



The Big Picture

...and the Journey Begins



**Remember to Login to Story Academy
to Access All Your Speech Checklists,
Tools and Resources**

www.StoryAcademy.ca

Usage Rights

All rights reserved. You may access this document for your own personal learning only. This document is not for resale or redistribution in any way, shape, or form. No part of this book may be reproduced, stored in a retrieval system, transmitted in any form, or by any means. This includes electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior written permission of the publisher.

Disclaimer

All the material contained in this book is provided for reflection, educational, and informational purposes only. No responsibility can be taken for any results or outcomes resulting from the use of this material.

While every attempt has been made to provide information that is both accurate and effective, the author does not assume any responsibility for the accuracy of this information or the use/misuse of it by the leaders, members, or others.



The Big Picture

We are excited to be going on this storytelling journey with you!

In Story Academy, you will have opportunities for writing, practicing, and presenting your stories. Your final project will involve putting all those talks and stories together to create your signature talk.

However, do not let the thought of that overwhelm you. Just go step-by-step and story-by-story; we will help you through it. When you have all the pieces in place, your talk will be complete.

This is your time to implement all that you have learned, and to let your passion, purpose, and expertise shine. Now is the time!

Just a Few Key Things to Remember:

Some presentations present information that is simply objective and factual, while others call the audience to perform an action. If your presentation involves selling or building a compelling case throughout the talk and in support of some idea, you need to use elements of persuasion.

Being persuasive does not mean that you have to be “sales-y.” Even if you are speaking on behalf of a non-profit or community organization, you still need to be persuasive. When telling your story using our system, we have no interest in having anyone act “sales-y” in any way, but to build value and interest throughout your presentation, using the most effective, up-to-date methods.

Your whole presentation will establish you as an expert, and when well crafted, the audience will have the feeling of wanting more.



You are not necessarily pitching a product or service, but positioning yourself as an expert or thought leader in a particular field. You are providing solutions and answers to your audience through storytelling, and throughout your talk.

You cannot cover everything you have to offer in 30 – 60 minutes. Therefore, the goal is to demonstrate your expertise and a need for your offer throughout your talk. At the end of your talk, you are just offering your audience more opportunity to engage with you.

Engaging presentations do not involve selling **directly** - emphasis on directly. You are building urgency throughout your talk, and at the end, you do not suddenly “switch gears” into a sales pitch, you will simply offer additional ways for the audience to connect with you further. When your whole signature talk is well developed, your offer does not feel like “selling,” instead, you are offering deep value and continued connection. People want to connect, and they want to connect with you.

So, when we talk about your offer of a program, product, online course, or book, keep these principles of Story Academy in mind: we are selling ideas and stories, not things, and you are simply offering your audience a way for accessing your expertise, and further engagement with you.

Whether you have a program to sell, or an idea that will help the world, encourage and persuade your audience to consider your point of view.

A good example is TED Talks. TED Talks present new and unusual ideas, and are often about sharing a certain perspective. They never include an offer or selling, and this can be true when you receive invitations to give your talk elsewhere.



If you have watched TED Talks, you know that most of them revolve around some kind of story. Stories are much more engaging and much easier to understand than hard data, scientific facts, and statistics. Storytelling is timeless and universal. It will help you to connect with your audience.

This is not to say that you should avoid facts. However, too many facts and too much objective data can make a presentation dull and hard to digest. Facts and statistics should support or be supported by your stories.