

# 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

**Drama** Let the plot develop

**Meaning** Allow the listener to determine impact

**Immersion** Pull listeners in with key hooks throughout

## 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.



Visit **iLearn.unmc.edu** for more information



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### Additional Resources

Branecki, C. E., Clarke, M. A., Haggard, F. L., Love, L. M., Schenarts, P. J., & Smith, M. (2018). Power presentations: Speaking so they remember you and your message. UNMC Faculty Development.  
Stanton, A. (2012). The clues to a great story. TED. Retrieved from [https://www.ted.com/talks/andrew\\_stanton\\_the\\_clues\\_to\\_a\\_great\\_story?language=en](https://www.ted.com/talks/andrew_stanton_the_clues_to_a_great_story?language=en)