

Stortelling Secrets for Leaders

"Once upon a time, there was a leader..."

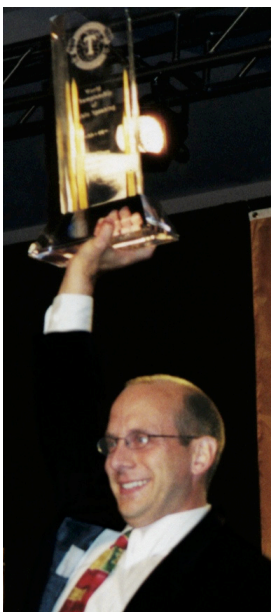
Why tell better stories?



He felt invisible in high school.
He failed as a business owner.
He worked in a cubicle for
over a decade.

**Today he's a World Champion
Speaker.**

What made the difference for
him, can make the difference
for you.



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“ _____
_____” -Stanley Ralph Ross

_____ did not _____.

The reason I entered the speech contest:

“Darren, take the stories you already have and make them so good _____
_____.” -Dave Fitzgerald

Where do you **Find 'em?**

Crave feedback....

(Continue on the back of this page.)

Filet 'em: removing the blah, blah, blah

From Darren's original draft:

I'll never forget the story of the cherry tree. as a 17 year old boy he climbed the cherry tree in his families yard. His task was to prune the top of the tree, but instead he daydreamed. He looked out over the meadow and looked up to the moon and thought how wonderful it would be to build a device to take off from this meadow and reach the planets.

Dr Goddard said that when he climbed down from that cherry tree, he was not the same person who climbed up. He tried experiment after experiment. He released a paper about the possibility of space flight. The NY times said in an editorial the next day. Dr Goddard lacks the knowledge labeled out daily in high schools.... ouch

He went to the US army with some of his ideas. He thought that this could be used as a weapon of war. The army said thank you for your time and walked away.

Which became:

100 years ago my first hero, Dr. Robert Goddard had a ridiculous idea of building a device that could take off from the earth and reach the stars!! His failures were the reason we landed on the moon.

You must play "so what"

Fortify 'em: making stories so interesting everyone will listen

- Darrenisms
- Narration vs Dialogue
- Hero?
- Names
- Advance the story
- Emotional moments
- Revelations *"Then I remembered Subway..."*
- Reactions tell it best
- Call backs:
 - Your own
 - Other presenters (the horse)

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"You can't be great by yourself."

– Sherrie Su, 2018 WCPS 2nd Place!
She thanked her husband, her club & Stage Time University Coaches

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