GRAHAM CORPORATE COMMUNICATIONS

making the complicated simple and the simple powerful

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How to Tell a Story

How to Find a Story

1. **Find a life-changing "Wow" moment.** _____
2. **What did you learn?** _____
3. **How could it motivate others?** _____

How to Tell a Story

1. **Set up the high-stakes situation.** _____
2. **Know what your main character wants.** _____
3. **Make the audience care.** _____
4. **Describe life-changing "Wow!" moment.** _____
5. **How does the story help the audience?** _____