

# 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!**



**BANG!**



**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...



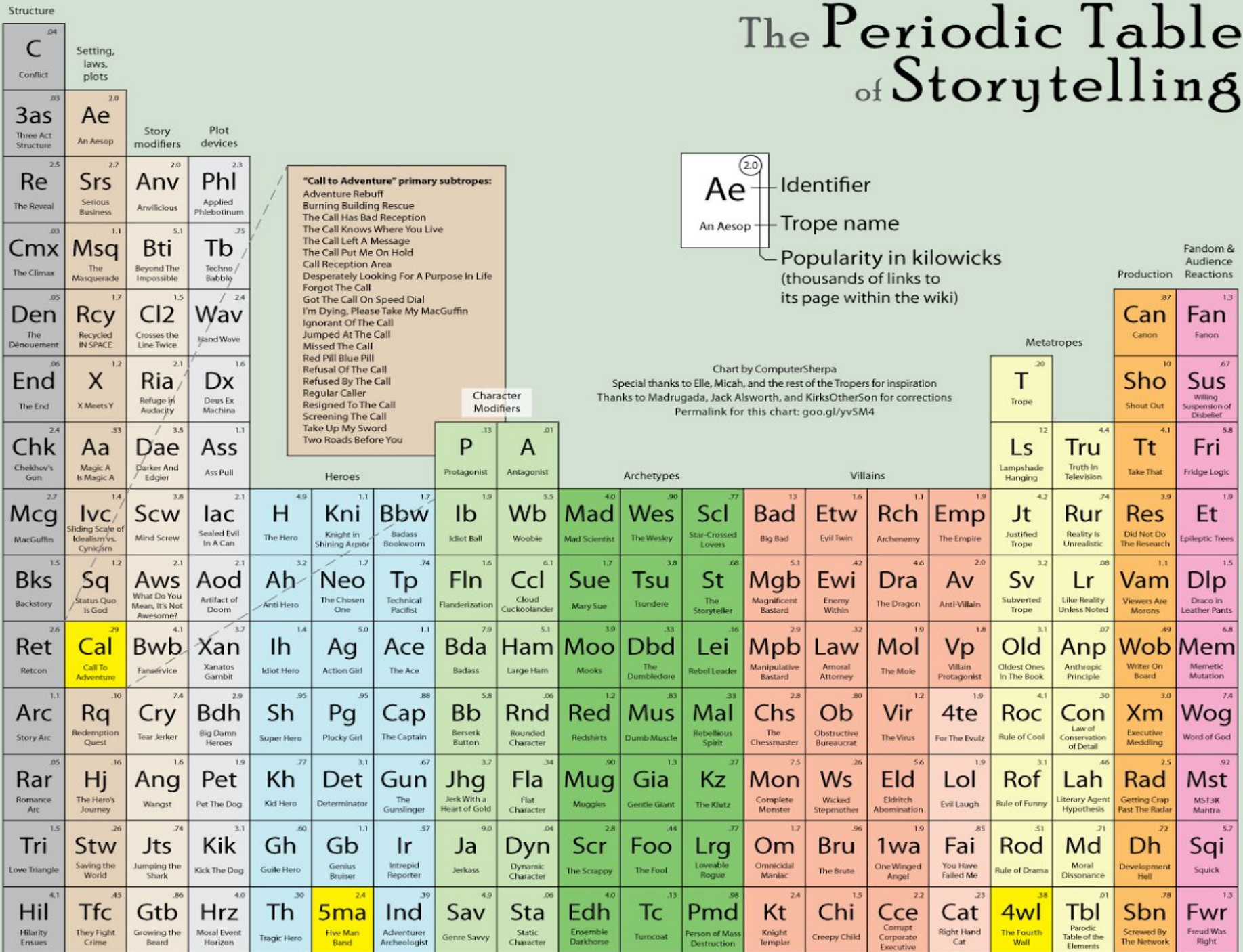
Change just words...

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

# The Periodic Table of Storytelling



**Plot Structure Scenario**

**1**

**We NEED  
A  
HERO!**

**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**



**Plot Structure Scenario 7-8**

**End**

**Lives well**

**Passes luck or reward on to others**

**Has positive impact on the world**

**Offers wisdom**

**Conclusion**

**Returns to original setting new in some way:**

**Is rewarded**

**Is wiser**

**Is transformed**

**Comes with gift or treasure**



**MORAL=IDEA**

The universe is not  
made of atoms.

It's made of  
**TINY STORIES.**



Остальное вы  
расскажете сами.

Вы же спикер!