

A

DISCUSS

- 1 In what ways is presenting like storytelling?
- 2 What can a good story add to the bare facts?

VIEW

(00:00–00:48) Watch Mark answer the questions above and compare your ideas with his.

RECALL

How does Mark distinguish between push- and pull-strategies in a presentation?

B

DISCUSS

What are the qualities of a good story? With a partner, complete the mind map below:



VIEW 1

(00:49–02:33) Watch a presenter telling a story about the difficulties of running a family business and see if it gives you any more ideas about storytelling to add to your mind map.

REFLECT

The Stew Leonard story wasn't perfect. How could the presenter have made it more effective?

VIEW 2

(02:34–03:38) Now watch Mark describing what he sees as the key qualities of a good story and compare them with the ones you mind mapped.

RECALL

What did Mark say about true stories? Do you agree?

REFLECT

How much do you use personal anecdotes in your own presentations? Can you remember one you've told before? If so, explain what it is and the response it got.

C

DISCUSS

Stories don't have to be amusing. Sometimes just a little personal disclosure can have a powerful effect on your audience. What kind of personal disclosures do you think work best? Which would you be comfortable making?

VIEW

(03:39–05:32) Watch an educational software designer talking about a teacher she once met at one of her presentations. The presenter seems a little nervous, but her story works quite well. Why?

PRESENT

Use the notes below to tell one of three true stories. Don't worry about getting the details exactly right, just try to make it sound as natural and spontaneous as possible. What presentation theme could you link the story to?

An expensive mistake

Thomas Watson - legendary founder of IBM - one of his top managers comes up with idea for new division of company - Watson gives idea the go-ahead - disaster! - new division loses \$10m - manager comes into Watson's office - apologises and resigns - Watson asks why - because my idea was such a miserable failure - wanted to resign before you fire me - Watson: why would I do that? - I've just spent \$10m on your education!

Zero tolerance

Andrew Carnegie - famous industrialist - visiting steel factory one day - stops to speak to one of machine operators - plant supervisor introduces operator as Wilson - firm's oldest employee - nearly 40 yrs with the company - Carnegie: Congratulations, Wilson! - Wilson: Thank you, sir - May I just say, sir, in all my years here I only made one tiny mistake - Carnegie: Good job! - shakes hand - but in future please try to be more careful.

An offer you can't refuse

John Sculley - president of Pepsi in early 1980s - brilliant marketer - famous for 'Pepsi Challenge' commercials: Coca-Cola drinkers blind-taste Pepsi and Coke and say which they prefer - great comparative advertising - Sculley so good, Apple co-founder Steve Jobs wants him to work at Apple - Sculley: doing fine at Pepsi, thanks - why move? - Jobs: Do you want to sell sugar-water for the rest of your life or come with me and change the world?

REFLECT

The story you just told was true, but it was not your own. Did this have an effect on how well you told it? If you'd like to, try preparing and delivering your own personal anecdote.