COMMUNICATIONS 101 – HOW TO USE STORIES EFFECTIVELY VIDEO SLIDES

- 1) Why tell stories
 - a) Stories are relatively easy to tell and listen to
 - b) Stories generate useful emotion
 - c) Stories go under the defense system in the hearers
 - d) Stories help explain complex concepts and help listeners apply them to their lives (bug)
- 2) Jesus told stories
 - a) Parables
 - i) Prodigal sons
 - ii) The sower
- 3) Most of the Bible is stories
 - a) Old Testament
 - b) New Testament
- 4) Tell stories from history
 - a) Being a Lifeboat Church
- 5) How to tell a good story
 - a) Begin with no introduction
 - b) Create mystery, anticipation, tension, curiosity and/or drama. I work up.
 - c) Take people on a journey (purposeful meandering)
 - d) Be in the story you are telling (See it. Feel it. Smell it. Taste it.)
 - i) Psalm 23
 - e) Tell personal stories
 - f) Be self-deprecating
 - g) Use humor
 - h) Make an application
- 6) Tell other people's stories
 - a) Get permission
 - b) Give credit
 - c) Do not tell a story that embarrasses the other person
- 7) Create realistic life scenarios
 - a) Think about the relationship issues that people in the audience have and create scenarios that capture these issues
 - b) Keep scenarios short and to the point
 - c) Why do this?
 - i) As a speaker you cannot just explain concepts and hope people apply them to their lives
 - (1) They will not do it
 - (2) You must help them
- 8) Tell Bible stories
 - a) Don't read the story
 - i) Tell it
 - b) Act it out
 - i) Boat
 - c) Perhaps add a few details that are current

COMMUNICATIONS 101 – HOW TO USE STORIES EFFECTIVELY VIDEO SLIDES

- i) Jacob and Esau
- d) Make application where appropriate in the middle of the story
- 9) Use metaphors and similes
 - a) Metaphor = is using one thing to describe another
 - b) Simile = is a particular kind of metaphor that use the word "like"
 - c) Both are like stories
 - i) Being a Lifeboat Church in a Cruise Ship World