



DALE CARNEGIE®  
TRAINING

## THE ART OF STORYTELLING

The best leaders are usually master storytellers. Storytelling is an effective device to engage your team, activate your customers, and get buy-in from potential investors. To be successful in today's business world, it is critical to effectively build your story and deliver it in a compelling way.

Dale Carnegie understood the power and the art of storytelling. He studied great leaders and illustrated his findings in *How to Win Friends and Influence People* many years ago. Today, Dale Carnegie Training helps leaders and individuals leverage storytelling to become more successful team players and leaders.

*“History has repeatedly been changed by people who had the desire and the ability to transfer their convictions and emotions to their listeners.”*

- Dale Carnegie

# MAGIC FORMULA FOR ENGAGING STORY



## Magic Formula

Dale Carnegie has created a time-tested “Magic Formula” that provides the basic structure to build credibility, capture attention, and call others to action.

This formula will help you prepare for effective communication that inspires others to act!

## Steps of an Engaging Story

- Opening that impacts the audience
- **Incident:** Evidence of a need for change
- **Action:** Example of change
- **Benefit:** Solutions

## Keys to Effective Storytelling

- Establish Who, What, When, Where, and Why.
- Include animation and vocal variety.
- Narrow the “**Action**” and broaden the “**Benefit**.”

*“Your purpose is to make your audience see what you saw, hear what you heard, feel what you felt. Relevant detail, couched in concrete, colorful language, is the best way to recreate the incident as it happened and to picture it for the audience.”*

- Dale Carnegie



## 4 TECHNIQUES TO ENGAGE AUDIENCES AND BECOME A MASTER STORYTELLER

### 1. Open with an Incident for Impact

A personal incident is one surefire way to grab favorable attention when we are trying to make a point. Relive a vivid, personal experience relevant to the point. This is what hooks people in and opens them up to persuasion. Listeners follow because we identify ourselves as part of a situation, and we want to know what is going to happen. No warm-up statements are needed. By launching directly into the incident, it's easier to capture an audience's attention. A speaker who begins with a personal story is secure with no loss of words or ideas.

### 2. Use Facts and Evidence

Facts, evidence, examples, and stats support the statement of need for change. Start with a fact before explaining the message. Often an audience's minds are full of questions: Why should I listen, or why should I believe; who confirms that? Evidence is one of the primary tools we need to use when we want to convince someone of our views. This allows us to form a logical—not just emotional—response. Indicate what the evidence and the fact mean to you and what you believe. Use more real-life examples, analogies, and testimonials.

### 3. Illustrate the Action

Effective persuasion requires us to simplify the message. Describe the story chronologically as it happened with all important clarifying details. Show that change was needed, and recommend a clear action for listeners to take in this situation.

### 4. Explain the Benefit

Connect the specific positive action to its benefit. All stories and anecdotes need to end with the benefit of the action we have taken or the problem we solved. This is a strong approach to optimize meaningful discussion and minimize emotional confrontations.