**Your Most Effective Way to Make a Salient Point**

People are moved by their heads and their hearts. Data alone won't convince people.

Knowing this, many companies have adapted a storytelling approach with their internal and external audiences. An engaging story will always help to deepen the human connection and increase the likelihood of ideas being remembered. It also ***distinguishes you as a presenter*** from others.

If your company has embraced this approach, the following ‘Storytelling Checklist’ will insure your success.

1. Does your story make a single point? Is the point obvious? You should never attempt to re-explain your point.
2. Is your story the right story for this audience? Is it relevant to the audience or business?
3. Does the story have an emotional component? Does it grab attention? A boring story interests no one and wastes time.
4. Does your story have a plot with a beginning, middle or end? Is there a clear resolution to a problem?
5. Have you made your characters interesting? Can we picture them? Can we see how they look, what they are doing, or how they feel?
6. Do you know where you will use this story in your conversation? Inserting a story should   appear seamless.
7. Have your practiced your story? Tell your story to a spouse or friend and get their reactions, as well.
8. Is passion or energy apparent in your body and voice when you tell your story? A poor storyteller will ruin the best tale.
9. Can you tell your story in 2-3 minutes? If not, perhaps you are adding too many unnecessary details. Maybe you are rambling.
10. What do you want your listeners to think or feel as a result of your story?
11. What action do you want listeners to take as a result of your story?
12. What questions might your story evoke?

Becoming an expert at storytelling is by far the most effective way to make a salient point. A story builds trust and enhances the likelihood that your audience will act on your recommendation(s).

Ensure to check as many of the above questions as possible before your next presentation. The more you communicate stories during presentations, the more effective you will become.

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