

# The Power of Storytelling: Maximize Your Ability to Reach and Teach More

Edward Walker

President and Founder

Independent Consultants of Education

# Who is Edward Walker?



In one word, what is this story  
about?

# One Story

## Multi-Connectivity



# Psychological Power of Storytelling

- **Stories are a primitive form of communication**
- **Stories are about collaboration and connection**
- **Stories are how we think and how we are wired**
- **Stories are pathways to engaging our right brain; it triggers our imagination**

~ Dr. Pam Brown Rutledge

# Storytelling vs. Jokes

Ask yourself:

1. Who is in the audience?

2. What is your goal?

# Seven Tips to Storytelling

1. **Stories are about people**
2. **Let your characters speak for themselves**
3. **Audiences bore easily**
4. **Stories stir up emotions**
5. **Stories don't tell: they show**
6. **Stories have at least one "moment of truth."**
7. **Stories have a clear meaning**

# The Star Moment

Something **T**o **A**lways **R**emember

Shocking  
Statistics

Repeatable  
Sound Bites

Evocative  
Visuals

Memorable  
Dramatization

Emotive  
Imagery





# Perks of Storytelling

- Stories are timeless
- There is a story for each emotion
- We all have the ability to do it
- Doesn't have to be your story

*Example of Storytelling*

# The Rabbi and The Creator

# THANKS FOR LISTENING



**QUESTIONS, COMMENTS, CONCERNS?**

# Resources Used

1. Duarte, N. (2011). The Secret to a Great Talk. TEDx Talks: [http://www.ted.com/talks/nancy duarte the secret structure of great talks.html](http://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks.html)
2. Rutledge, P. (2011). Psychology Today. The Psychological Power of Storytelling: <http://www.psychologytoday.com/blog/positively-media/201101/the-psychological-power-storytelling>
3. Smith. A. (2010). The Power of Storytelling: <http://www.dragonflyeffect.com/blog/the-power-of-storytelling/>
4. Stanton, A. (2012) Clues to a Great Story. TED Talk: [http://www.ted.com/playlists/62/how\\_to\\_tell\\_a\\_story.html](http://www.ted.com/playlists/62/how_to_tell_a_story.html)

# Contact Information

**Edward Walker**

Founder and President

Independent Consultants of Education

Email: [ewalker@consultantofedu.com](mailto:ewalker@consultantofedu.com)

Web: [www.consultantofedu.com](http://www.consultantofedu.com)

Tel: 617-816-9495