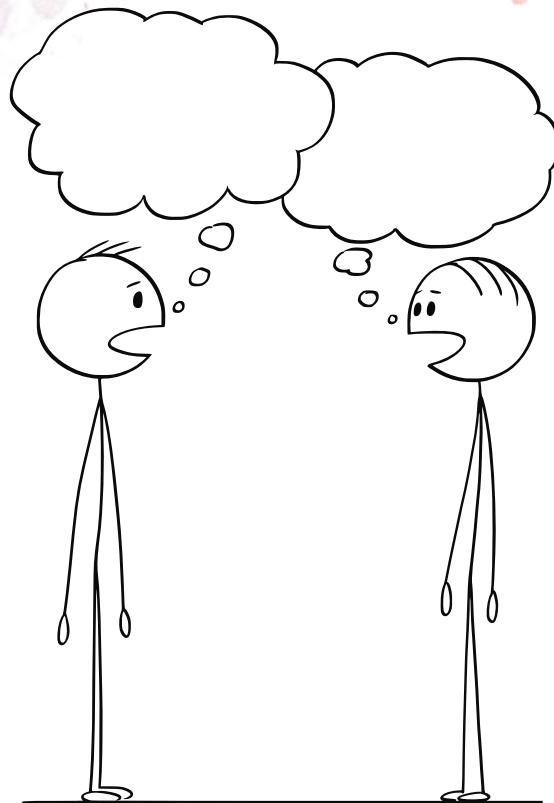


Handout: Practicing Storytelling Techniques in Business

Practical Exercise



Storytelling In Use

Exercise 1: Crafting the Hook

Objective: Create an engaging opening for a business presentation.

Instructions: Imagine you are about to present a new marketing strategy to your team. Write an opening statement that includes a hook to grab your audience's attention. It could be a surprising statistic, a bold question, or an intriguing statement.

Exercise 2: Show, Don't Tell

Objective: Turn a simple statement into a vivid description.

Instructions: Transform the following factual statement into a descriptive narrative that paints a picture for the listener.

Statement: "Our customer service team received high ratings this quarter."

Exercise 3: The Personal Connection

Objective: Relate a personal story to a business concept.

Instructions: Think of a personal experience that you can connect to the importance of teamwork in the workplace.

Narrate this experience in a way that highlights the key business concept.

Sample Answers

1. **Sample Answer:** "Did you know that 70% of our target demographic spends more time on social media than watching TV? Today, I'm going to reveal how we can tap into this shift to revolutionize our marketing strategy."
2. **Sample Answer:** "Imagine walking into a room filled with applause and smiling faces. That's the scene at our customer service department every day, where our dedicated team members, with their unwavering patience and infectious enthusiasm, have turned every call into a five-star performance, leading to our record-breaking satisfaction ratings this quarter."
3. **Sample Answer:** "Last year, I participated in a marathon relay. Alone, running 42 kilometers seemed daunting, but with my team, it was achievable. Each of us ran a leg, passing the baton along with encouragement. This experience mirrors how our project teams work. Like a relay race, when we combine our strengths, support each other, and work towards a common goal, achieving even the most challenging targets becomes possible."



Useful Grammar and Cohesive Devices for Storytelling Exercises

Exercise 1: Crafting the Hook

Useful Grammar:

- **Rhetorical Questions:** A question asked for effect or to make a point rather than to get an answer. E.g., "Did you know that 70% of our target demographic spends more time on social media than watching TV?"
- **Present Continuous Tense:** To describe an action that is currently happening or ongoing. E.g., "I am going to reveal how we can tap into this shift."

Cohesive Devices:

1. **Anaphora (Repetition):** Repeating a word or phrase at the beginning of successive clauses for emphasis. E.g., "We are changing. We are growing. We are innovating."
2. **Conjunctions:** Words like 'and', 'but', 'however', which connect ideas. E.g., "We've seen the data, and now it's time to act."
3. **Contrastive Pairs:** Using opposing ideas for impact. E.g., "Not just quantity, but quality."
4. **Synonyms:** To avoid repetition, using different words with similar meanings. E.g., "revolutionize," "transform," "reshape."
5. **Enumerations:** Listing items or ideas. E.g., "Firstly..., Secondly..., Finally..."

Useful Grammar and Cohesive Devices for Storytelling Exercises

Exercise 2: Show, Don't Tell

Useful Grammar:

- **Adjective Clauses:** Descriptive phrases that modify nouns. E.g., "our customer service department, where our dedicated team members work."
- **Imagery:** Using descriptive language that appeals to the senses. E.g., "a room filled with applause and smiling faces."

Cohesive Devices:

1. **Similes:** Comparing two things using 'like' or 'as'. E.g., "Our customer service is like a beacon of light in customer support."
2. **Metaphors:** Directly referring to one thing by mentioning another. E.g., "Each call was a five-star performance."
3. **Adverbs of Manner:** Describing how an action is done. E.g., "patiently," "enthusiastically."
4. **Transition Words:** Words like 'thus', 'therefore', 'consequently'. E.g., "Therefore, leading to our record-breaking satisfaction ratings."
5. **Personal Pronouns:** Using 'we', 'our' to create a sense of unity and involvement.

Useful Grammar and Cohesive Devices for Storytelling Exercises

Exercise 3: The Personal Connection

Useful Grammar:

- **First-Person Narrative:** Using 'I' or 'we' for sharing personal stories. E.g., "Last year, I participated in a marathon relay."
- **Past Tense:** To describe actions that happened at a specific time in the past. E.g., "I participated," "it seemed."

Cohesive Devices:

1. **Anecdotal Evidence:** Starting with a personal story as evidence. E.g., "Like the time I ran in a marathon relay..."
2. **Comparisons:** Drawing parallels between two different things. E.g., "This experience mirrors how our project teams work."
3. **Cause and Effect:** Using 'because', 'since', 'therefore'. E.g., "Because we combined our strengths, we succeeded."
4. **Inclusive Language:** Using 'us', 'we', 'our' to include the audience. E.g., "When we work together as a team..."
5. **Reflective Questions:** Asking questions that make the audience think. E.g., "Have you ever faced a challenge that seemed insurmountable alone?"