



**ART OF COACHING PODCAST™ EPISODE 298
PUBLIC SPEAKING TIPS PART 3: USING STRATEGIC STORYTELLING
TO CREATE A COMPELLING MESSAGE**

Storytelling, and its foundational principles, allow us to communicate complex ideas in a way that's easier for others to understand. Think of a story you've been told that has stuck with you. How has that story shaped your behavior?

Now, think of a conversation you have coming up where your goal is to do just that - communicate a complex message in a way that sticks with the recipient. Write out below the message you are going to convey.

Kindra speaks on 4 key components that make a story really stick. List out the identifiable character, authentic emotion, specific moment you'll zoom in on, and specific details involved in both the story from question 1 & the message you're looking to communicate from question 2.



Stringing those details together, write out a script of how you would weave this story into your conversation. Talk through it to see what sounds most natural/appropriate for your context.

Sticking with the same situation, write out 2 more stories you could use that would evoke different emotions; for example getting them excited about your message vs angry or scared of a consequence. Even if you would never use these options, work your creative brain muscles to come up with alternate strategies.

Referring to the context from the above situation, what constraints exist that you'll have to navigate? In what ways can you leverage the unique qualities of your message to work around those constraints or even utilize them to your benefit?



Art of Coaching Podcast™

ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



Art of Coaching Podcast™
info@artofcoaching.com



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