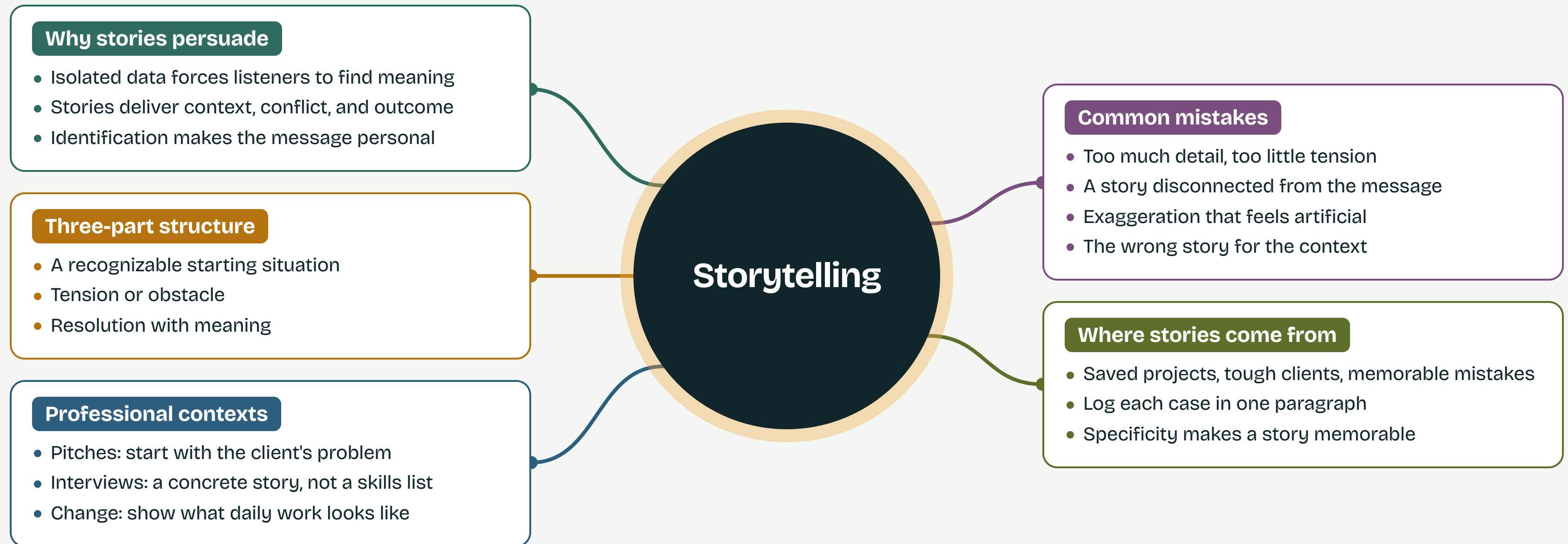


Storytelling: stories that engage and persuade



Action plan

1

Open with a situation your audience recognizes

2

Build tension between what was expected and what happened

3

Close with the meaning tied to your message

4

Match the story's tone to the context

5

Write down your stories in a paragraph as they happen

Key takeaway

The same information sticks when it becomes a story: situation, tension, and meaningful resolution.