

THE POWER OF STORYTELLING IN PRESENTATION

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Hi, I'm Jean Hamilton, presentation coach, trainer, and owner of Speaking Results. I recently created an online course that draws from my 20 years of experience--working with clients in the corporate and nonprofit sectors. In this video, I will share the introduction to the storytelling module.

You may have heard the quote: "People buy with emotion and then justify with logic." And we're not just talking about buying a car. We're also talking about buying into your ideas. If people are not emotionally engaged with your message, your ideas won't move forward.

How do you get them engaged? Tell a story! There are lots of benefits. Stories are memorable. Our brains are hardwired to remember them. When you tell a story about a challenge that you went through, people think about their own challenges in a similar experience. It's like a golden thread that weaves us together.

Stories enable you to share more of yourself. People get to know you and then trust you. Before becoming a speech coach, I was a modern dancer--which meant I had to take a lot of ballet classes, even though I was terrible at ballet. I remember one class; I was doing a plié. A plié is a ballet exercise done at the beginning of class. And as I'm doing it, the teacher—Rosalyn--she comes over to me and she stood *this far away from me* and she's just *staring* at me. Up and down. Up and down. And I'm trying to pretend she's not there--which was a little hard. Finally, she leans over to me, and she says: "*Jean, it looks like you're encased in cellophane.*"

Well, that wasn't exactly what I wanted to hear--it really bothered me because that's exactly how I felt: *completely encased in cellophane*. I was trying so hard to do the plié perfectly that *I squelched all the life out of the movement!*

After that class, I went to a dance studio by myself, and I cranked up the music REALLY LOUD and I just danced my heart out! In the middle of dancing. I did a pirouette. That's another ballet term. And I went around: *one...two...three...four times!* Up until that point, I'd struggled with a double pirouette. And I thought: "*oh, that's how it's done!*"

I had let go of all the extra effort and found the dance. Finding an "*ease of expression*" is a theme. I often link to my own work with public speaking, whether it's someone

that's holding onto an old belief about fear of public speaking, or someone that needs to find more ease and expressiveness with their voice and body.

That story about dance can serve as a metaphor for the importance of *letting go*. And even if you've never taken a dance class, I hope you were able to connect with my story. Perhaps thinking about a time in your life that you felt humbled.

In the next video (of the full series), you will learn the Art and Craft of Storytelling.

What makes a good story? How to find your stories and how to deliver them with impact. The other day I was working with a client, and she said: *"You know what? I just realized all the leaders I most admire are great storytellers. That's the key!"* And she's right. Whatever the situation--whether it's a speech, a meeting or having dinner with friends, if you want to engage your listeners, *learn how to tell great stories!*

We'd love to share how we can help you through private coaching, group sessions and our online course. Please book an initial consult so we can answer your questions and customize the work to best meet your needs. Call the numbers listed here: 206-933-6645 or 206-209-8766 (text). OR click on the Calendly link to schedule your call.

Talk to you soon!