

# STORYTELLING

# RECAP AND REFLECTION





Target Audiences

Persuasive Aims

Story

Creative Formats



## REFLECTION

What is a story? What does storytelling mean to you?





TELENOVELA



Four decades after the end of the Cambodian civil war, land mines still plagued the country. By some experts estimate more than a million mines are still in the ground and they have killed over a hundred people in 2013.



It's early morning and Mandy is brought in the bus for her regular journey to the training fields. But today, she has a big test ahead to see if she is ready to join an elite team on a mine clearing mission to Mozambique.





## REFLECTION

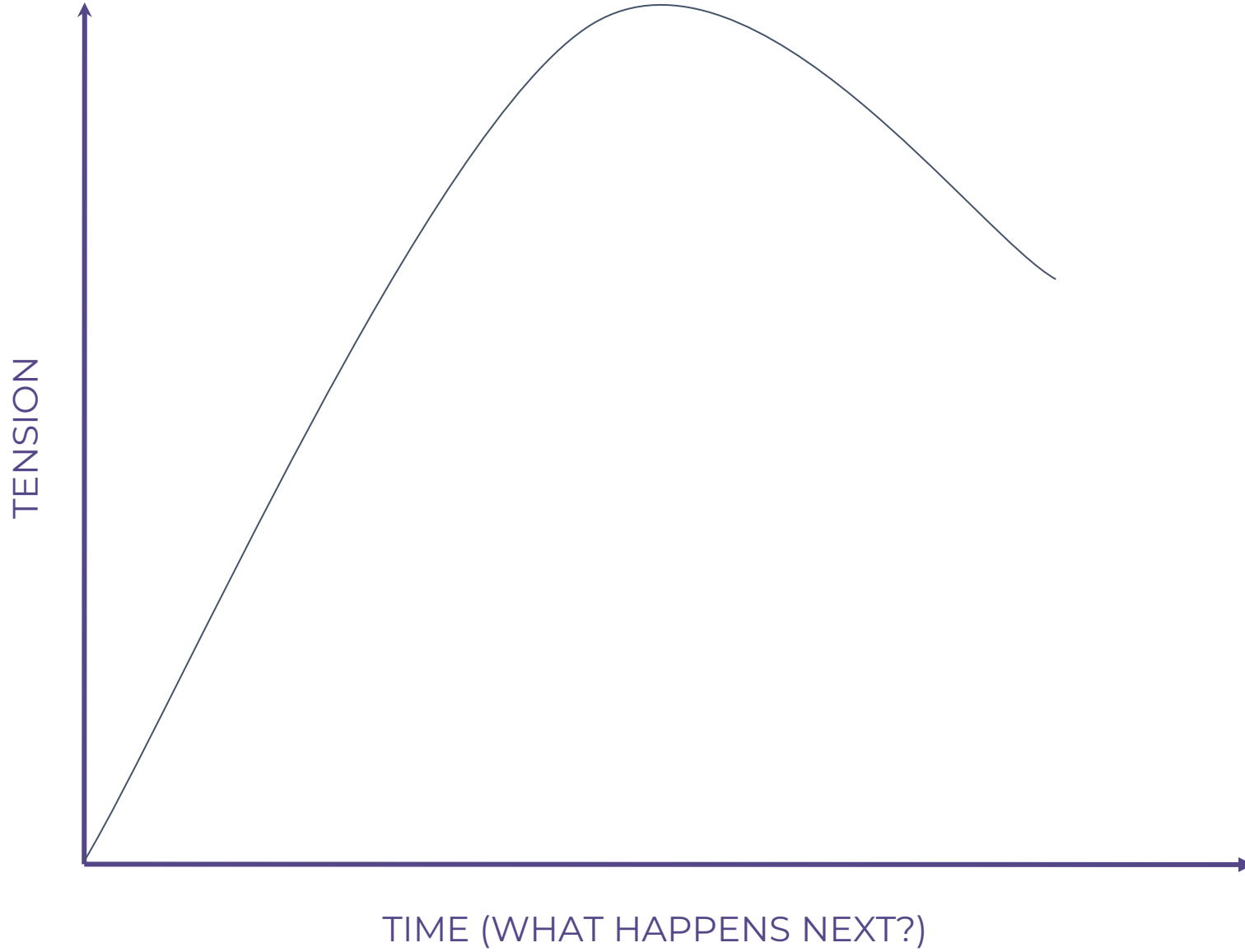
1. Which video do you prefer?
2. Which one is more memorable?
3. Which one has more information?

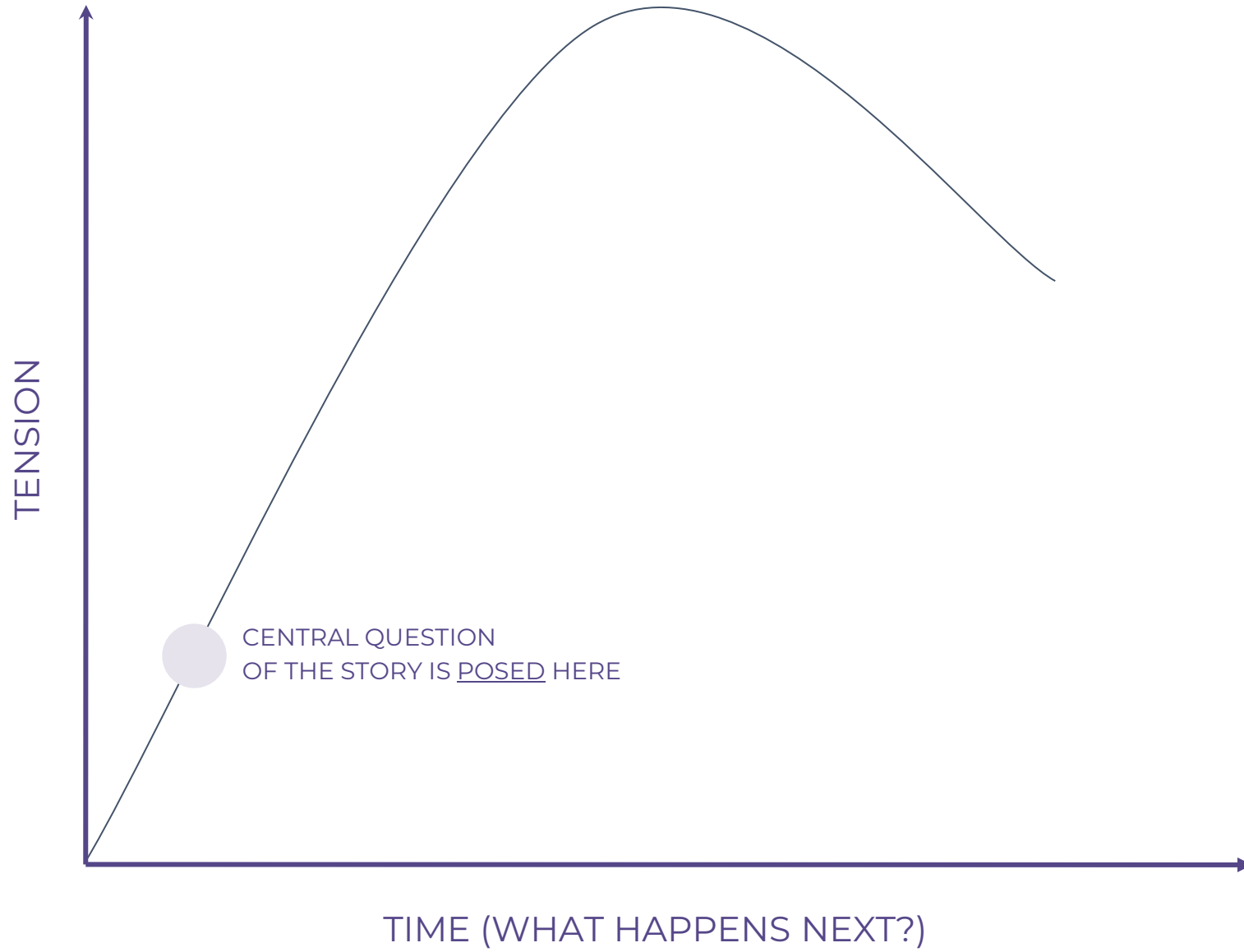
# HOW TO TELL POWERFUL STORIES:

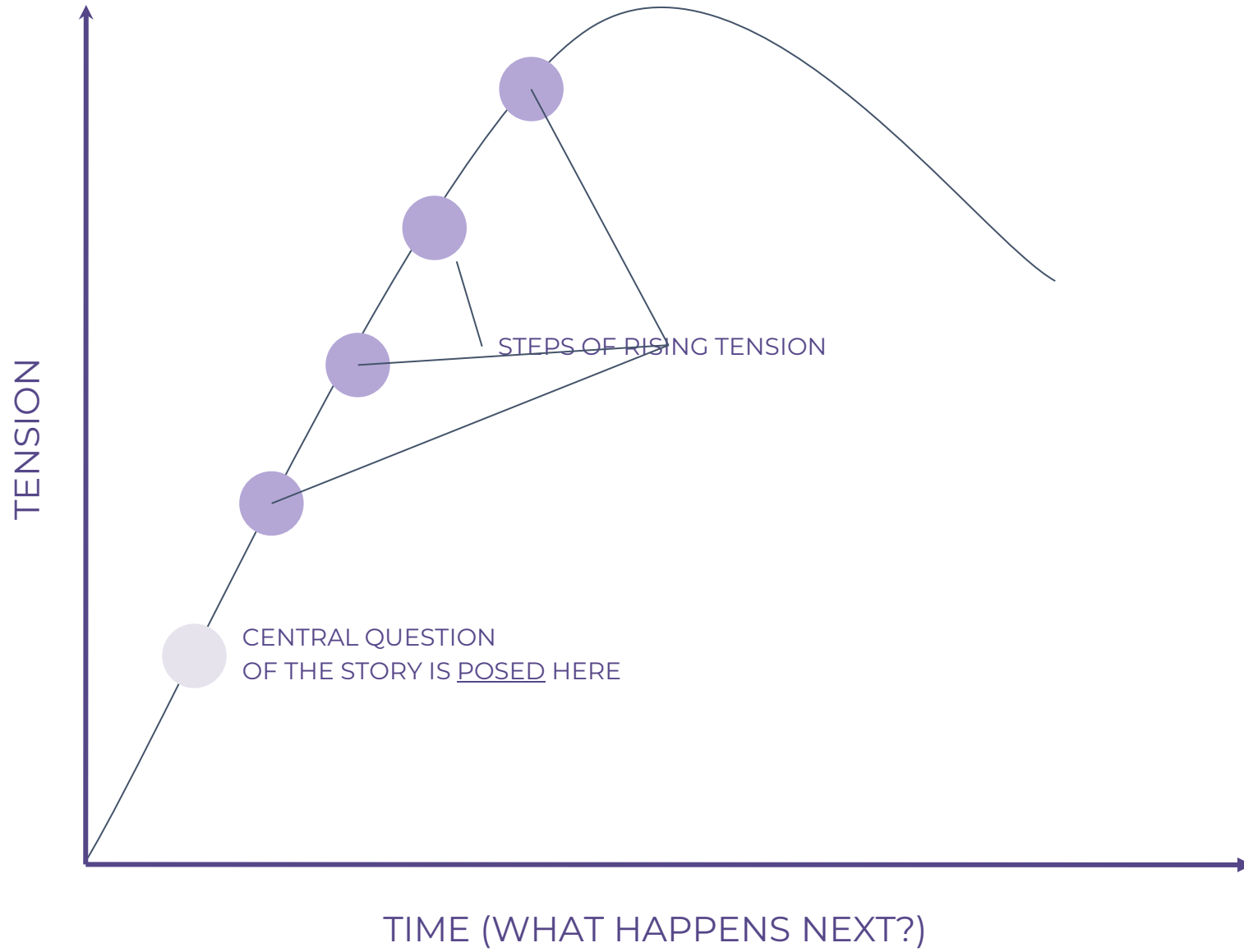
8 Essential Elements  
(not just boring information)

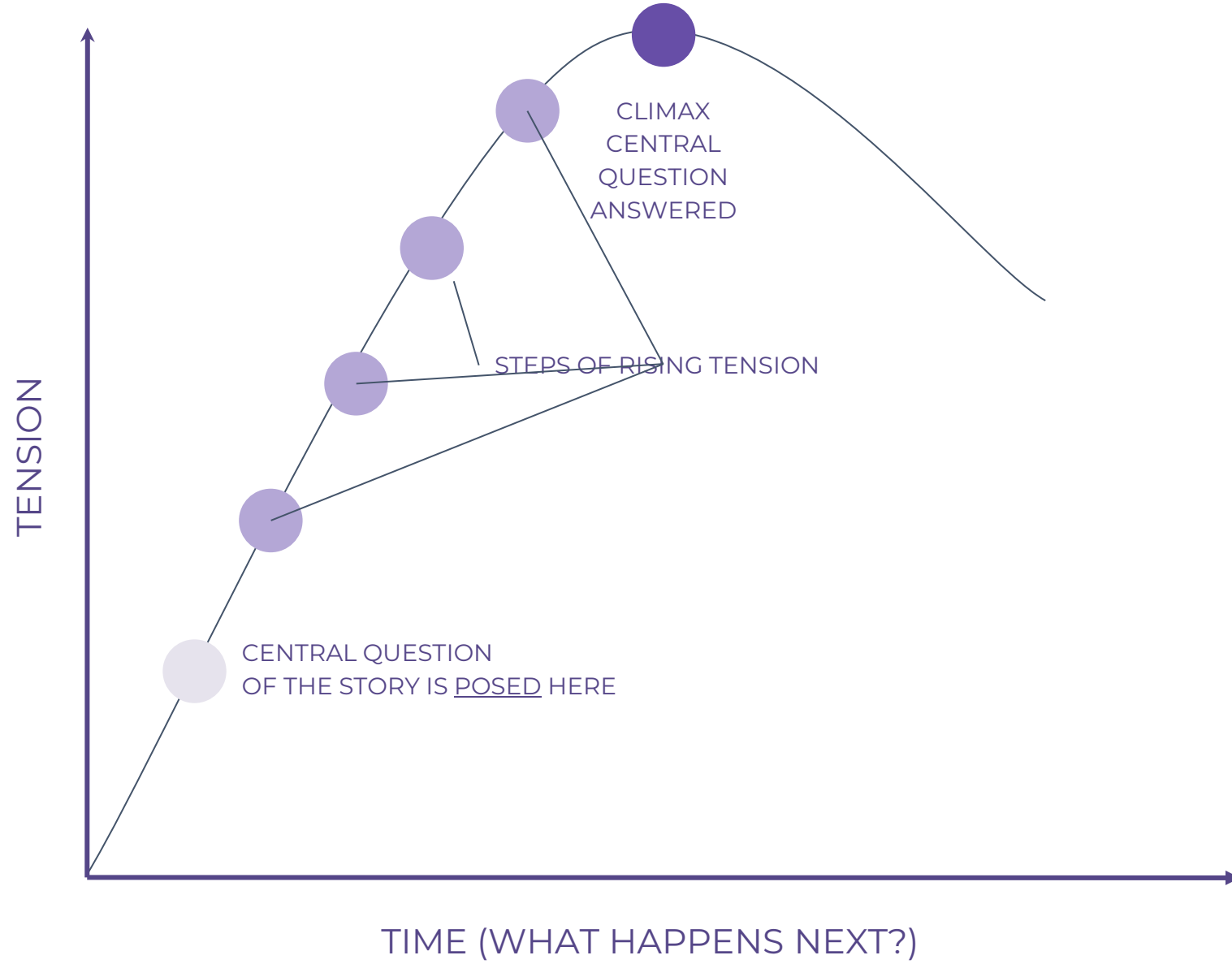


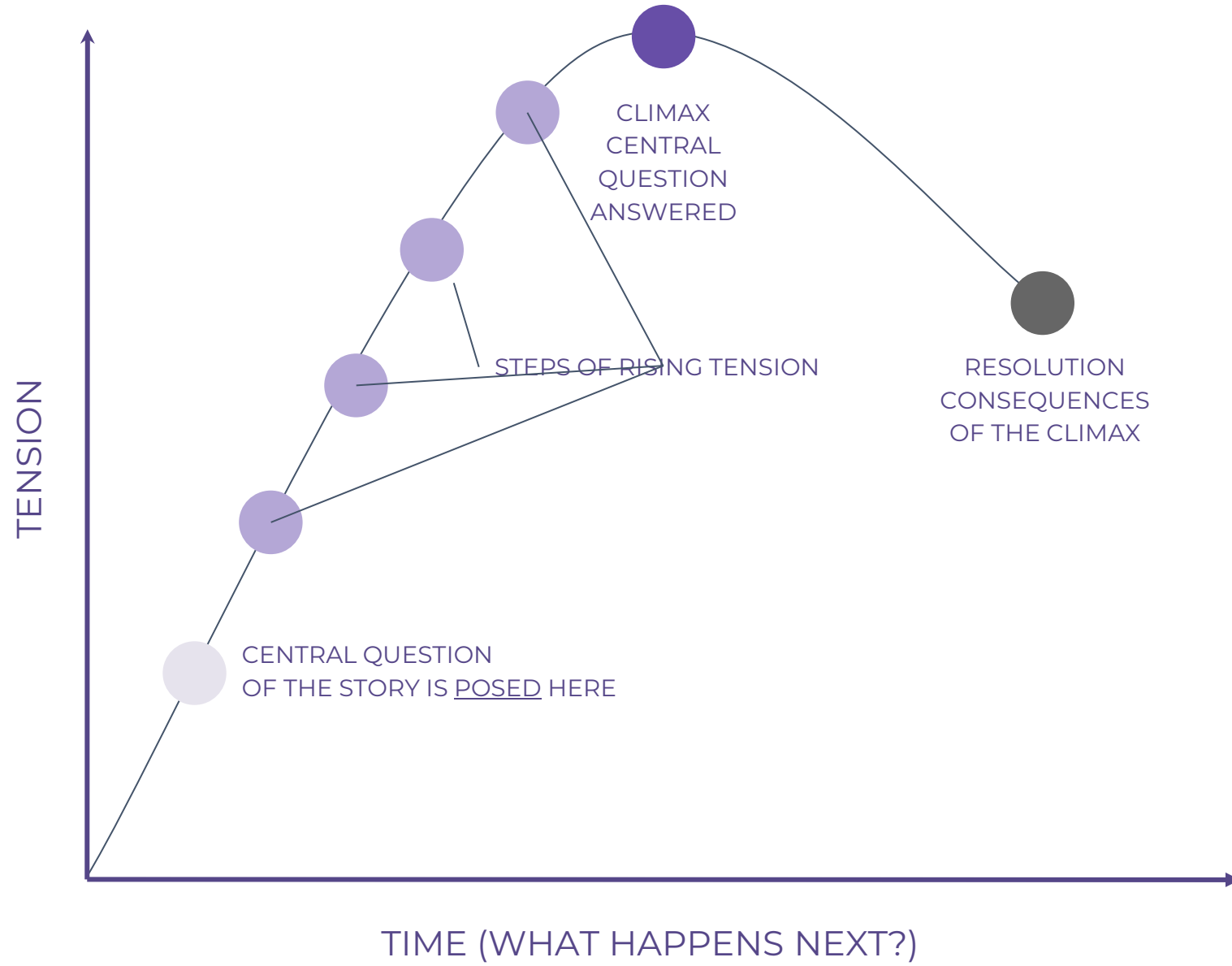




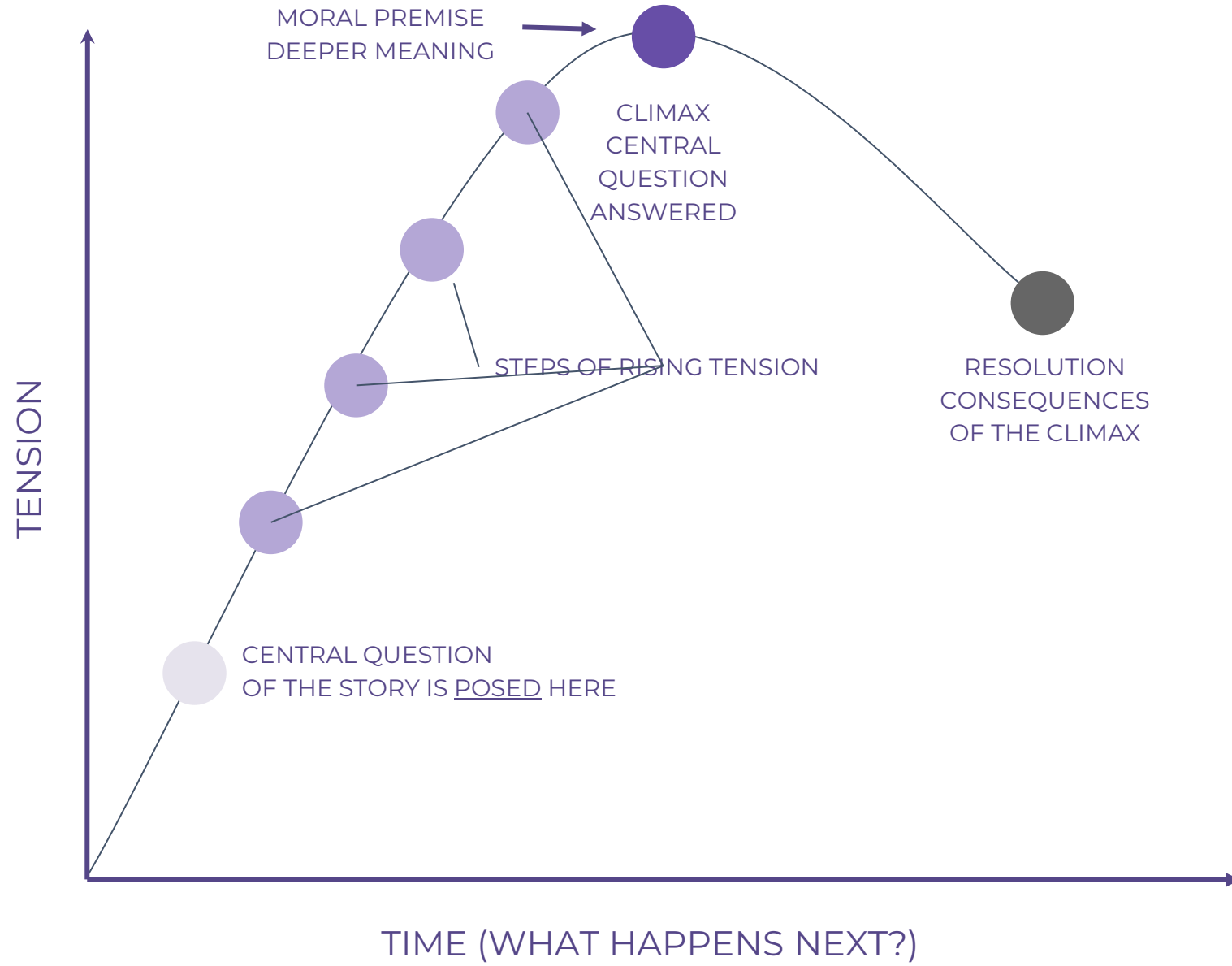


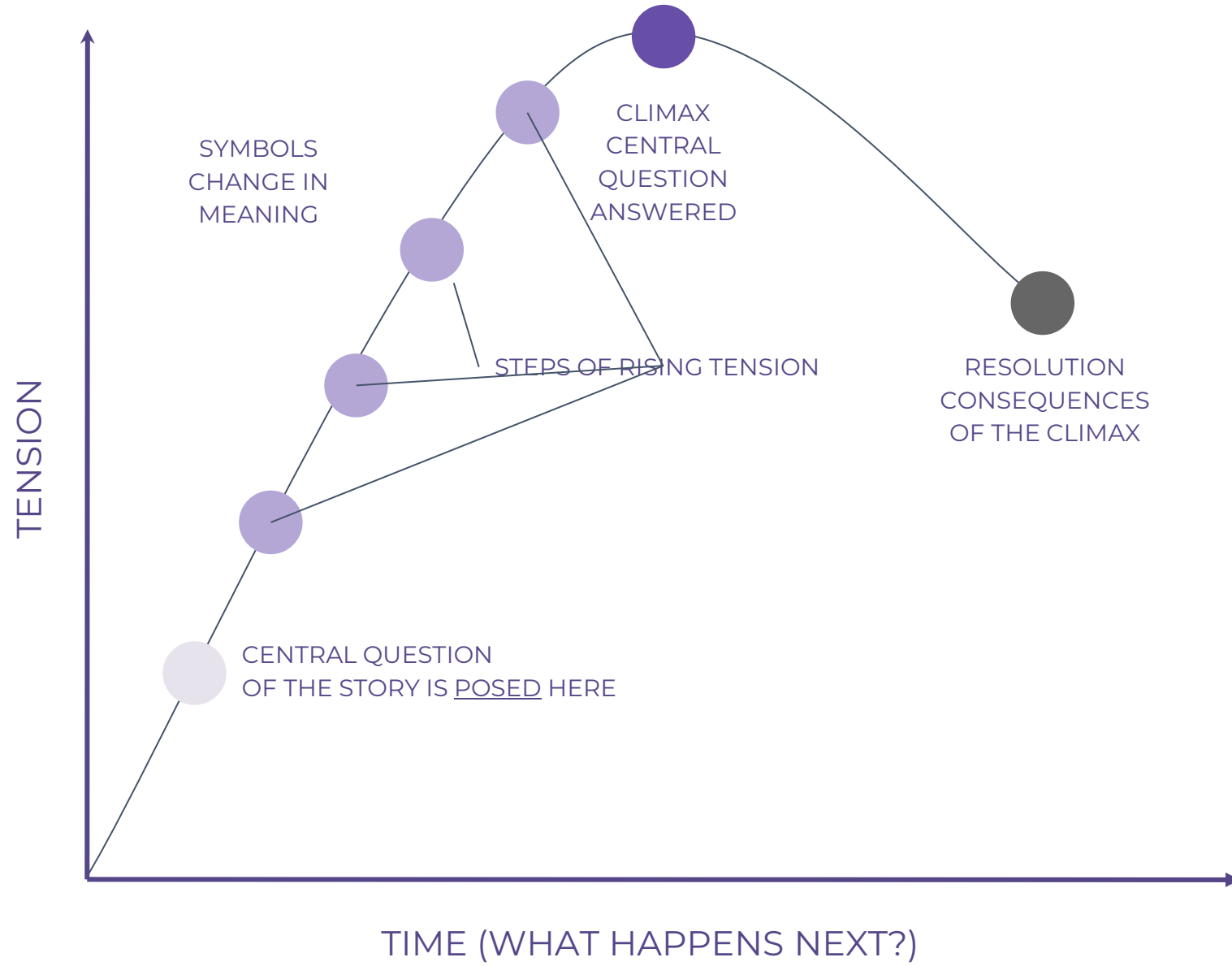














SYMBOLS



CHARACTERS





## GROUP EXERCISE

In groups, identify & discuss the 8 essential elements you see in the video.

# Bonus tips!

- Good stories don't have to be chronological, we need tension, not a history lesson.
- Pick one character or a small group of characters that the action happens to. Your audience is more likely to connect to a specific individual or subset rather than a broad group.
- Don't underestimate the power of symbols. Symbols can make a story come to life.



# QUESTIONS



# ASSIGNMENT

Develop your story







## REFLECTION

What is your key  
takeaway from this  
session?



Thank you!