

THE
POWER
OF
STORYTELLING

The Art of Influential Communication



THE POWER OF STORYTELLING BY TY BENNETT

MINDSET

Your Focus is on
The
Audience



Your Purpose is to
Engage



THE POWER OF STORYTELLING BY TY BENNETT

BALANCE



THE POWER OF STORYTELLING BY TY BENNETT

Text:

storytelling to 96000



THE POWER OF STORYTELLING BY TY BENNETT

A Story is a **reimagined experience** narrated with enough detail and feeling to **cause your listeners** imagination to experience it as real.



THE POWER OF STORYTELLING BY TY BENNETT

Bring The Audience Into The Story

1. Place Them In The Scene
2. Create Curiosity
3. Reinforce Relatability



THE POWER OF STORYTELLING BY TY BENNETT

THE MODEL

An influential story is:
STRUGGLE TO SOLUTION



THE POWER OF STORYTELLING BY TY BENNETT

“The death of one man is a tragedy;
The death of a million is a statistic”
– Joseph Stalin



THE POWER OF STORYTELLING BY TY BENNETT

Bring The Story To Life

1. Characters
2. Dialogue
3. Details
4. Metaphors



THE POWER OF STORYTELLING BY TY BENNETT



WHOEVER
TELLS
THE BEST
STORY WINS!

THE POWER OF STORYTELLING BY TY BENNETT