

The Art Of Storytelling

In Speaking Club
6/02/16





We are ready to watch a movie for hours



Sometimes even for months



Or for years...



but at conferences and lectures can
easily fall asleep in 10 minutes...



movies always have a thrilling plot that
keeps you awake!

DON'T JUST PRESENT

Tell a **STORY!**



BECAUSE

We connect through **STORIES!**

AND YES,
STORIES evoke emotion!

TRUST ME

It's all about the **EMOTION!**

REMEMBER

“People will **FORGET** what you said **BUT** they will never forget how you made them **FEEL!**”

'The cat sat on the mat'*



'The cat sat on
the dog's mat'*



OUTCOME-1



OUTCOME-2

<http://vukajlija.com>

Ahi, 07.08.2013.



**If all you have is a
hammer, everything
looks like a nail***



**If you tell me a fact, I'll learn.
If you tell me a truth, I'll believe.
But tell me a story and it'll live
in my heart forever.***



FORMULA

Your **STORIES** > Your **DATA**

FORMULA

Your **STORIES** > Your **DATA**

Work on it!



You are fighting with **ROBIN**

BECAUSE

Your **STORIES** > Your **DATA**

This is **BATMAN**

WHY WAIT!

Go save the ~~CITY!~~

PRESENTATION

AND
Share this ~~PRESENTATION~~
STORY!



Think of your story as
a mystery story/ fiction



Be original!



Basic plots of storytelling for your presentations



Основано на книге
«От слайдов к историям»



There are only 7 basic plots that
are used in the movie



How to apply them in a presentation?

Plot 1.
The fight with
a monster.

Example:
The
Terminator





Your
competitor has
the role of a
monster
competitor
'cause he's
rapidly gaining
the market



The competitor is far more dangerous than
you expected!



The threat is so serious that your business
can't cope with it...



But, fortunately, you know several ways to deal with the monster!

Plot 2. Search

Example:
The Lord of the Rings





Set a goal, the
achievement of
which is vital for
your business



Your way to the goal can be long
and difficult



You may face various difficulties

Tell us how you have overcome them to
find your goal in the end!



Plot 3.
Journey of
your heart

Example:
Avatar





You have just been in a company where the new and super technologies are used

It would solve a lot of problems in
your own company





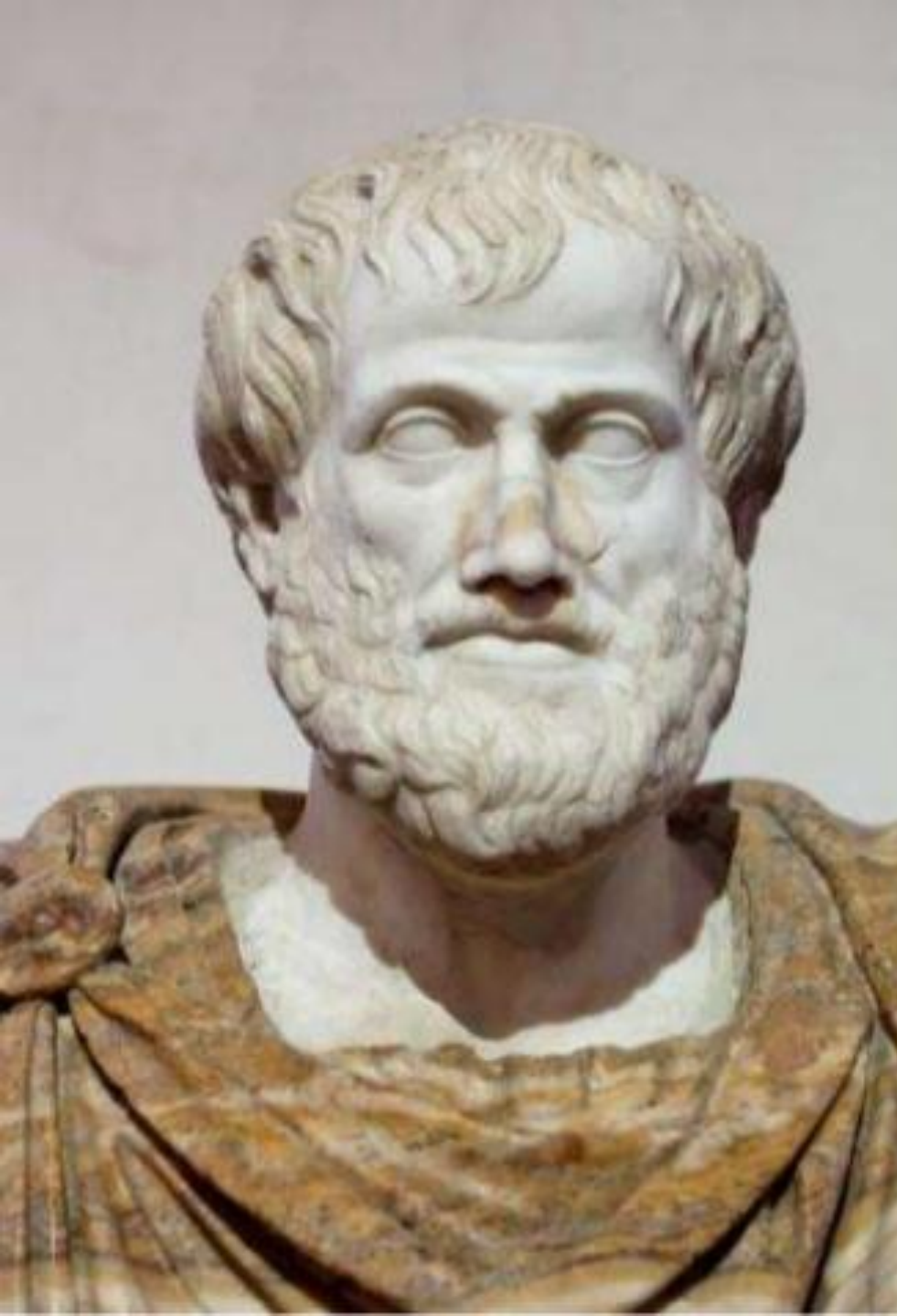
You've realized it is time for change.

You have to decide how to apply new to old
business

Plot 4. Comedy

Example:
Freaky Friday





Aristotle:
Comedy is a story
in which the
characters suffer
from a way
wrongly chosen
and mutual
misunderstanding



Several groups work on the same project, in the process, there is a conflict

The conflict is
growing and it can
lead to serious
consequences





An independent agent may specify their errors, and to define a common goal

Plot 5. Tragedy

An Example:
Troy





Early success gave rise to dreams of
doing big things...



However, the plans quickly get into ruins due to unforeseen obstacles



The obstacles become more and more irresistible



The last difficulty is so great that the company does not have enough strength to overcome it

Plot 6. Revival

Example:
Snow White



The company
decides to
implement a new
remuneration
system





This leads to unexpected and
unfortunate consequences



The employees are not satisfied with the innovation, the personnel outflow starts



The new leader is able to revive the company and restore the reputation of the best employer

Plot 7.
From rags to
riches

Example:
Pretty
woman





A small company has a small
but stable income



Suddenly the company invents a product
that enjoys unexpected popularity



The company has to decide if they stay
in the usual business or grow in a new
direction



The company decided to attract investments for a new product release

**Plot 1. The fight
with a monster.**

**Example: The
Terminator**

Plot 2. Search

**Example: Lord
of the rings**

**Plot 3. Journey of
your heart**

Example: Avatar

WHICH PLOT IS YOURS?

TELL US YOUR STORY with ALLEGORY

Plot 4. Comedy

**Example: Freaky
Friday**

Plot 5. Tragedy

An Example: Troy

Plot 6. Revival

**Example:
Snow White**

**Plot 7. From rags
to riches
Example: Pretty
woman**



What is ESSENTIAL in YOUR story? Share...

Change just words...

1. **Бла-бла-бла-Бла-бла-бла**
2. **Бла-бла-бла-Бла-бла-бла**
3. **Бла-бла-бла-Бла-бла-бла**
4. **Бла-бла-бла-Бла-**



...into the scheme of essential words

Structure

The Periodic Table of Storytelling

Chart by ComputerSherpa
 Special thanks to Elle, Micah, and the rest of the Troppers for inspiration
 Thanks to Madrugada, Jack Alsworth, and KirksOtherSon for corrections
 Permalink for this chart: goo.gl/yv5M4

Legend:

- Identifier:** Ae
- Trope name:** An Aesop
- Popularity in kilowicks (thousands of links to its page within the wiki):** 2.0

Call to Adventure primary subtypes:

- Adventure Rebuff
- Burning Building Rescue
- The Call Has Bad Reception
- The Call Knows Where You Live
- The Call Left A Message
- The Call Put Me On Hold
- Call Reception Area
- Desperately Looking For A Purpose In Life
- Forgot The Call
- Got The Call On Speed Dial
- I'm Dying, Please Take My MacGuffin
- Ignorant Of The Call
- Jumped At The Call
- Missed The Call
- Red Pill Blue Pill
- Refusal Of The Call
- Refused By The Call
- Regular Caller
- Resigned To The Call
- Screening The Call
- Take Up My Sword
- Two Roads Before You

Character Modifiers:

- P:** Protagonist
- A:** Antagonist

Metatropes:

- T:** Trope
- Ls:** Lampshade Hanging
- Tru:** Truth In Television

Production & Audience Reactions:

- Can:** Canon
- Fan:** Fanon
- Sho:** Shout Out
- Sus:** Willing Suspension of Disbelief
- Tt:** Take That
- Fri:** Fridge Logic

Heroes:

- H:** The Hero
- Kni:** Knight in Shining Armor
- Bbw:** Badass Bookworm
- Ib:** Idiot Ball
- Wb:** Woobie
- Mad:** Mad Scientist
- Wes:** The Weskey
- Scl:** Star-Crossed Lovers
- Bad:** Big Bad
- Etw:** Evil Twin
- Rch:** Archenemy
- Emp:** The Empire
- Jt:** Justified Trope
- Rur:** Reality Is Unrealistic
- Res:** Did Not Do The Research
- Et:** Epileptic Trees

Archetypes:

- Fln:** Flanderization
- Ccl:** Cloud Cuckoolander
- Sue:** Mary Sue
- Tsu:** Tsundere
- St:** The Storyteller
- Mgb:** Magnificent Bastard
- Ewi:** Enemy Within
- Dra:** The Dragon
- Av:** Anti-Villain
- Sv:** Subverted Trope
- Lr:** Like Reality Unless Noted
- Vam:** Viewers Are Morons
- Dlp:** Draco in Leather Pants

Villains:

- Lei:** Rebel Leader
- Mpb:** Manipulative Bastard
- Law:** Amoral Attorney
- Mol:** The Mole
- Vp:** Villain Protagonist
- Old:** Oldest Ones In The Book
- Anp:** Anthropoc Principle
- Wob:** Writer On Board
- Mem:** Memetic Mutation
- Chs:** The Chessmaster
- Ob:** Obstructive Bureaucrat
- Vir:** The Virus
- 4te:** For The Evulz
- Roc:** Rule of Cool
- Con:** Law of Conservation of Detail
- Xm:** Executive Meddling
- Wog:** Word of God

Other Tropes:

- Ret:** Retcon
- Cal:** Call To Adventure
- Bwb:** Fanervice
- Xan:** Xanatos Gambit
- Ih:** Idiot Hero
- Ag:** Action Girl
- Ace:** The Ace
- Bda:** Badass
- Ham:** Large Ham
- Moo:** Mooks
- Dbd:** The Dumbledore
- Mal:** Rebellious Spirit
- Chs:** The Chessmaster
- Ob:** Obstructive Bureaucrat
- Vir:** The Virus
- 4te:** For The Evulz
- Roc:** Rule of Cool
- Con:** Law of Conservation of Detail
- Xm:** Executive Meddling
- Wog:** Word of God
- Arc:** Story Arc
- Rq:** Redemption Quest
- Cry:** Tear Jerker
- Bdh:** Big Damn Heroes
- Sh:** Super Hero
- Pg:** Plucky Girl
- Cap:** The Captain
- Bb:** Berserk Button
- Rnd:** Rounded Character
- Red:** Redshirts
- Mus:** Dumb Muscle
- Mal:** Rebellious Spirit
- Chs:** The Chessmaster
- Ob:** Obstructive Bureaucrat
- Vir:** The Virus
- 4te:** For The Evulz
- Roc:** Rule of Cool
- Con:** Law of Conservation of Detail
- Xm:** Executive Meddling
- Wog:** Word of God
- Rar:** Romance Arc
- Hj:** The Hero's Journey
- Ang:** Wangst
- Pet:** Pet The Dog
- Kh:** Kid Hero
- Det:** Determinator
- Gun:** The Gunslinger
- Jhg:** Jerk With a Heart of Gold
- Fla:** Flat Character
- Mug:** Muggles
- Gia:** Gentle Giant
- Kz:** The Klutz
- Mon:** Complete Monster
- Ws:** Wicked Stepmother
- Eld:** Eldritch Abomination
- Lol:** Evil Laugh
- Rof:** Rule of Funny
- Lah:** Literary Agent Hypothesis
- Rad:** Getting Crap Past The Radar
- Mst:** MST3K Mantra
- Tri:** Love Triangle
- Stw:** Saving the World
- Jts:** Jumping the Shark
- Kik:** Kick The Dog
- Gh:** Guile Hero
- Gb:** Genius Bruiser
- Ir:** Intrepid Reporter
- Ja:** Jerkass
- Dyn:** Dynamic Character
- Scr:** The Scrappy
- Foo:** The Fool
- Lrg:** Loveable Rogue
- Om:** Omnicidal Maniac
- Bru:** The Brute
- 1wa:** One Winged Angel
- Fai:** You Have Failed Me
- Rod:** Rule of Drama
- Md:** Moral Dissonance
- Dh:** Development Hell
- Sqi:** Squick
- Hil:** Hilarity Ensues
- Tfc:** They Fight Crime
- Gtb:** Growing the Beard
- Hrz:** Moral Event Horizon
- Th:** Tragic Hero
- 5ma:** Five Man Band
- Ind:** Adventurer Archaeologist
- Sav:** Genre Savvy
- Sta:** Static Character
- Edh:** Ensemble Darkhorse
- Tc:** Turncoat
- Pmd:** Person of Mass Destruction
- Kt:** Knight Templar
- Chi:** Creepy Child
- Cce:** Corrupt Corporate Executive
- Cat:** Right Hand Cat
- 4wl:** The Fourth Wall
- Tbl:** Parodic Table of the Elements
- Sbn:** Screwed By The Network
- Fwr:** Freud Was Right

**We NEED
A
HERO!**

Plot Structure Scenario

1

Character(s)=WHO?

**girl boy animal man
woman idea spirit machine
thing plant company, etc.**

Plot Structure Scenario

2

Setting=WHERE?

Plant village city
mountains
forest arctic ocean
desert

Time=WHEN?

Old/ancient
modern
Future

Plot Structure Scenario

3

Problem=WHAT?

In trouble:

Caught stealing

Told a lie

Saw or heard a secret

Lost something

Been captured

Under a spell or curse

Goes to forbidden place

Finds forbidden object

Has an enemy

Is undervalued

Is unrecognized

Causes jealousy

Forgets something

Broke something

Does not like something

Needs something

Needs to escape or hide

Needs to rescue someone

Needs to rescue something

Needs to prove worth

Plot Structure Scenario

4

**WHAT KIND
of PERSON?**

Inner Traits

Inner Traits That Cause Trouble:

**Is greedy Dangerously curious
Doesn't follow advice Is lazy
Is pessimistic Is blindly in love
Is enraged & seeks revenge
Is naive & trusting Is clumsy
Is untrained Lacks confidence
Is foolish**

Plot Structure Scenario

5

Inner Traits That Aid Solution:

Is courageous Is resourceful

Is imaginative Is kind

Is generous Is clever

Is loyal Is strong Is optimistic

Plot Structure Scenario

6

**What/How
Changed?**

Solution

Has a helper

Magical

Non-magical

Is rescued

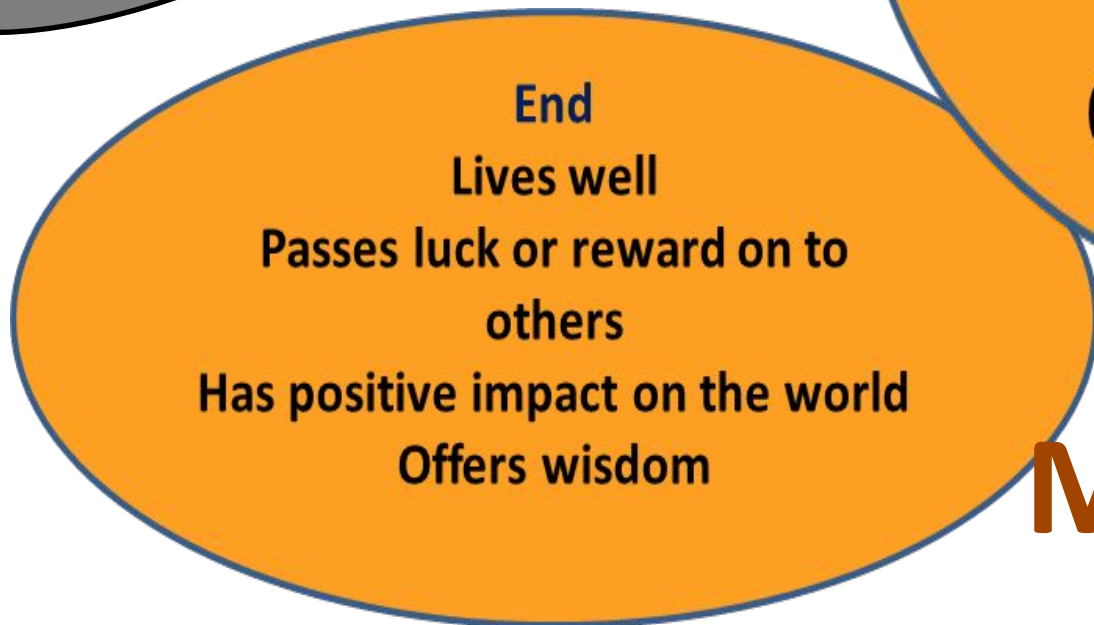
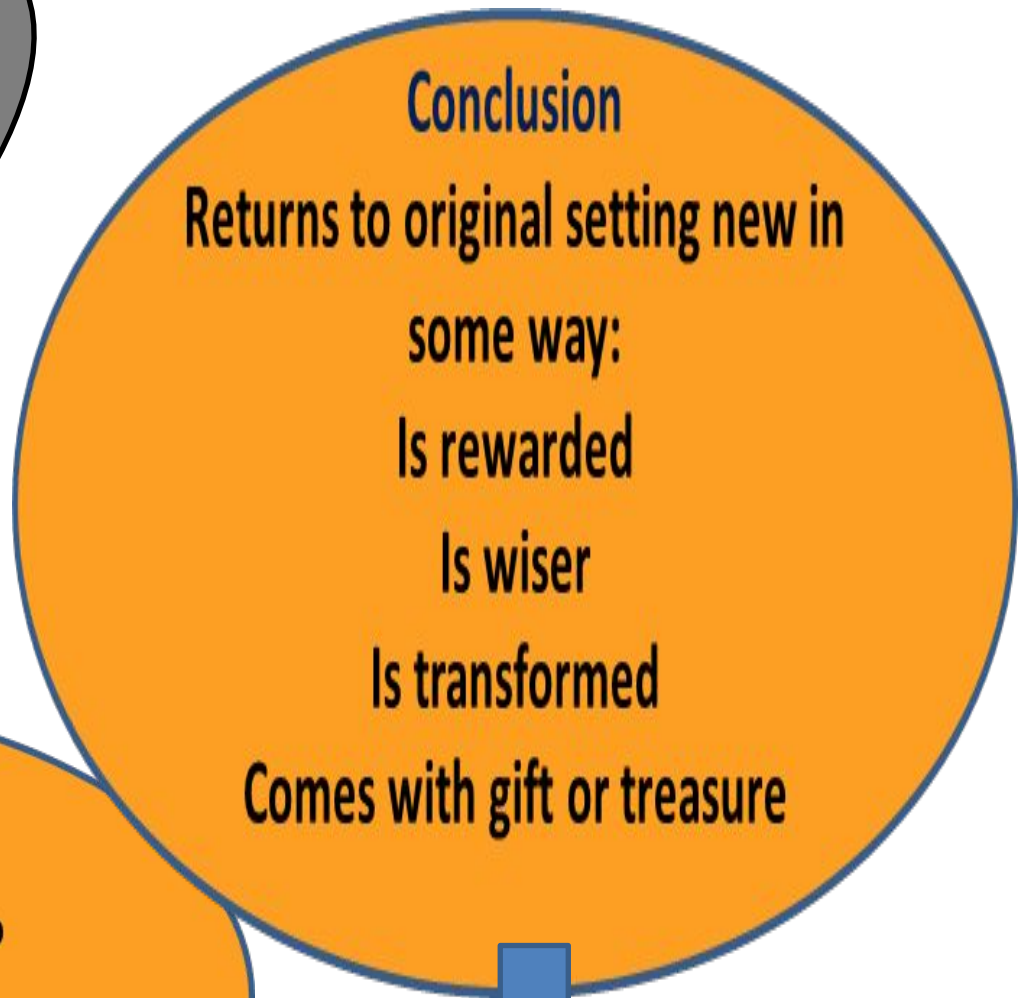
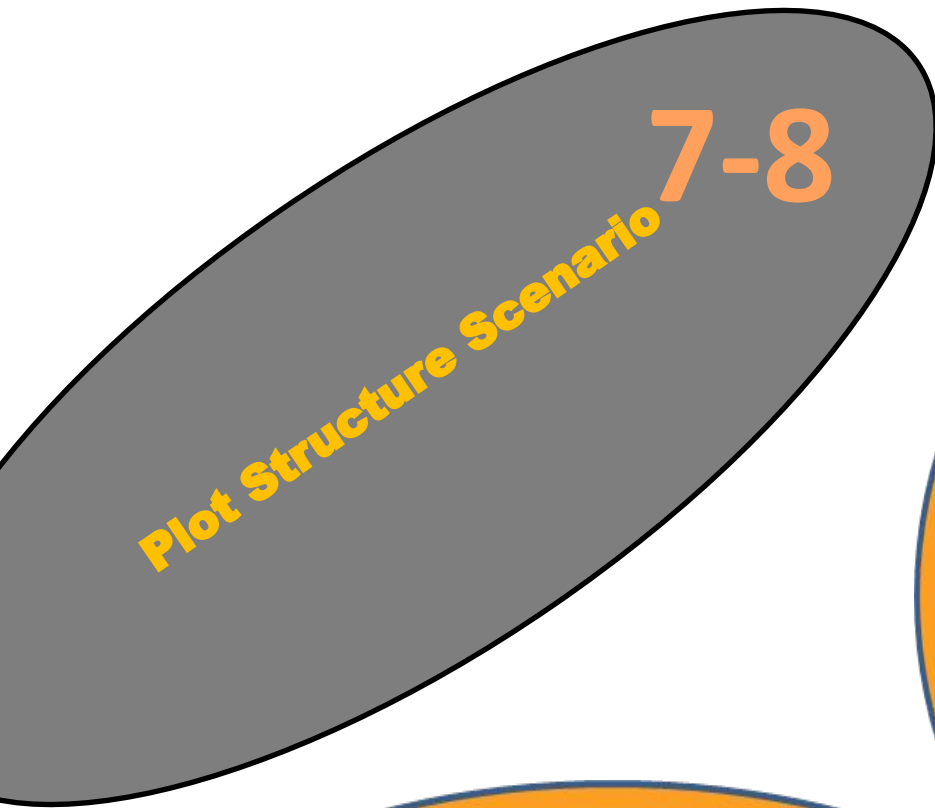
Is transformed

gains skill

Finds magic

Helps himself:

changes



MORAL=IDEA

The universe is not
made of atoms.

It's made of
TINY STORIES.



Остальное вы
расскажете сами

Вы же спикер!