



5 Things YOU Know To Be True About You...

1	
2	
3	
4	
5	



5 Things YOU Know To Be True (from experience) About The Data...

Fact:

1	
2	
3	
4	
5	



Thought Process:

POINT (4) <i>What are you trying specifically to communicate?</i>	
AUDIENCE (4) <i>What is the thing you want your audience to remember</i>	

What you want to actually say:

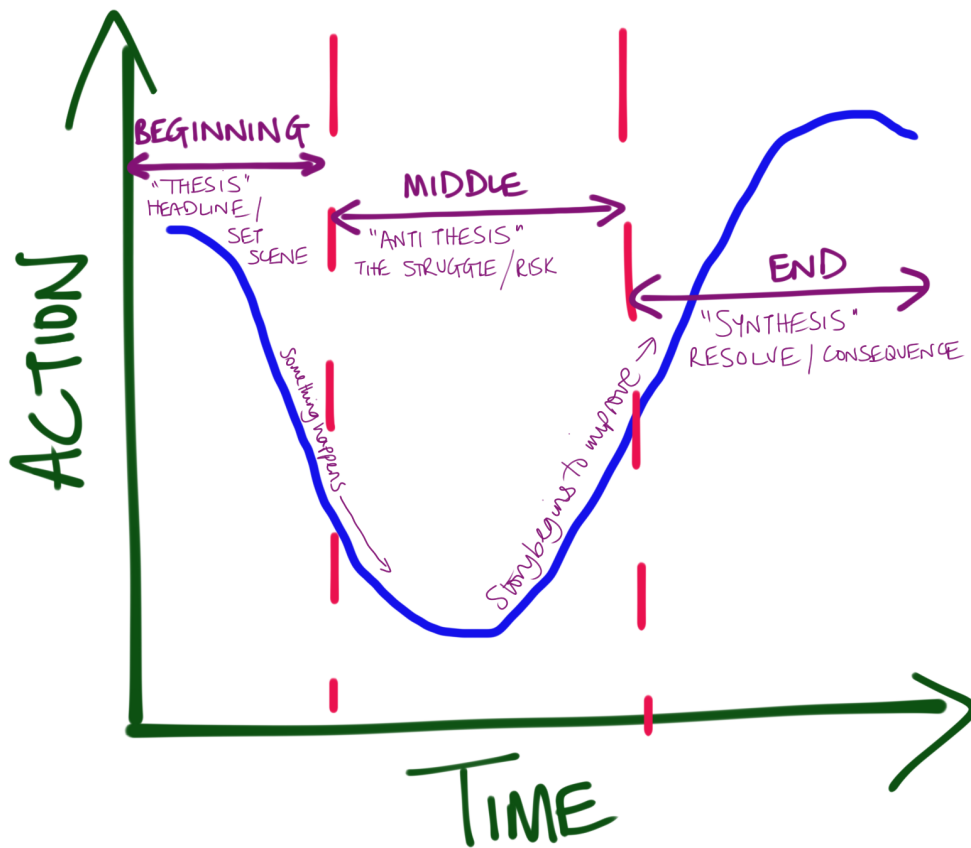
HEADLINE (4) <i>How are you starting this story</i>	
PROBLEM (1) <i>Mistake, issue, lowest point</i>	
SEARCH (2) <i>What are the things you try to solve the problem</i>	
RESOLUTION (2) <i>What is the outcome of the search</i>	

Further thought:

Angle? (5) <i>Advanced: Have a think about the angle from which you tell the story</i>	
Painting the picture (6) <i>Is it appropriate to really push the picture painting of this story?</i> <i>Have a go at setting the scene.</i>	



The Story Curve





The Seven Basic Plots

These are from the book “The 7 Basic Plots: Why We Tell Stories” by Christopher Booker (2004). You can find them on Wikipedia too. ;)

1. Overcoming the Monster

There is an evil force threatening our hero/their world/mankind. The hero must fight and slay this monster, which often isn't easy, but they come out triumphant, and receive a great reward. Think Beowulf, Dracula and King Kong.

Example: Stories where you or someone has faced their fear and triumphed.

2. Rags to Riches

At the beginning, the hero is insignificant and dismissed by others, but something happens to elevate them, revealing them to be exceptional. Think The Ugly Duckling, Aladdin and Superman.

Example: Stories where you/someone started with nothing and then hard work and a sprinkling of good luck got you to great success. This story plot is a favourite in your X Factor or celebrity stories. How many times do you hear the line “my teacher told me I wouldn't make it...” and then a Coldplay track kicks in and we find out they are through to the next round!

3. The Quest

In the quest, the hero must set out on a long, hazardous journey, and will battle all obstacles until they are triumphant. Think The Lord of the Rings, The Wizard of Oz and Harry Potter.

Example: Have you ever decided to do something life changing? It might be that you experienced life in a way that you haven't before – like moving house to a whole new city, or meeting someone that changed your perspective on life.

4. Voyage and Return

While also based on a journey, the Voyage and Return is very different from The Quest. Here, the hero travels out of their 'normal world' into the overwhelming and unknown, before escaping back to the safety of their home. Think Alice in Wonderland, Finding Nemo and Gulliver's Travels.

Example: You might have found a way out of your comfort zone but it's fleeting. Where the Quest brings about some sort of long-term change, this one allows you to return to comfort after demonstrating some sort of bravery or growth. Climbing Kilimanjaro for charity or sleeping on the street for a night.



5. Comedy

A story made up of comedic events, normally involving mistaken identity, misunderstanding or confusion, resulting in hilarious chaos. Think *A Midsummer Night's Dream*, *Bridget Jones' Diary* and *Some Like It Hot*.

Examples: This depends on your personality, if you have this kind of personality/life already, you may find that you are in stories like this a lot. They are entertaining for your listener so don't be afraid of this sort of vulnerability. You can affect this sort of thing by allowing an outside force to take control of the situation. It often plays out in entertainment when you see Ellen, or Ant and Dec, put a celebrity in a seemingly normal situation but ask them to do things they aren't necessarily comfortable with. It also works with pranking celebrities, or other presenters.

6. Tragedy

This is the story without the happy ending. While our other archetypes have seen triumphant heroes and slain monsters, this plot takes a different turn, and ends in loss or death. Think *Macbeth*, *Romeo and Juliet* and *Breaking Bad*.

Examples: This is often a sad story. It might be the story of the death of a family member, or the destruction of a well loved building. Tragedy is often the story where you learn from others' mistakes. A positive spin in this situation may be to look at legacy as well.

7. Rebirth

Rebirth sees the hero 'falling under a dark spell' – whether this is sleep, sickness or enchantment – before breaking free and being redeemed. Think *Sleeping Beauty*, *Beauty and the Beast* and *The Secret Garden*.

Examples: This is the before and after story. That one where you/your mum/your best mate lost weight. Yep. That one 😊

Of course, stories don't always use one clear-cut plot. They can be a complicated combination of lots of different archetypes, and they appear as opportunity a lot of the time. This level of understanding of story will help you to visualize how your stories can come together in your talk.



Did the workshop meet your expectations? If so how?

What were your key learnings from the workshop?

What was the most powerful exercise(s) for you and why?

What was the most challenging part for you?

Is there anything you wanted to see more of or any other suggestions for improvement?

How likely are you to recommend this workshop to a friend or colleague? (On a scale of 0-10 where 0 is low and 10 is high) and why?

Could you share a few sentences about your experience for Kate to use in marketing materials? (If so, can I use your name?)

Name & Organisation:

Is there anything else you'd like to share?