

THE STORY THEATER METHOD



Using Emotional Triggers
to Enhance Learning

Session SU301, M302

with

Doug Stevenson

Learning Objectives: Develop stories that compel attention and enhance retention using a nine-step formula. Apply three acting techniques that release the actor within. Use personal and third-party stories to teach a lesson.

Story Theater International
1-800-573-6196 or 1-719-573-6195,
doug@dougstevenson.com
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STORY THEATER

The Story Theater Method:

- The three phases of The Story Theater Method are choosing, _____ and performing stories.
- Story Theater stories are strategically designed to make a _____, teach a _____ or sell a product or service.

Choosing Your Stories:

- Use _____ stories wherever possible. Some should be _____ and some dramatic and _____.
- Emotion is the fast lane to the _____. Emotional triggers capture attention and increase _____.
- Start with the _____ in mind. You can use literal or metaphorical stories.
- Use a _____ of story types based on the Seven Types of Stories.

Crafting Your Stories: The Nine Steps of Story Structure

1. Set the _____ . (Time, place, atmosphere, conditions...)
2. _____ the characters. (Physical, emotional, relationship, quirk...)
3. Begin the _____ . (The goal or task. From safety to danger, known to unknown...)
4. Encounter the _____ . (Person, thing, concept, emotion, nemesis...)
5. _____ the obstacle. (This is the "How To" part of the story.)
6. Resolve the story. (Tie up the loose ends.)
7. Make the _____ . (One story, one clear and simple point.)
8. Ask the _____ . (How about you? Make your point their point.)
9. Repeat the point. (Use the same language as in number 7.)

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Performing Your Stories:

- Show and Tell. Create mental _____ . Make motion pictures.
- Step IN and Step OUT, moving from _____ to action. Be an actor, not a lecturer.
- IN moments are present tense re-creations of a moment in the story.
- IN moments are _____, reactions and interactions.
- The ratio of IN to OUT will be approximately _____ IN and _____ OUT. It depends on the story.
- IN moments contain emotional _____ that compel attention. Flip the trigger switch.
- Stories that lack emotional triggers are interesting but not compelling. Be brave.
- All stories contain _____ potentially powerful moment. It is a moment of crisis, decision or revelation.
- Once you determine where that moment occurs, _____ and Hold The Moment.
- A Hold The Moment is a _____ followed by a gradual melt.

Notes:

Doug Stevenson will be signing his book:

***Never Be Boring Again—Make Your Business
Presentations Capture Attention, Inspire Action and Produce Results***
at the ASTD Bookstore—check your program for the exact time

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Story Crafting Worksheet

➤ Choose three personal stories where the event was meaningful for you:

- ◆ _____
- ◆ _____
- ◆ _____

➤ Define the point of each story:

- ◆ _____
- ◆ _____
- ◆ _____

➤ Identify the emotional triggers of each story. What emotions did you experience and where?

- ◆ _____
- ◆ _____
- ◆ _____

➤ Identify places to Step IN and portray actions, reactions and/or interactions rather than narrating them.

- ◆ _____
- ◆ _____
- ◆ _____

➤ Identify the moment of crisis, decision or revelation in each story. Hold The Moment.

- ◆ _____
- ◆ _____
- ◆ _____

➤ Craft each story using The Nine Steps of Story Structure.

➤ Have fun!

Answers to Fill-in-the-Blanks:

crafting, point, lesson, personal, funny, emotional, brain, retention, point, variety, scene, Introduce, journey, obstacle, overcome, point, question, images, narration, actions, 30%, 70%, triggers, one, stop, freeze

Doug Stevenson's
STORY THEATER

Job Aid

- ◆ When choosing your stories, use personal stories wherever possible.
- ◆ Remember that emotion is the fast lane to the brain. Choose stories that are funny or dramatic.
- ◆ Once you identify a potential teaching story, immediately determine the point.
- ◆ Build your story forward to make one clear and concise point for each story.
- ◆ Use The Nine Steps of Story Structure to craft your story:
 1. Set the Scene
 2. Introduce the Characters
 3. Begin the Journey
 4. Encounter the Obstacle
 5. Overcome the Obstacle
 6. Resolve the Story
 7. Make the Point
 8. Ask the Questions
 9. Re-state the Point
- ◆ Remember to Show and Tell rather than just narrating the entire story. Step IN and Step OUT.
- ◆ Remember that IN moments are present tense re-creations of a moment in your story.
- ◆ IN moments are actions, reactions and interactions.
- ◆ The ratio of IN to OUT will be approximately 30% IN and 70% OUT.
- ◆ Stories that lack emotional triggers are interesting, but not compelling. Be Brave.
- ◆ All stories contain one potentially powerful moment. Know where it is and Hold the Moment.

Emotion is the Fast Lane to the Brain
Flip the Trigger Switch
Safe is a Very Dangerous Place To Be

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Emotion
is the
Fast Lane
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