Storytelling: The HEARTBEAT of a PRESENTATION

As an educator, you most likely cover large amounts of material through lectures. The problem is, facts are hard for people to relate to.

You can help students retain information by injecting storytelling, making your lectures memorable.

Starting a class with a story engages the students and keeps them interested when delving into the facts that support your learning objectives.

» What makes a great story?

Trust Keep it relevant—the audience must know there's a reason for the story

Familiar or Novel Shocking statistics or quotes are easy to remember and effective

Relatability Help the audience put themselves in the story

Simplicity Don’t include every detail

Meaning Allow the listener to determine impact

Immersion Pull listeners in with key hooks throughout

Drama Let the plot develop

Find inspiration

The stories you tie into lectures can come from anything, including current events, history, and personal experiences.

Be conversational

Speak how you would to a friend. Although you don’t want to memorize your presentation word for word, you shouldn’t need to read from a script, either.

Use analogies

Hypothetical scenarios or metaphors can effectively demonstrate a concept’s real-world impact and illustrate complicated topics.

Evoke emotion

Discuss ways the story impacts you, them, or others. They may not remember intricate details, but they will remember how they were affected.

Find inspiration

Visit iLearn.unmc.edu for more information

Additional Resources
