

Give a memorable speech

with

Eleanor Shakiba

Director, Think Learn Succeed



“think
learn?
succeed”

“Smart training for clever people”

A story is a thousand and one times easier to remember than a PowerPoint slide. Make your speeches memorable by mastering the art of storytelling.

Here are 10 ways to make stories work in your presentation.

1. Match your stories to the experiences of your group. This makes them real.
2. Space stories right through your presentation.
3. Keep stories short.
4. Instead of statistics try telling a story about the person who was the ‘one in 500.’
5. Always use success stories that end on a positive note. Negative stories confuse your take-home message.
6. Act out characters in your stories. Then watch your audience be entranced by your tale.
7. Pretend to be sidetracked during your story. Leave the audience waiting for the end. Finish the story as you close your presentation.
8. Don’t make all your stories about your own experience. Too much “me” talk can be a turnoff.
9. Never use notes. You need to make eye contact with your audience.
10. Develop your own stories rather than repeating old tales. A story the audience has already heard won’t impress.

Read more about it

Owen, N: 2001 The Magic Of Metaphor

There are some great stories in this book. More importantly, the introduction is full of advice about how to plan, perform and close your stories. You will also find the ‘story within a story’ format of this book fascinating.

Book Eleanor to run a course for your team [Contact us now](#)