



# Storytelling – Know your goal!

It is storytelling, not storyshowing.

It's tough to show a series of charts / pictures that tell a story.  
You must TELL the story, and, LEAD your audience to the desired outcome!

Generally, there are three accepted storytelling goals you need to understand: Entertain, Educate, and, EXCITE!

A goal to **Entertain** should be reserved for stand-up comics. If your goal is to get laughter, why not consider your goal as one to EXCITE your audience into a fit of laughter? This should never be the case in a business office, so I will leave this one, as it stands. A little humor can be acceptable in a business presentation, but, do NOT overdue it, just because you think you're funny!

A goal to **Educate** sounds reasonable, if you are a teacher or a professor. But, my definition of "educate" just means that you've dumped some data / information toward your audience. Results are very unpredictable. I believe your goal should NEVER be to educate! Even as a teacher, your goal should be to excite the students, not just have them be the recipients of an information dump!

**To be a successful storyteller (business presentation, keynote speaker, teacher, comic, etc.)  
your only goal really needs to be to Excite your audience!**

If you are selling a product or a service, you want the prospect to be excited about signing on the dotted line!

If you are the business analyst, presenting some insights to you manager, you want that manager excited about taking your insight up the line!

If you're the manager, taking some story up the line, you want the C-level executive on the receiving end to be excited about implementing the recommended outcome!

If you're the executive presenting the story to investors or the media, you want them to be excited about lending you money, or, presenting you in a favorable light!

And, if you are that comic, you already know that the anticipation of humor is a great way to get the laughs flowing, faster. Get that audience excited about what you are delivering.

HOW do you get an audience excited?

**Grab** their attention, quickly, so they'll listen!

**Guide** them through the **guts** of the presentation.

End on a "**gotcha!**" – a close that excites an audience into wanting to go along with your ending!

See my paper on "**Knowing your Story Parts**" for an explanation of these three parts of any story.

Chuck Hooper is recently retired from the business intelligence consulting world, and is now concentrating on speaking, coaching and writing. He brings over 5 decades of business experience with him. His experience includes the analysis, design, implementation, training and support of business intelligence and decision support system environments in a variety of engagements for many big-name clients. Chuck does speaking engagements on presentation skills, visual analytics, storytelling, critical thinking and on defeating the Impostor Syndrome.

For further information, contact Chuck at:

Email: [Chuck@SpeakerPresenter.com](mailto:Chuck@SpeakerPresenter.com)

LinkedIn: <https://www.linkedin.com/in/chuckhooper>