



Storytelling – Know your content!

It is storytelling, not storyshowing.

It's tough to show a series of charts / pictures that tell a story.
You must **TELL** the story, and, **LEAD** your audience to the desired outcome!

The content of your story / presentation can only be based on **Faith**, **Fiction**, or, **Fact**.

But, the classification of your content has nothing to do with reality!

The audience's perception of your content is all that matters!

Faith based content can target politics, religion, ignorance etc.

You cannot convince anyone to change their **faith** based belief. Don't try!

Unless you are presenting to a single political party, leave out politics.

Unless you're presenting at a church group, leave out religion.

If your story is to an ignorant group, well.... you're on your own!

Beware of dealing with, or, stating "opinions" - they are just faith based statements.

For a few fun definitions of opinions, click >>--> [OPINIONS](#)

Fictional content is, typically, not used in a business presentation. BUT, there's one exception where it can be OK. When your content or story is somewhat complex, there are times when some form of a fictional analogy, or metaphor, might be appropriate. Warning: When using one, be certain that the interpretation of it has only the meaning you want. If you use a metaphor that is supposed to get a complex point across, and, the audience interprets it differently than you intended, you may be heading in the right direction, but, the audience might be heading left (-).

That brings us to **Fact** content. Consider a "fact" to be some statement that is provable, and, indisputable! Historical dates, mathematical formulas, current physical observations ("the sun is shining, just outside this room" - might be considered facts.

Ambiguous facts must be qualified. Example: "**Revenue was up 15% last quarter!**" sounds good. But, how many definitions of "revenue" are there? If your fact might lead to different interpretations, explain YOUR meaning!

Also, what may be a fact, to you, may NOT be a fact to your audience. Example: "**Our comm-satellite circles the globe every 24 hours!**" might not go over, well, to an audience of The Flat Earth Society!

In the typical business story, you should stick with fact based content. If you really think you need to interject some faith or fiction based content, practice the presentation in front of someone that can play the roles of the intended audience. Trust their feedback, and, adjust accordingly. Check out my paper "[Know the pre-mortem!](#)" for additional thoughts on this "practice" process.

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See Chuck's book on Amazon: [59 Minutes to Great Storytelling](#)

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