



In presentations, stories can help explain an idea, show how something applies “in the real world”, show connections between different concepts, inject humor or pathos, or help build a connection with your audience. Stories are typically between a few short sentences to a couple minutes long. One story can have many applications.

Use the following prompts to start coming up with your own ideas for stories to be used in business presentations.

*1) What is the purpose of your story (Introduce an idea, connect with an audience, clarify a concept, etc)? Be as specific as you can.*

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*2) What sort of tone would you like your story to have (funny, sad, sentimental, uplifting, wry, etc)?*

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*3) What personal interests or experiences can you dig into for stories?*

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3) *What types of stories do you believe will resonate with this specific audience?*

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4) *Use the following formula to roughly sketch out your story:*

A) Set the scene - what situation were you in, where were you, what was going on:

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B) Describe the problem: what issue were you dealing with, what problem were you trying to solve, what was causing friction or difficulty:

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C) Describe how the problem was solved or what the outcome was (option: what questions did this situation and problem raise?)

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4) *Write down a draft for your story*

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5) *Are there any pictures, images, or other visuals that will help your analogy make sense or bring it to life?*

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6) *How long (in minutes) does the story take to tell? Does it need to be shorter/longer?*

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6) *Is the story...*

- Easy to tell?
- Easy for your audience to follow?
- Clearly connected to the content/context of your talk?