NYTM:
Storytelling Workshop

Rafael Esquer • Nov. 9, 2020

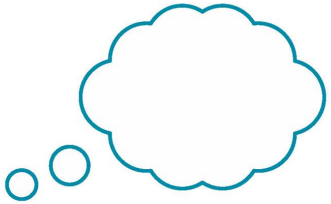
Workshop structure

1. Components of a story
2. Story archetypes
3. Case study: The “Hook”
4. Hands-on exercise
5. Vote for best story

Components of a story

1. “Once upon a time…”
2. A World View
3. Great characters
4. Challenging situations
5. Conflict
6. Drama
7. Lessons learned
8. New possibility
9. “Happily ever after…”

1

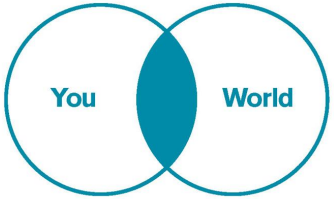


“Once upon a time...”

Setting the scene can help the audience connect to the story as if they were there when it happened.

What’s the scene for your story?

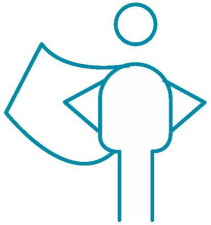
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A world view

Many great stories have perspective—an angle or lens that shapes the telling of the story, and what people take away from it.

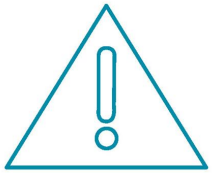
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Great characters

Heroes. Villains. Supporting characters. Who or what you choose—and what their characteristics and traits are—is critical to the action and meaning of your story...

4



Challenging situations

We learn a lot about people through their toughest moments—their near-death experiences, moments of lapsed judgement, and foibles.

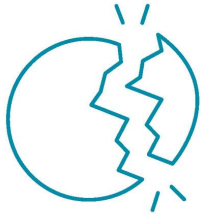
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Conflict

Challenging situations and moments of change naturally lead to conflict—between people, values, the past versus the future, big bets versus the status quo.

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Drama

A heightened sense of drama keeps the audience riveted to the story.

What's the drama in your story?

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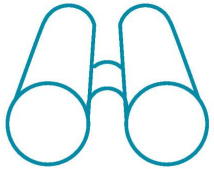


Lessons learned

Everyone has learned lessons through experiences that are worthy of sharing.

What lessons are learned in, or from, your story?

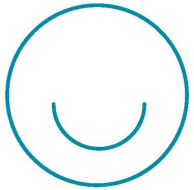
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New possibility

When your story is about what might be possible in the future—not just what has happened in the past—a story might include a future view.

9



“Happily ever after...”

Sometimes the job of a story is to leave the audience with a sense of resolution and wellbeing.

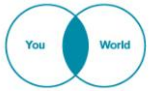
What’s the warm, fuzzy feeling we get from your story?



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How to use the components of your story

Step 1

- Select 4-5 components that seem particularly suited to the story you need to tell

Step 2

- Fill in your own details in the blank space — short sentences or bullet points

Step 3

- When you've filled in your 4-5 cards, separate them and set them aside

Story archetypes

Coming Of Age

After years of learning and growing, you've reached a milestone.
You know who you are. You are strong, experienced, and confident.
You're ready to take on whatever comes next.

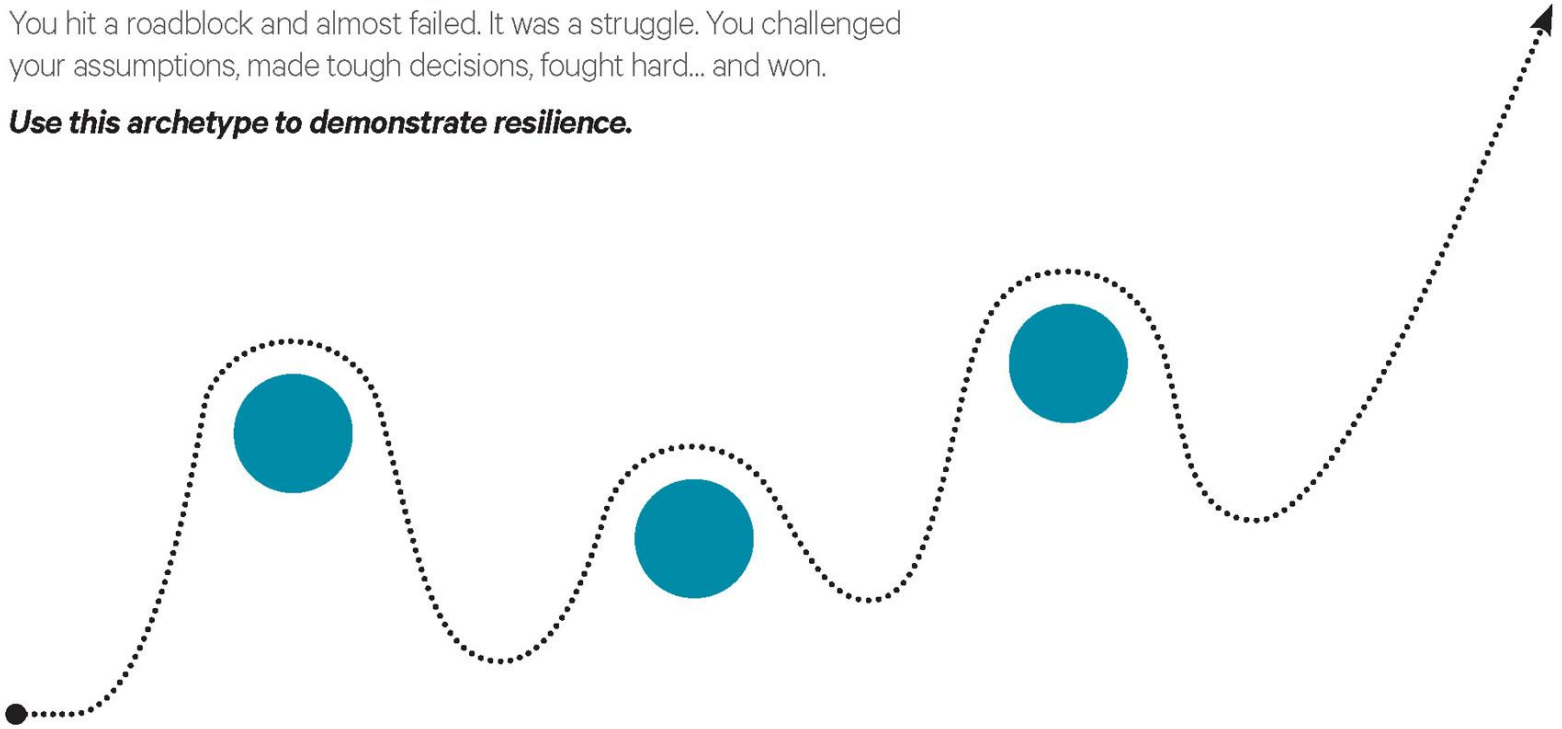
Use this archetype to show experience and strength.



Overcoming Obstacles

You hit a roadblock and almost failed. It was a struggle. You challenged your assumptions, made tough decisions, fought hard... and won.

Use this archetype to demonstrate resilience.



Constant Evolution

You never rest. Over and over, you've evolved to handle whatever comes your way. You keep moving, adapting to the world around you and maybe even anticipating its change.

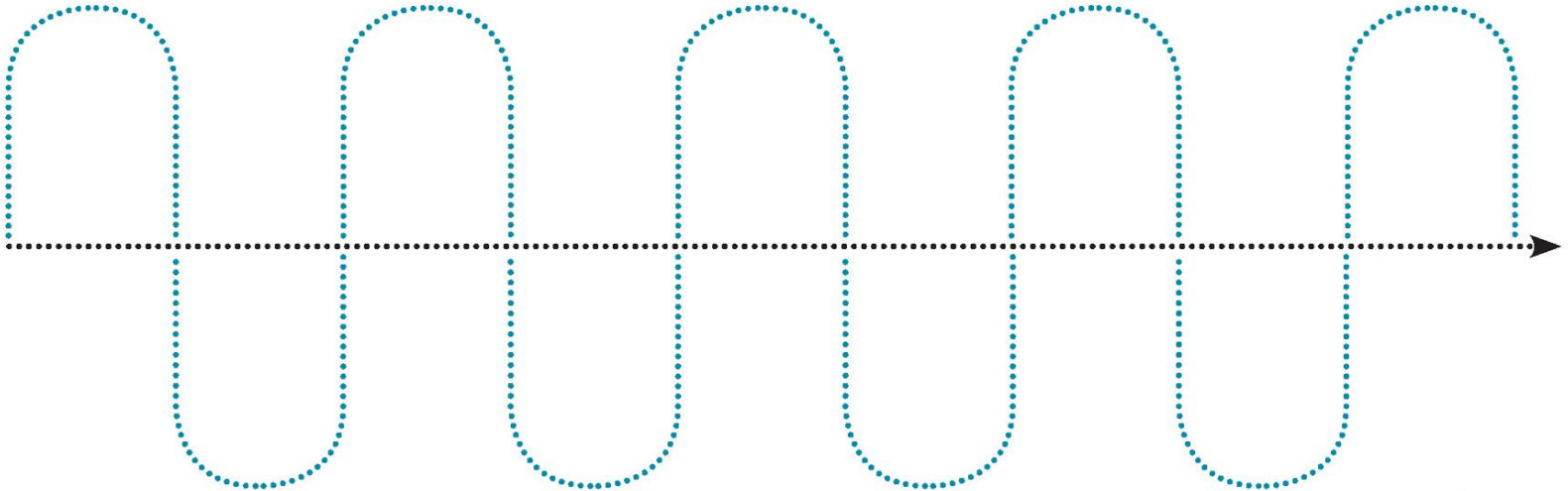
Use this archetype to prove adaptability.



True As It Ever Was

Your purpose and values have endured throughout the years. The world has evolved and you've changed with it, but your core beliefs have remained intact. They guide everything you do.

Use this archetype to communicate steadiness or reinforce the audience's trust.

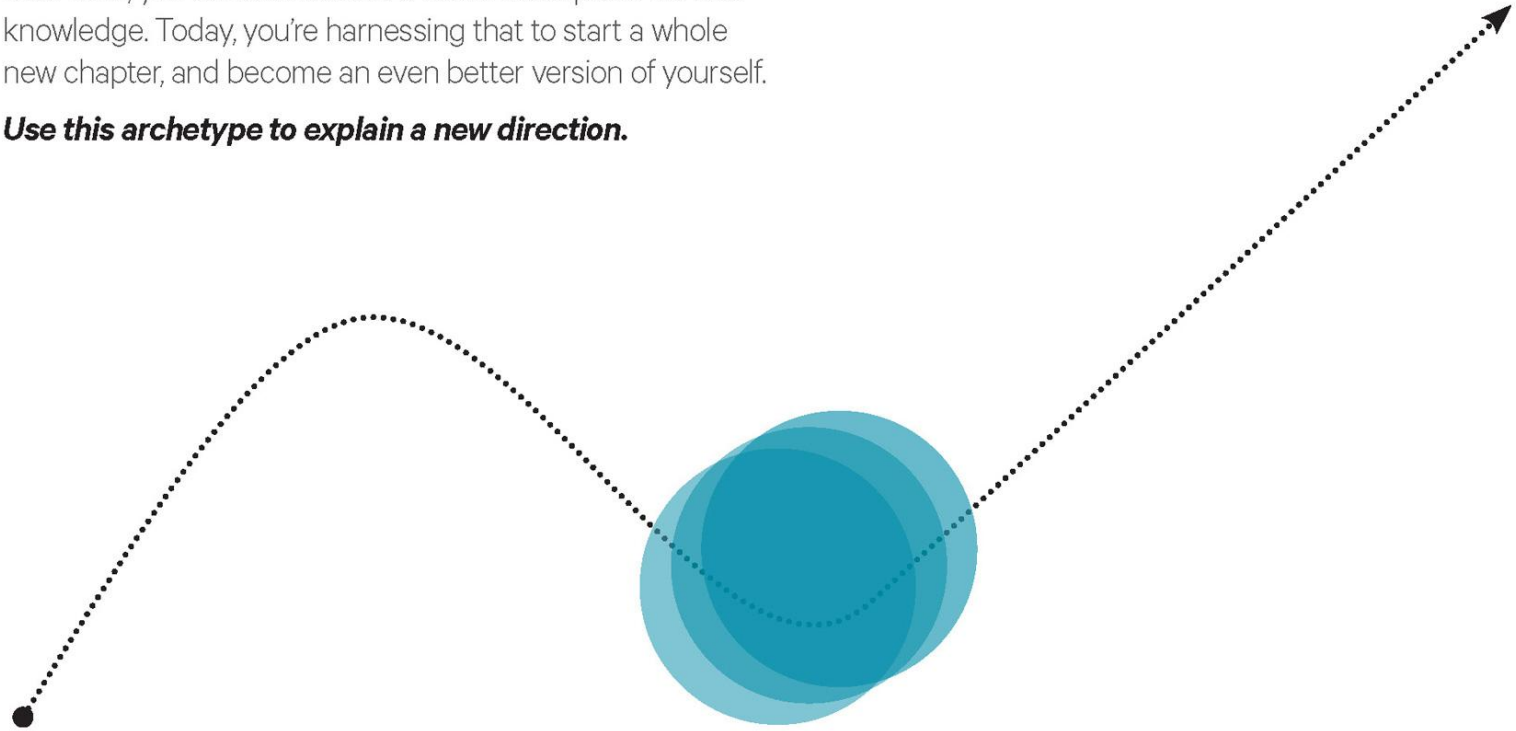


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Rebirth

Over time, you've accumulated a wealth of experience and knowledge. Today, you're harnessing that to start a whole new chapter, and become an even better version of yourself.

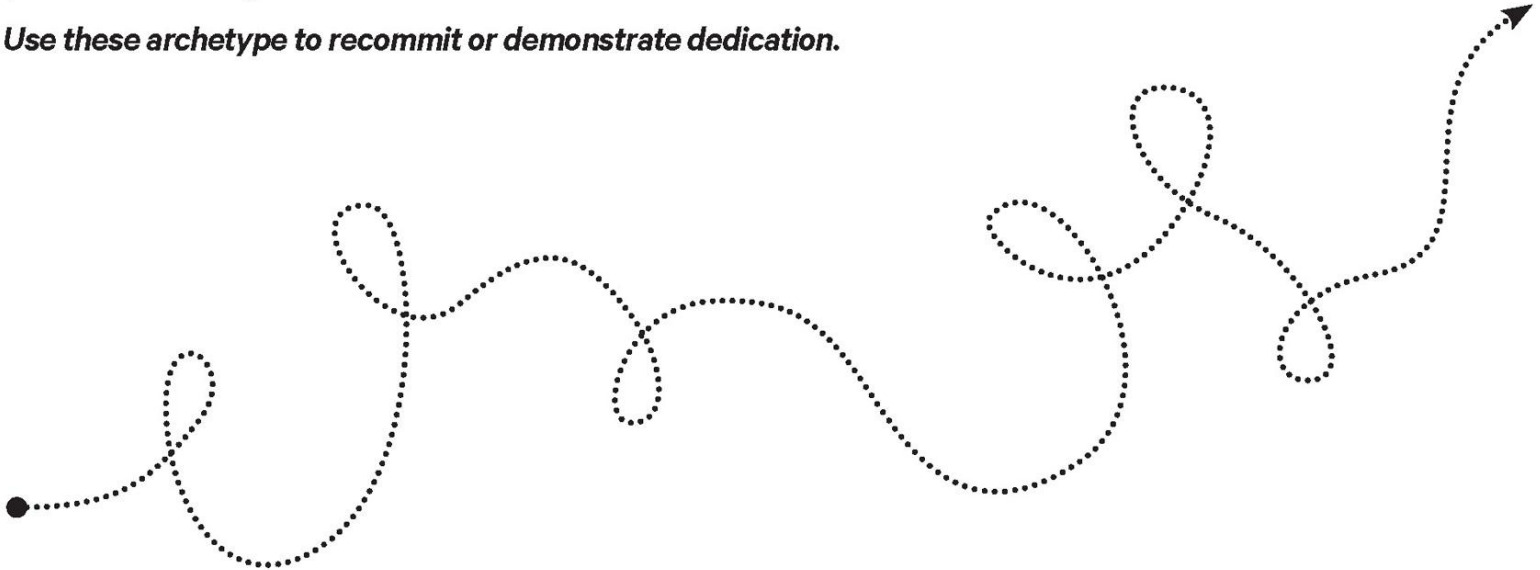
Use this archetype to explain a new direction.



Quest

You've always had a clear objective and you've pursued it relentlessly. Over time, you've summoned your talent and passion to turn your vision into reality. Through twists and turns, you've maintained your focus, and you will never let it go.

Use these archetype to recommit or demonstrate dedication.



How to use the archetypes in your story

Step 1

- Consider the components of the story you selected to help you make a decision

Step 2

- Select your story archetype

Ask yourself

- Which of these archetypes feels more like my story?
- Which narrative arc best matches my story's narrative arc
- What kind of argument do I need to communicate with this story and which archetype will get me there?

The “Hook”
Hands-on exercise

The hook

The hook is a technique in the opening of a story that “hooks” the audience’s attention so they will keep interested in your story.

Surprise your listeners with a hook that immediately grabs their attention. The key is to make sure that the hook is brief, well-rehearsed and pertinent to your topic.

ways to hook an audience

Use a contrarian approach

Ask a series of rhetorical questions

Deliver a compelling sound bite

Make a startling assertion

Provide a reference to a historical event

Use the word “imagine”

Add a little show business

Arouse curiosity

Use quotations differently

Quote a foreign proverb

Take them to a “what if” scenario

Tell them a story

TED examples

“Your body language may shape who you are”

Amy Cuddy

So I want to start by offering you a free no-tech life hack, and all it requires of you is this: that you change your posture for two minutes.

“Your How to Spot a Liar”

Pamela Meyer

Okay, now I don’t want to alarm anybody in this room, but it’s just come to my attention that the person to your right is a liar.

“How Great Leaders Inspire Action”

Simon Sinek

How do you explain when things don’t go as we assume? Or better, how do you explain when others are able to achieve things that seem to defy all of the assumptions?

“Do Schools Kill Creativity”

Sir Ken Robinson

It’s been great, hasn’t it? I've been blown away by the whole thing. In fact, I’m leaving.

“What Makes a Good Life? Lessons from the Longest Study on Happiness”

Robert Waldinger

What Makes a Good Life? Lessons from the Longest Study on Happiness

What keeps us healthy and happy as we go through life? If you were going to invest now in your future best self, where would you put your time and your energy?

“The Power of Vulnerability”

Brené Brown

So, I'll start with this: a couple years ago, an event planner called me because I was going to do a speaking event. And she called, and she said, “I'm really struggling with how to write about you on the little flyer.”

“This is what happens when you reply to spam email”

James Veitch

A few years ago, I got one of those spam emails. And it managed to get through my spam filter. I’m not quite sure how, but it turned up in my inbox, and it was from a guy called Solomon Odonkoh.

“The Puzzle of Motivation”

Dan Pink

I need to make a confession at the outset here. A little over 20 years ago, I did something that I regret, something that I'm not particularly proud of. Something that, in many ways, I wish no one would ever know, but here I feel kind of obliged to reveal.

“How to Speak so that People Want to Listen”

Julian Treasure

The human voice: It’s the instrument we all play. It’s the most powerful sound in the world, probably. It's the only one that can start a war or say “I love you.”

Literature examples

“The Color Purple”

Alice Walker

You better not never tell nobody but God.

“One Hundred Years of Solitude”

Gabriel García Márquez

Many years later, as he faced the firing squad, Colonel Aureliano Buendía was to remember that distant afternoon when his father took him to discover ice.

“The Catcher in the Rye”

J.D. Salinger

If you really want to hear about it, the first thing you’ll probably want to know is where I was born, and what my lousy childhood was like, and how my parents were occupied and all before they had me, and all that David Copperfield kind of crap, but I don’t feel like going into it, if you want to know the truth.

“The Metamorphosis”

Franz Kafka

As Gregor Samsa awoke one morning from uneasy dreams he found himself transformed in his bed into a monstrous vermin.

“1984”

George Orwell

It was a bright cold day in April, and the clocks were striking thirteen.

“To Kill a Mockingbird”

Harper Lee

When he was nearly thirteen, my brother Jem got his arm badly broken at the elbow.

“Paradise”

Toni Morrison

They shoot the white girl first.

“Tale of Two Cities”

Charles Dickens

It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us, we were all going direct to Heaven, we were all going direct the other way

“The Old Man and the Sea”

Ernest Hemingway

He was an old man who fished alone in a skiff in the Gulf Stream and he had gone eighty-four days now without taking a fish.

Exercise

Write a hook

Work as a team in breakout rooms

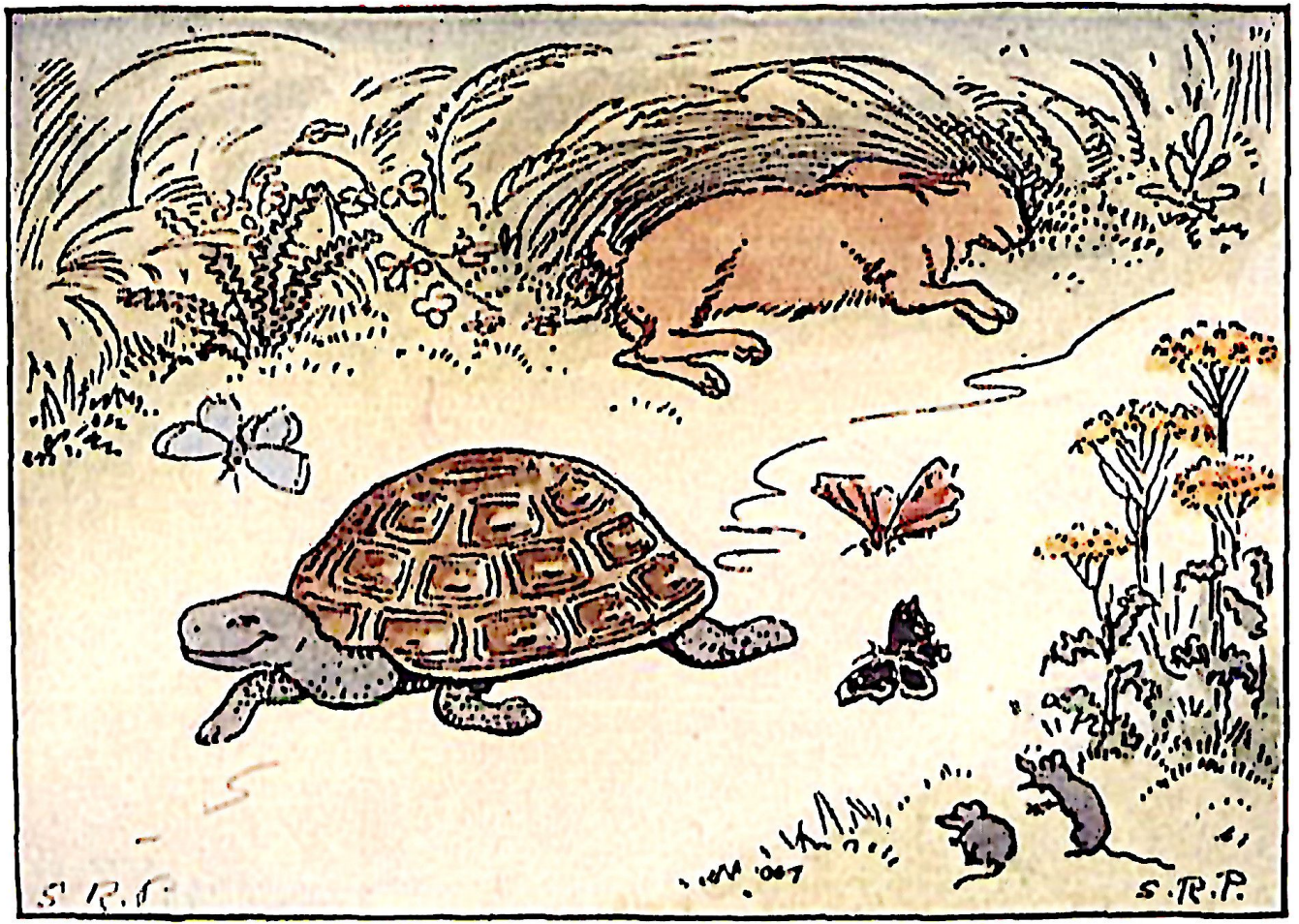
10 minutes

Present your “hook”

5 minutes

Vote for best opening

End



THE TORTOISE AND THE HARE

Good luck!