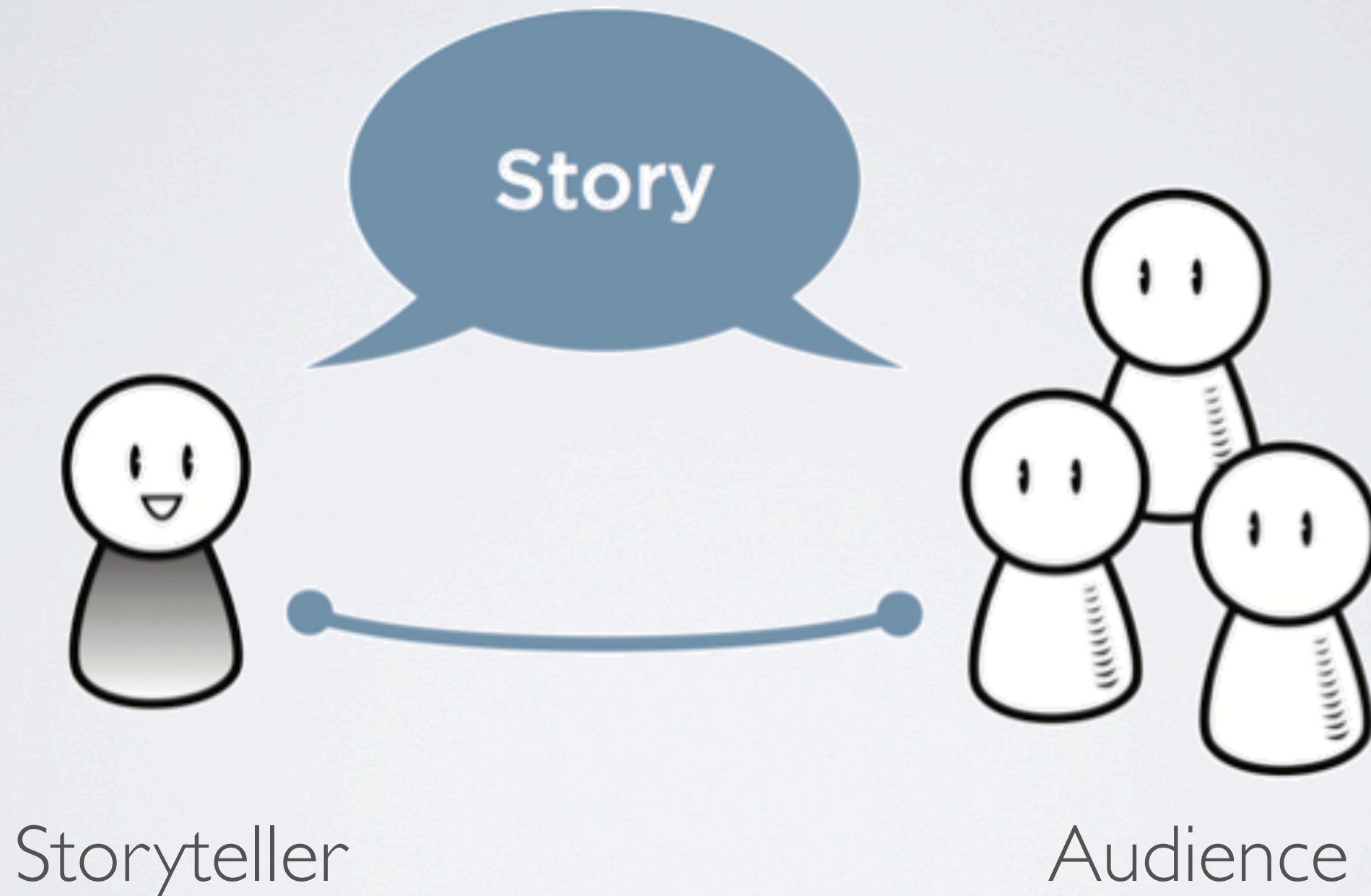
FIRST EXERCISE

- Talk about something **you've made** or that **you've done** that you're **proud of**.

AUDIENCE

A Story

STORY TRIANGLE



AUDIENCES BUILD STORY

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- Stories primarily exist in the minds of the audience
- Audiences vary - that's the fun part
- The art and the craft

SECOND EXERCISE

- Work in pairs - new partners
- Each will have **2** minutes to speak
- Then the listener will have **1** minute to tell the storyteller things they heard or said, but were not mentioned specifically in the story
- Then switch

SECOND EXERCISE

Same story as before

SENSUAL CONTEXT

Sensual – what did it:

- Feel like
- Smell like
- Taste like
- Sound like
- Look like

SENSUAL CONTEXT

We've been taught

Story = Plot

SENSUAL CONTEXT

We've been taught

Story $\neq$ Plot

Not true

SENSUAL CONTEXT

We've been taught

Story $\neq$ Plot

Not true

The story experience is a facilitation.

Plot is just one way to do that.

SENSUAL CONTEXT

Stories are made of **images**, not words.

THIRD EXERCISE

- Work in pairs - new partners
- Each will have **3** minutes
- You will retell your previous story as simply a series of detailed **sensory images**.
- Dig into the smell, sound, taste, and feel of... as much as possible.
- You are officially relieved from the burden of plot.

THIRD EXERCISE

Feel

Sound

Smell

Taste

Look

RECAP OF 3 THINGS

Storytelling starts with **listening** - listen to tell

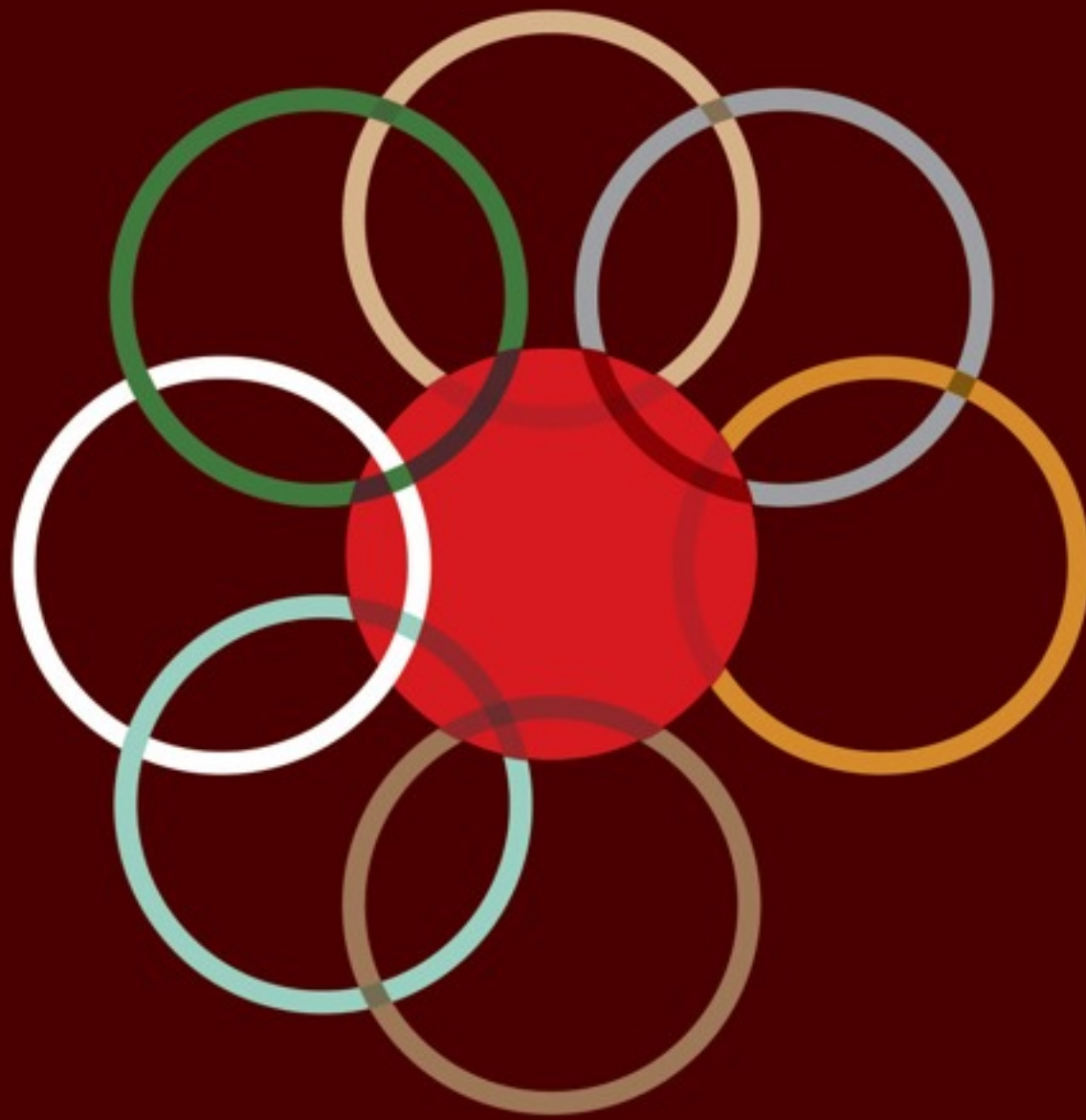
Audiences build stories - the storyteller facilitates

Use your **5 senses** -

“High-five your stories” - Elizabeth Ellis

LOTS MORE STUFF

- Structure
 - Folklore
 - Pacing
 - White Space
 - Audience Variability
 - Different Media...



STORYTELLING FOR USER EXPERIENCE

Crafting Stories for Better Design

by WHITNEY QUESENBERRY & KEVIN BROOKS

foreword by Ginny Redish



Just released from
Rosenfeld Media
rosenfeldmedia.com/books/storytelling

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Questions?