



# Ingredients of Great Storytelling



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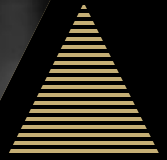
# Know Your Audience

- Who are they?
- What do they want and need?
- Why should they care?


A black and white photograph of a motorcycle rider in a desert landscape. The rider is wearing a helmet and a dark jacket, sitting on a Honda motorcycle. The background features a large, flat-topped rock formation under a clear sky. The image is framed by a large white triangle on the left and a large black triangle on the right. In the bottom left corner, there is a decorative graphic consisting of a series of horizontal lines forming a downward-pointing triangle, and a larger, hollow upward-pointing triangle below it.

# Know where you want to take them and why

Your audience needs to be taken on a journey. They need to be taken towards a goal and shown why that goal matters to them.



Understand that the  
hero of the story is  
**NOT YOU!**

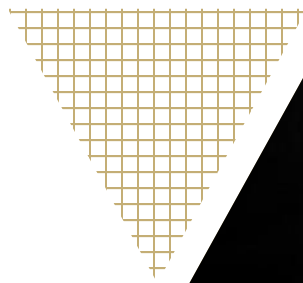


# Use metaphors and analogies that resonate with the people in front of you

Different audiences will need different hooks to enable them to listen, understand, recall and retell your story in their own words.

Different groups interpret information differently.

▶ Invite people into the story and give them impetus to make it their own



Empower people to recall and retell the story in their own words.





Realize that stories are:

- Never perfect
- Never done
- Always changing



# Let's talk



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