

Simple Storytelling Strategies

Think Like Your Audience

If we want to persuade others, we've got to see the world from their vantage point, and to do that well, we first have to know as much as we can about our audience.

If we're honest, our first thought when we know we'll have to speak publicly is usually "What will I say?" But there's a better first question: "Who is my audience and what do they need?"

Use the two columns template below. In the first column, write down everything you think your audience knows about your topic. In the second column, write down everything you think they should know, but don't. It's just as important to define what is unknown so that you can steer them away from making assumptions.

Know

Don't Know

Keep your leadership storytelling skills sharp!

Here are some more resources to continue learning:

☐ 5 TIPS FOR USING STORYTELLING IN PRESENTATIONS

Time limits, excessive data, or a skeptical audience are a few challenges you may have to face when giving a presentation. Storytelling offers unique opportunities to turn these challenges into opportunities to make authentic connections.

☐ BETTER EVERY STORY

Subscribe to our newsletter for monthly insights, best practices, and examples of great storytelling.

☐ LET THE STORY DO THE WORK

Esther's book, [Let the Story Do the Work](#), provides many more templates and examples for other storytelling tools. This is your handbook for mastering the art and science of business storytelling.

ABOUT LEADERSHIP STORY LAB

Leadership Story Lab coaches executives in storytelling and helps them become more engaging and persuasive to gain a competitive edge. We have helped leaders get promoted, excel in their jobs, and motivate their teams and customers through storytelling.

Learn how you can tell the right story at
LeadershipStoryLab.com.

Stay in touch! Contact us for more
information about any of these resources:

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