



Key Advice

Fundamentals of Storytelling

Storytelling is the art of conveying a narrative to an audience. It is an essential part of human communication and has been used for centuries to share knowledge, values, beliefs and experiences. The fundamentals of storytelling include:

1. Characters

Stories typically revolve around characters that the audience can relate to or empathise with. Characters are essential to a story as they bring it to life.

2. Setting

The setting of a story is where the narrative takes place. It provides context for the story and helps immerse the audience in the narrative.

3. Plot

The plot of a story is the sequence of events that occur. It involves the exposition, rising action, climax, falling action and resolution.

4. Conflict

Conflict is the driving force of a story. It creates tension and suspense and keeps the audience engaged.

5. Theme

The theme is the underlying message or lesson that the story conveys. It is often what the audience takes away from the narrative.

6. Point of view

The point of view is the perspective from which the story is told. It can be first-person, third person or omniscient.

7. Language and style

The language and style of a story are essential to its impact. They can create mood, tone, and atmosphere, and help immerse the audience in the narrative.

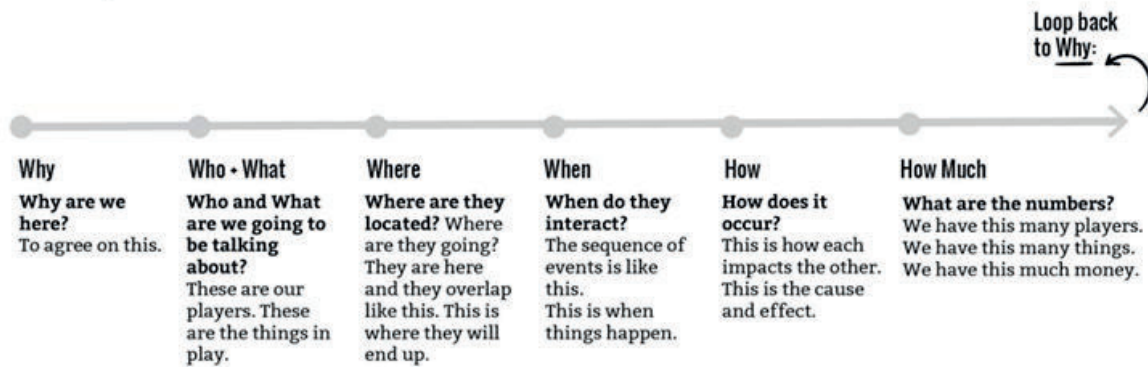


8. Audience

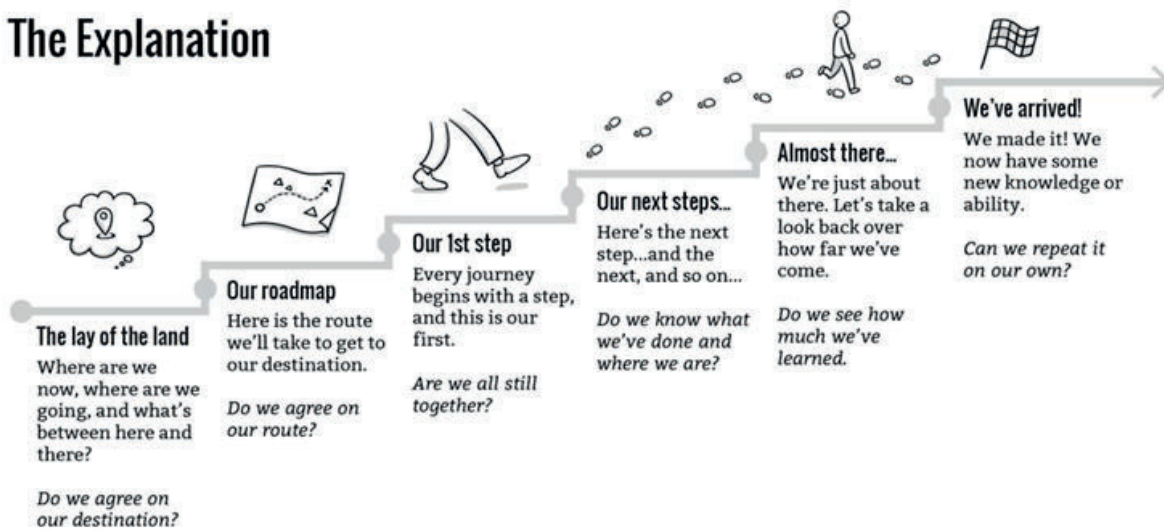
The audience is crucial to the success of a story. A storyteller must understand their audience and tailor their narrative to engage and connect with them.

By understanding and using these fundamentals, a storyteller can create a compelling narrative that captivates and resonates with their audience.

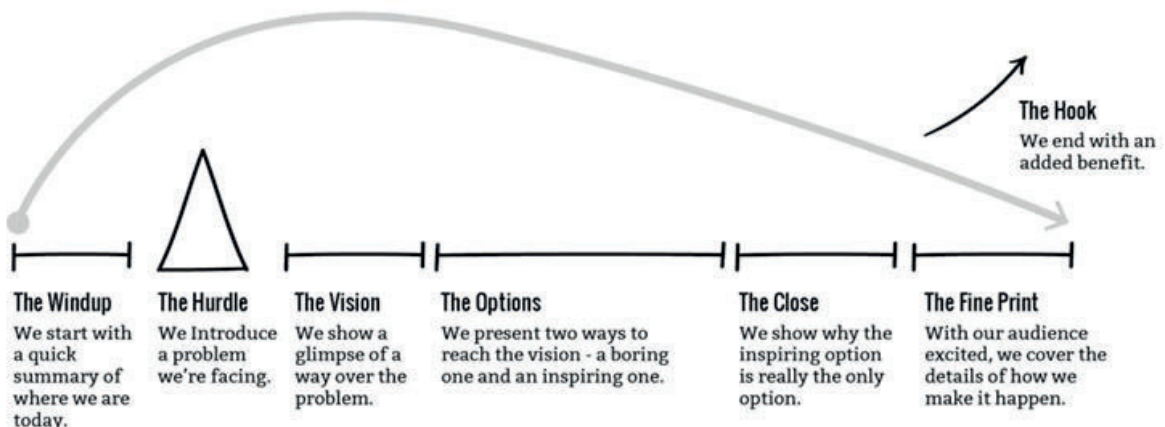
The Report



The Explanation

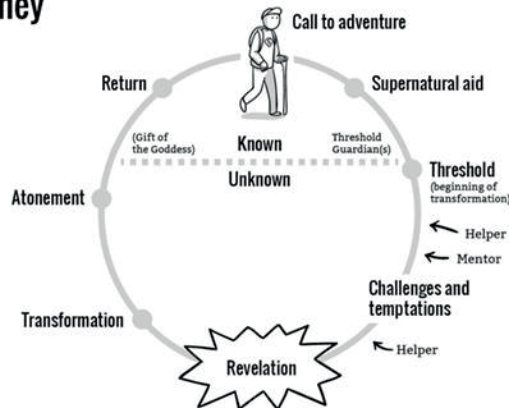


The Pitch

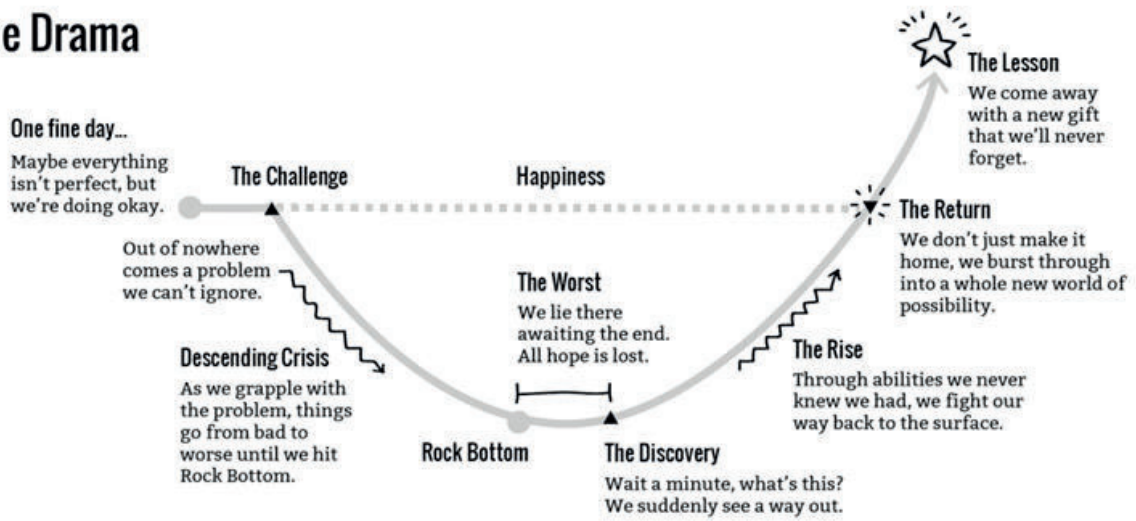


You can be present in the story, but only as that ally or helper. What Campbell prods us to remember is that it's always the audience who play the hero.

The Hero's Journey



The Drama



Sparkline

