



3

All Good Tales Presents

The SIMPLE GUIDE to STORYTELLING





THE SIMPLE GUIDE TO STORYTELLING

Do you know a good storyteller? Are you a good storyteller?

Here is a little secret: great storytellers are not born that way. They work at it. Learning how to tell a good story is a very important skill to learn. This week, at the GLOBE Learning Expedition, we will look at why storytelling is important and how you can get better at it.

The storytellers of All Good Tales, of Dublin, Ireland, are here to help you tell the story of your week here in Killarney. This is a good place to start. We are all here together, but every one of us will have unique observations and experiences. How each of us tells the story of this week will be unique and really quite interesting! This week, you will be learning to combine imagination and intellect to tell a good, coherent story, and to be able to impart its significance.

We tell stories about what has been, what is possible, what we want to achieve and who we want to become. No matter where you come from, no matter what language you speak, we hope you will leave here with lots of great stories.

Finding your 'Magic Slice'

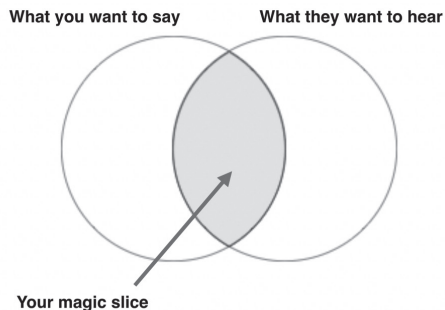
When you get involved with a GLOBE research project you will have a great basis for a story. You will want to be able to talk about it coherently and impart its significance in a way that gets other people to understand why it is important to you.

How do you craft stories about research that connect with people and get them to act? How do you get people to hear, and care about, your research?

The storytellers of All Good Tales have been leading storytelling workshops for many years. They realized that the most engaging people and organizations in the world create and share their stories in a unique way. This is what makes them successful.

They found that there is a special place where audience's attention can meet the power of your story. In this place your audience is most receptive and open to the power of your story.

Imagine this place as the intersection of two circles, where one circle is what you want to talk about, and the other is what people are interested in. Where the two circles overlap is what we call the 'Magic Slice'.





Imagine if you could tell stories about your own Magic Slice that would connect with your audience. What would this look like? It needs to be more than just explaining your results.

The folks at All Good Tales help people find their Magic Slice and teach them how they can create and share stories from that place.

They are here to help you embrace storytelling by giving you the tools, skills and strategies to tell great stories about your research.

Points to ponder:

- What is your research about? Can you say it in a single sentence?
- What are the three most important things about your research?
- What do you believe about the future of your work?

Magic Slice exercises

Part 1 • Preparing Your Story

Take one GLOBE protocol that you will do. What is it? Describe it in a single sentence.

Tell us three exciting things about your research. What cool things have you learned or discovered during the GLE?

1

2

3



Part 1 • Preparing Your Story, *Continued*

Write down three things that you believe about the research you have done during the GLE.

For example, if I was testing air quality in a city, I might believe diesel cars are bad for air quality. Give it a go:

Belief 1

Belief 2

Belief 3

Part 2 • Defining your topic areas

Imagine there is a big folder in front of you. The title on it is “Stories about My Research”. It is jam-packed full of interesting stories about your work. There are six dividers in the files that signify six different topics. What would your topics be?

For example: If I ran a healthy bakery my topics might be (1) healthy bread recipes (2) the history of brown bread (3) the ingredients (4) the life of a pastry chef (5) bread of the week, and (6) sandwich inspiration (we know, a little weird, but imagine pictures of amazing sandwiches!).

Look back at **Part 1** to get your answers, there should be ideas there.

So, what are your six topics? For example:

1. Water Quality

2. _____
3. _____
4. _____
5. _____
6. _____

Part 3 • Coming up with story ideas

Generating story ideas from your topics

Now, think of your six topics as the branches of a tree, and the leaves are your new story ideas. Remember your **Magic Slice** - think about your audience not just the research. What are people talking about? What are people thinking? What do people want to hear about?



Step 1. Look back at your six topics on the previous page.

Step 2. Choose one to start with; think of all the story ideas that fit under that topic.

Step 3. Write each story idea on a separate Post-it note.

Step 4. Do this for each of the six topics.

Step 5. Put each story idea under the topic Post-it on the wall.

Example

Topic 1 Title: **Water Quality**

3 Story ideas for Topic 1

1. Poor water quality close to Killarney could affect the fish in the lake.

2. _____

3. _____

Topic 2 Title: _____

3 story ideas for Topic 2

1. _____

2. _____

3. _____

Topic 3 Title: _____

3 story ideas for Topic 3

1. _____

2. _____

3. _____

Topic 4 Title: _____

3 story ideas for Topic 4

1. _____

2. _____

3. _____



Topic 5 Title: _____

3 story ideas for Topic 5

1. _____
2. _____
3. _____

Topic 6 Title: _____

3 story ideas for Topic 6

1. _____
2. _____
3. _____

Part 4 • Revisit and Edit

Take a break before the next part. Do this next exercise with fresh eyes and a clear head.



It is time to prune that tree of yours. Look at each of the story ideas, do you think they are all still good ideas? Are they realistic? Can you do them?

Step 1. Go through each topic and story idea one by one and analyze each.

Step 2. Ask yourself or your team:

What will this look like at the end?

When will we do it?

How will we do it?

Step 3. If the idea is unclear or if it seems weak or unachievable, remove it from your tree.

Step 4. Stand back and look at your topics and story ideas. Are you happy with them now?

Story elements

What are the key elements of a story?

Protagonist: Who is the story about? In your case, it could be your research, your group or it could be you! In the movies, it is Batman, James Bond or Wonder Woman.

Antagonist: What, or who, is the evil force you are trying to defeat? It could be apathy, it could be your research's pain points. In movies, it is usually the villain.



Inciting incident: This is what happens to our protagonist that opens their eyes, that challenges them. What is it for your research? What problems are you facing?

Journey: The inciting incident sets our protagonist on a journey of discovery. They have to prove something. In the movie *Jaws*, people go to kill the shark. What is your journey?

Crisis: Where does your journey hit a bump in the road and how do you overcome it? What does that say about you?

Climax: How does your journey of discovery reach a climax? What problem have you solved? How is the world now accepting you? What have you changed?

Resolution: What are your story's lessons? What did you learn about the world on your journey?

Story structure

All stories have a structure—they have a beginning (act one), a middle (act two) and an end (act three). It is what we are told in school every day.

The classic story structure—from Shakespeare to fairy tales and every movie you know and love—has a three-act structure.

The three acts can be described as set-up, confrontation, and resolution. There is a turning point towards the end of the first act and the second act.

Here is how it looks:

ACT ONE	ACT TWO	ACT THREE
turning point		turning point

Here is what the three acts look like in more detail:

ACT ONE SET-UP	ACT TWO CONFRONTATION	ACT THREE RESOLUTION
turning point		turning point
Inciting Incident	DESIRE	Obligatory Act
FLAW/ NEED	FORCES OF ANTAGONISM	FINAL BATTLE
INCITING INCIDENT	THE JOURNEY	CRISIS CLIMAX RESOLUTION

Conclusion

Your research will be more effective if you can communicate it to as wide an audience as possible. Storytelling will plant your ideas into the minds of others and cause people to think, question and want to know more. Just watch your ideas grow when you tell a good story!

