



STORYTELLING FOR BUSINESS

Lisa Evans





Why storytelling?



What makes a great story?

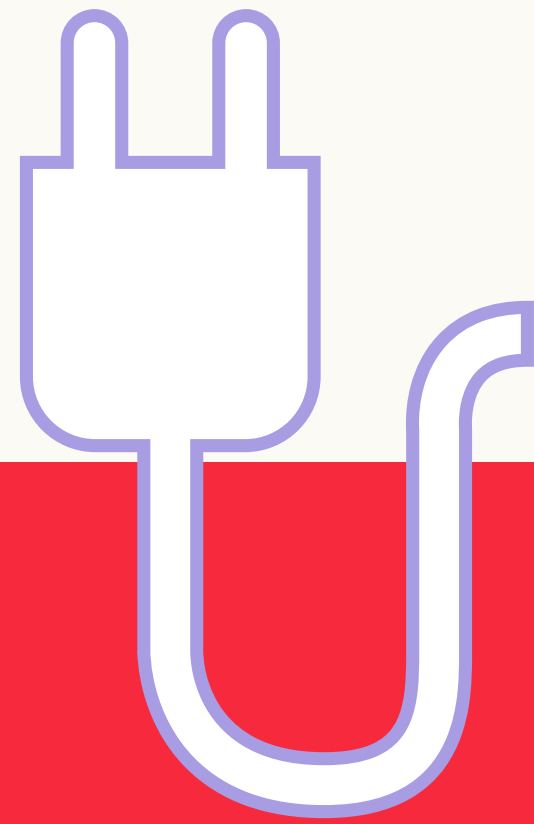


How to bring your story to life.



Why storytelling?

WHY STORYTELLING?



Connect

Stories help us to connect on a human level and to cut through the noise.



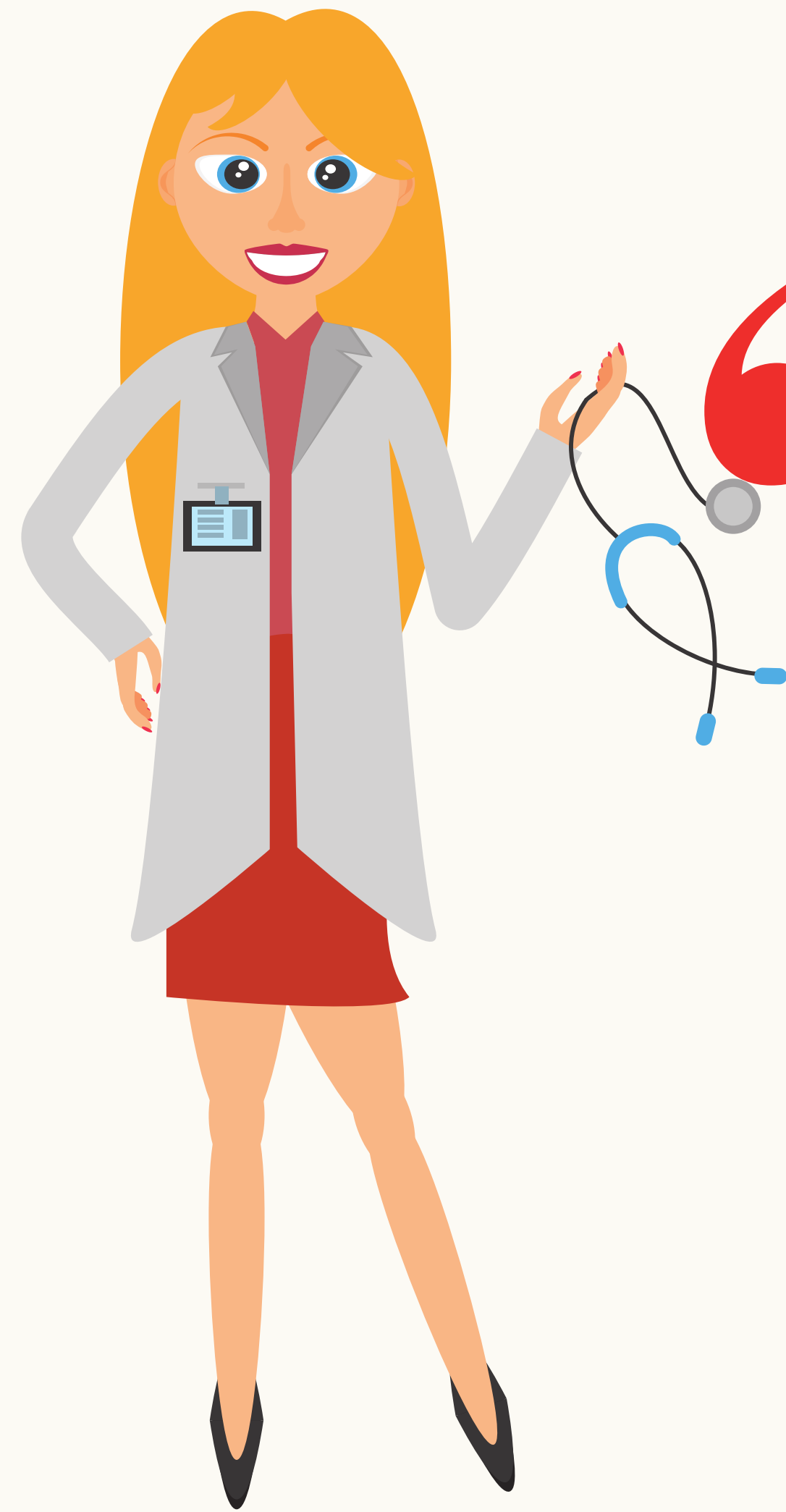
Convey Complex

Stories help us to convey complex concepts in a way that everyone understands.

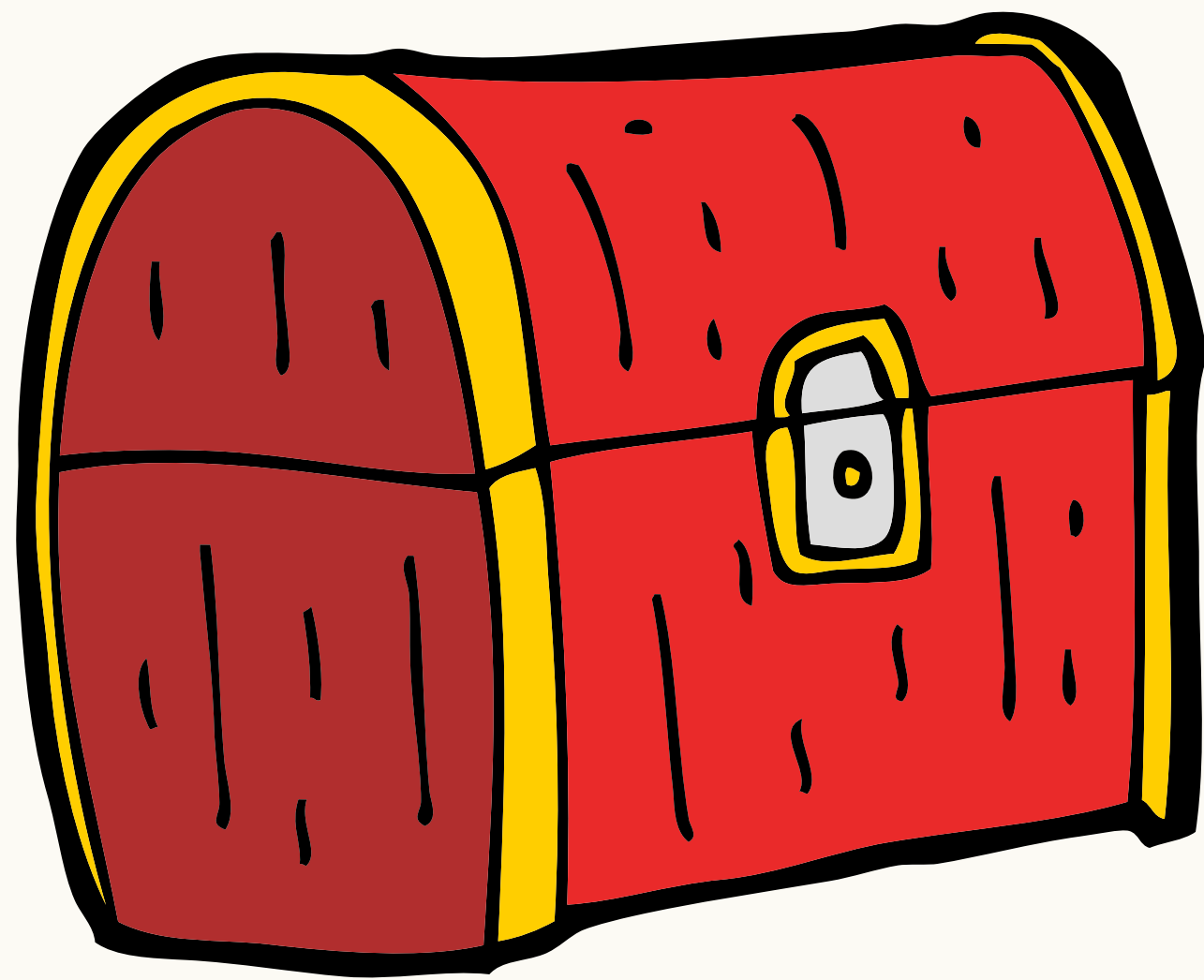


Create Meaning

Stories give us sense and meaning to the context and topic.



“Spectacluar stories are short simple stories told exceptionally well.



Store your stories in a
story vault.

are you trying to Fast forward life		Saturday, 25 February 2017 2:28 pm
Story - Letting Go	Letting go, personal brand	Friday, 24 February 2017 8:27 pm
Story -Bridal party		Friday, 17 February 2017 8:39 am
Story - Buying a car	Assumptions, gender equality, perc...	Thursday, 19 January 2017 9:32 pm
Story - Shake it off and step up	Change management, Folktale, othe...	Friday, 25 November 2016 4:19 pm
Story - Article - Integrity lesson	integrity, others stories	Monday, 10 October 2016 1:45 pm
Story - Empty Nesters	Adapting, Change, Family story, Life...	Sunday, 9 October 2016 7:10 am
Story - Oprah changed my life	Assumptions, back story, Change,...	Monday, 19 September 2016 9:17 am
Story - Public Transport	speech ideas	Monday, 25 July 2016 9:56 am
Empty Nest - Article - Story Idea	empty nest, Family, speech ideas	Friday, 22 July 2016 3:44 pm
Story - Becoming a business owner wasn't on the roadmap.	Change, purpose story, Resilience,...	Monday, 9 May 2016 1:37 pm
Story - midwife to midlife crises	Clarity, purpose story, Reinvention,...	Sunday, 8 May 2016 12:34 pm
Story - Drink spiking letting go	Family story, Judgement, parenting,...	Thursday, 24 March 2016 9:22 pm

My Story Bank  Change management  Folktale  others stories  Resilience 

Created: 25 Nov 2016 Updated: 17 Feb 2017

Story - Shake it off and step up

Shake it off and take a step up

One day a farmer's donkey fell into an abandoned well. The animal cried piteously for hours as the farmer tried to figure out what the well needed to be covered up anyway; so it just wasn't worth it to him to try to retrieve the donkey.

He invited all his neighbours to come over and help him. They each grabbed a shovel and began to shovel dirt into the well. Re

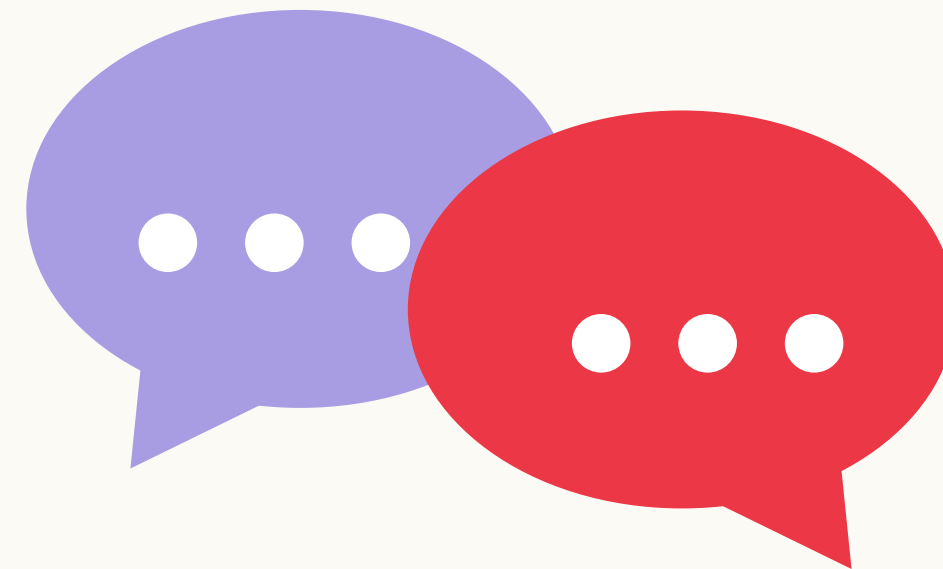
Evernote

WHAT MAKES A GOOD STORY?



Compelling

We can't resist
a good story.



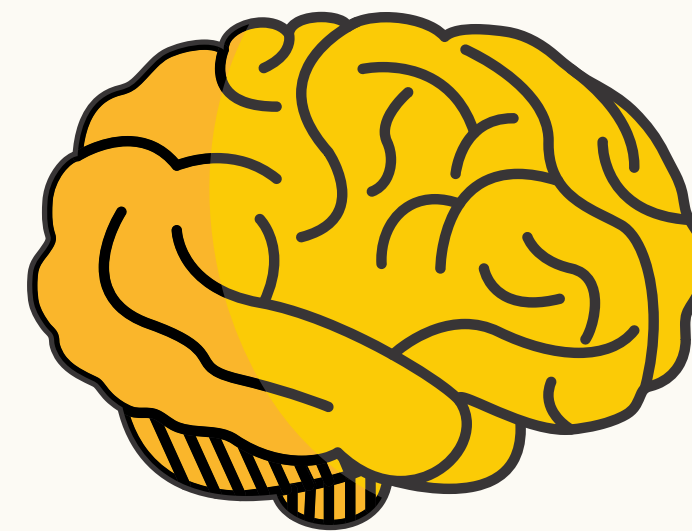
Repeatable

A good story is
shared with others.



Unique

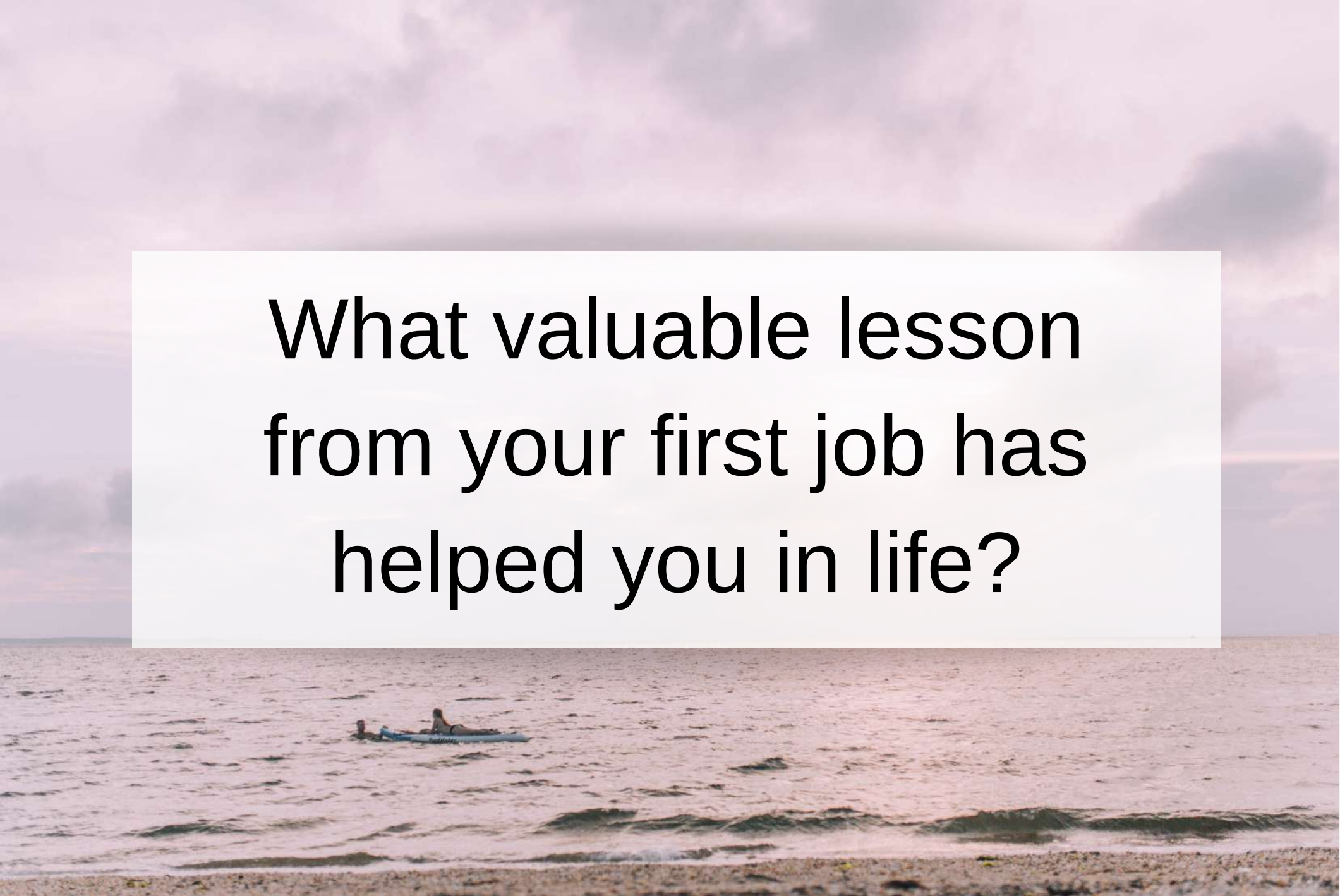
Only you have
your story.




Memorable

We don't forget a good
story.





What valuable lesson
from your first job has
helped you in life?



What is your most
memorable ah-ha
moment?



You gift for signing up to my
Pre - Conference Workshop
Is one of my Stories From The Heart books



/publicspeakingperth/



@speakingssavvy
@storysavvy



/PublicSpeakingPerth



the_story_midwife



LISA EVANS
SPEAKING
savvy

