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Storytelling Workshop 101

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Session: Share Fair

Key Message

Storytelling speaks to a basic inter-human connection. Telling stories creates a strong bond with your audience. Good stories will be told and retold; hence your message will keep spreading after you delivered it. Storytelling can power your audience to change behavior and take action.

Summary

The Storytelling 101 workshop will reveal the power of storytelling through a fun and participatory storytelling exercise. Each participant will be asked to work on a brief story – personal or work related – and a selection of participants will be asked to tell their story in front of an audience.

The point of this workshop is not the stories it produces, but the participants' personal discovery and understanding of the mechanics of storytelling. By applying a set of storytelling principles, content can be transformed into compelling narratives, which allow you to create a strong bond with your audience.

We will use the exercise as an entry point for a basic discussion of why it's worth spending time on storytelling. Storytelling, as a communications tool, is relevant in relation to research for development, because it is one way to create an impact, which will yield actual change.