



BELIKEYOU

I02

TOOLKIT ON ENTREPRENEURIAL STORYTELLING

BELIKEYOU STORYTELLING ON ENTREPRENEUR ROLE MODELS
FOR YOUNG EUROPEANS

2020-1-IT02-KA201-079565





BELIKEYOU

STORYTELLING INTRODUCTION



Definition of Storytelling



BELIKEYOU

Storytelling describes the social and cultural activity of sharing stories, sometimes with improvisation, theatrics or embellishment.

Every culture has its own stories or narratives, which are shared as a means of entertainment, education, cultural preservation or instilling moral values.



BELIKEYOU

Definition of Storytelling

Crucial elements of stories and storytelling include **plot, characters** and **narrative point of view**.

The term "storytelling" can refer in a narrow sense specifically to oral storytelling and also in a looser sense to **techniques** used in other media to unfold or disclose the narrative of a story.



BELIKEYOU

Definition of Video & Visual Storytelling

A **visual narrative** (also **visual storytelling**) is a story told primarily through the use of visual media.

The story may be told using still **photography**, **illustration**, **animation** or **video**, and can be enhanced with **graphics**, **music**, **voice** and other **audio**.



BELIKEYOU

Use of social media for Video Storytelling (YouTube) and for Visual Storytelling (Instagram and Facebook)

Social media storytelling is the process of using social media platforms to tell stories to captivate an audience and in particular to promote a brand.

Don't assume that storytelling on social media is just another tactic to sell products or services. Instead, it enables you to expose your brand to your audience and tell them what it is all about.



BELIKEYOU

Facebook Storytelling

As Facebook doesn't limit the number of words on a post, you can write an in-depth story. Instead of summarizing or just mentioning some key points, it's better to write longer Facebook posts. It works well if you want to captivate audiences with incredible stories rather than promoting a new product or driving traffic to another site.

A great example of Facebook storytelling is the [Humans of New York](#) Facebook Page. Their posts are quite long and require people to click "See more," but they get significant engagement.



BELIKEYOU

Instagram Storytelling

Be a visual storyteller by making a visually appealing Instagram profile and portray an exciting story simultaneously.

You can refer to the famous 'Rule of Thirds' to ensure that your photo composition is correct and to the point. Use 3, 6, or 9 separated images or videos to create a completed huge one. It's a creative way to give your Instagram profile a stunning look.

Let's see how [Moon](#) think outside the box when they first introduced their brand with a bang!





BELIKEYOU

YouTube Storytelling

YouTube is the second social media platform most used social platform in the world, immediately after FB, with 2 billion and 291 million users (January 25, 2021).

Videos can grab people's attention more than content and text.

Your videos don't need to be too long; keep them short but high-quality.



BELIKEYOU

For effective storytelling

Identify the audience

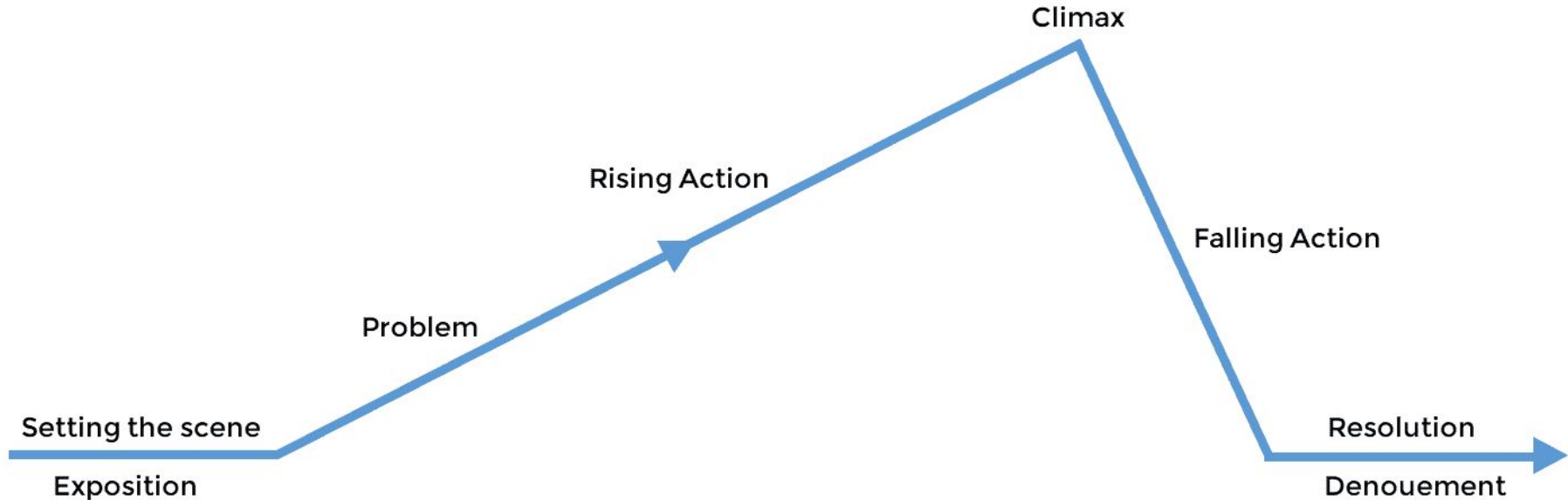
Young people, Teenagers, High school students

Identify the goals

Create effective stories to promote entrepreneurship as a career opportunity among young people

Creation of a narration (Start - development with climax - End)

STRUCTURING A NARRATIVE



1. Setting the scene: the Where and the When

The setting of the story often answers two of the central questions of the story, namely, the *where* and the *when*. The answers to these two important questions will often be informed by the type of story the student is writing. The setting of the story can be chosen to quickly orientate the reader to the type of story they are reading. For example, a horror story will often begin with a description of a haunted house on a hill or on an abandoned asylum in the middle of a woods. If we begin our story on a rocket ship hurtling through the cosmos on its space voyage to the Alpha Centauri star system, we can be fairly certain that the story we are embarking on is a work of science fiction. Such conventions are well-worn clichés true, but they can be helpful starting points for our novice novelists to make a start.

2. Casting the characters: the Who

Now that your student has created a believable world, it is time to populate it with believable characters. In short stories, it is important that these worlds are not overpopulated beyond what the skill level of the student can manage. For the most part, short stories usually only require one main character and few secondary ones. Think of the short story more as a small-scale dramatic production in an intimate local theater than a Hollywood blockbuster on the grand scale. Too many characters will only lead to confusion and become unwieldy with a canvas this size. Keep it simple!

3. No problem? No story! The Why and the What

This is often the area apprentice writers have the most difficulty with. It is important that students understand that without a problem there is no story. The problem is the driving force of the action. Usually, in a short story the problem will center around what the primary character wants to happen or, indeed, wants not to happen. It is the hurdle that must be overcome. It is in the struggle to overcome this hurdle that events happen.

4. The narrative Climax: How things come to a head!

The climax of the story is the dramatic high point of the action. It is also when the struggles kicked off by the problem come to a head. The climax will ultimately decide whether the story will have a happy or tragic ending. In the climax, two opposing forces duke things out until the bitter (or sweet!) end. One force ultimately emerges triumphant. As the action builds throughout the story suspense increases as the reader wonders which of these forces will win out. The climax is the release of this suspense.

5. Resolution: tying up loose ends

Often, after the climactic action, a few questions will remain unresolved for the reader, even if all the conflict has been resolved. The resolution is where those lingering questions will be answered. It may be that in a short story the resolution will only be a brief paragraph or two. But, in most cases it will still be necessary to include as an ending immediately after the climax can feel too abrupt and leave the reader feeling unfulfilled.



BELIKEYOU

Principal Techniques of Storytelling



Co-funded by the
Erasmus+ Programme
of the European Union



Fundacja
Jeden Uniwersytet



INTEGRA
Asociación Cultural

The Hero's Journey

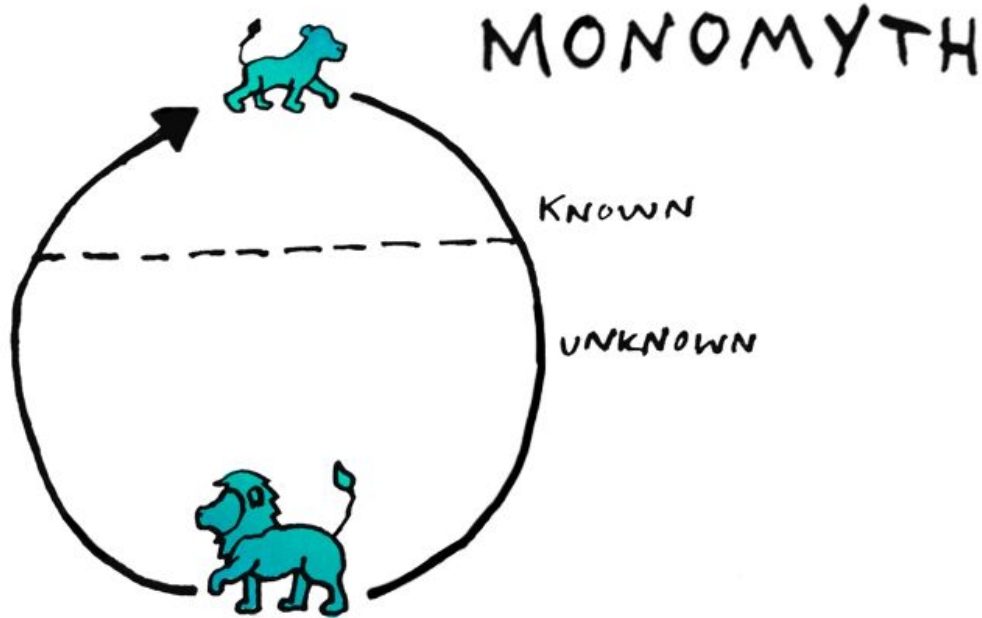
The monomyth, also called the hero's journey, is a story structure that is found in many folk tales, myths and religious writings from around the world.

In a monomyth, the hero is called to leave their home and sets out on a difficult journey. They move from somewhere they know into a threatening unknown place.

After overcoming a great trial, they return home with a reward or newfound wisdom – something which will help their community. Lots of modern stories still follow this structure, from the Lion King to Star Wars.

Using the monomyth to shape your presentation can help you to explain what has brought you to the wisdom you want to share. It can bring your message alive for your audience.

The Hero's Journey



Good for:

- Taking the audience on a journey
- Showing the benefit of taking risks
- Demonstrating how you learned some newfound wisdom

The Mountain

The mountain structure is a way of mapping the tension and drama in a story. It's similar to the monomyth because it helps us to plot when certain events occur in a story.

It's different because it doesn't necessarily have a happy ending. The first part of the story is given to setting the scene, and is followed by just a series of small challenges and rising action before a climactic conclusion.

It's a bit like a TV series – each episode has its ups and downs, all building up to a big finale at the end of the season.

The Mountain



Good for:

- Showing how you overcame a series of challenges
- Slowly building tension
- Delivering a satisfying conclusion

Nested Loops

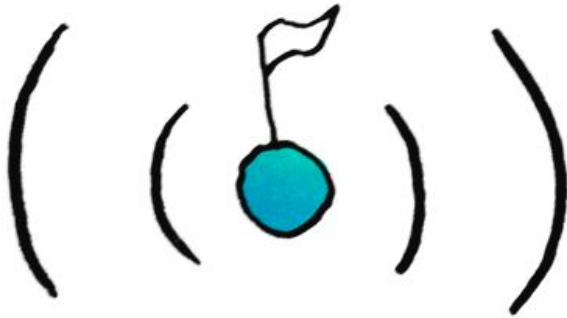
Nested loops is a storytelling technique where you layer three or more narratives within each other.

You place your most important story – the core of your message – in the centre, and use the stories around it to elaborate or explain that central principle. The first story you begin is the last story you finish, the second story you start is second to last, etc.

Nested loops works a bit like a friend telling you about a wise person in their life, someone who taught them an important lesson. The first loops are your friend's story, the second loops are the wise person's story. At the centre is the important lesson.

Nested Loops

NESTED LOOPS



Good for:

- Explaining the process of how you were inspired/ came to a conclusion
- Using analogies to explain a central concept
- Showing how a piece of wisdom was passed along to you

Sparklines

Sparklines are a way of mapping presentation structures. Graphic designer Nancy Duarte uses sparklines to analyse famous speeches graphically in her book *Resonate*.

She argues that the very best speeches succeed because they contrast our ordinary world with an ideal, improved world. They compare *what is* with *what could be*.

By doing this the presenter draws attention to the problems we have in our society, our personal lives, our businesses. The presenter creates and fuels a desire for change in the audience.

It's a highly emotional technique that is sure to motivate your audience to support you.

Sparklines

SPARKLINES



Good for:

- Inspiring the audience to action
- Creating hope and excitement
- Creating a following

In medias res

In medias res storytelling is when you begin your narrative in the heat of the action, before starting over at the beginning to explain how you got there.

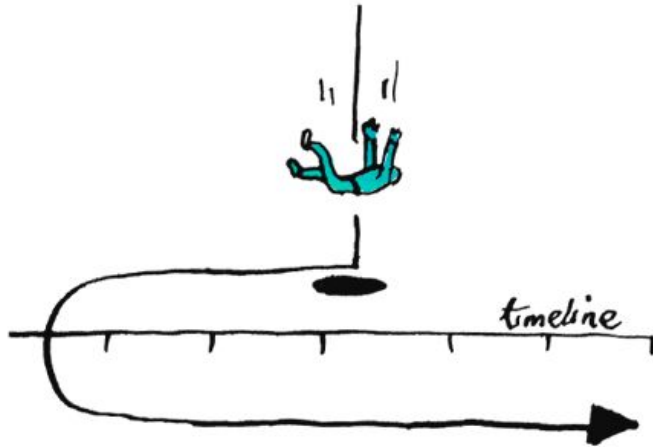
By dropping your audience right into the most exciting part of your story they'll be gripped from the beginning and will stay engaged to find out what happens.

But be careful – you don't want to give away too much of the action straight away. Try hinting at something bizarre or unexpected – something that needs more explanation. Give your audience just enough information to keep them hooked, as you go back and set the scene of your story.

This only works for shorter presentations though – if you string it out too long your audience will get frustrated and lose interest.

In medias res

IN MEDIAS RES



Good for:

- Grabbing attention from the start
- Keep an audience craving resolution
- Focusing attention on a pivotal moment in your story

Converging Ideas

Converging ideas is a speech structure that shows the audience how different strands of thinking came together to form one product or idea.

It can be used to show the birth of a movement. Or explain how a single idea was the culmination of several great minds working towards one goal.

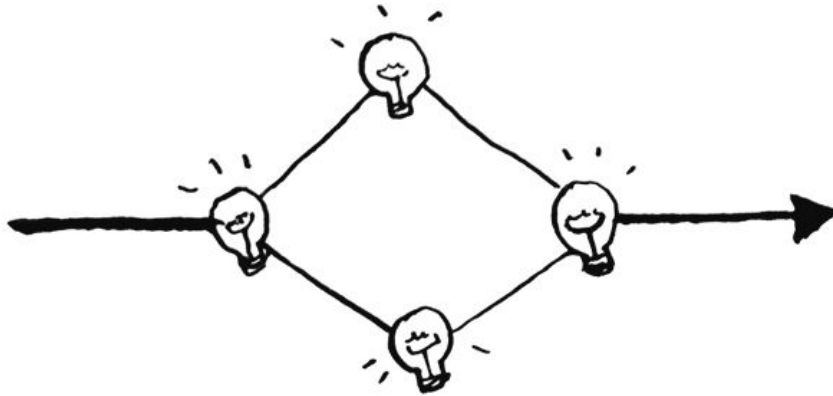
Converging ideas is similar to the nested loops structure, but rather than framing one story with complementary stories, it can show how several equally important stories came to a single strong conclusion.

This technique could be used to tell the stories of some of the world's greatest partnerships – for example, web developers Larry Page and Sergey Brin.

Larry and Sergey met at Stanford's PhD program in 1995, but they didn't like each other at first. They both had great ideas, but found working together hard. Eventually they found themselves working on a research project together. A research project that became Google.

Converging Ideas

CONVERGING IDEAS



Good for:

- Showing how great minds came together
- Demonstrating how a development occurred at a certain point in history
- Showing how symbiotic relationships have formed

False Start

A 'false start' story is when you begin to tell a seemingly predictable story, before unexpectedly disrupting it and beginning it over again. You lure your audience into a false sense of security, and then shock them by turning the tables.

This format is great for talking about a time that you failed in something and were forced to 'go back to the start' and reassess. It's ideal for talking about the things that you learnt from that experience. Or the innovative way that you solved your problem.

But best of all, it's a quick attention hack which will disrupt your audience's expectations and surprise them into paying closer attention to your message.

False Start

FALSE START



Good for:

- Disrupting audience expectations
- Showing the benefits of a flexible approach
- Keeping the audience engaged

Petal Structure

The petal structure is a way of organising multiple speakers or stories around one central concept. It's useful if you have several unconnected stories you want to tell or things you want to reveal – that all relate back to a single message.

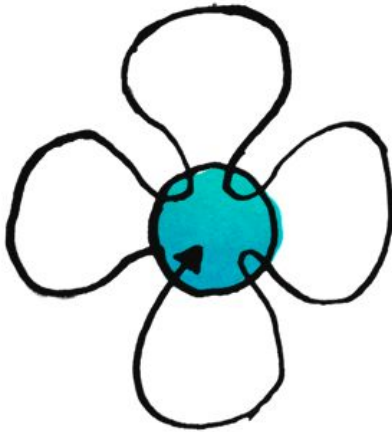
You tell your stories one by one before returning back to the centre. The petals can overlap as one story introduces the next but each should be a complete narrative in itself.

In doing so, you can weave a rich tapestry of evidence around your central theory. Or strong emotional impressions around your idea.

By showing your audience how all these key stories are related to one another, you leave them feeling the true importance and weight of your message.

Petal Structure

PETAL STRUCTURE



Good for:

- Demonstrating how strands of a story or process are interconnected
- Showing how several scenarios relate back to one idea
- Letting multiple speakers talk around a central theme



BELIKEYOU

Sources

<https://en.wikipedia.org/wiki/Storytelling>

https://en.wikipedia.org/wiki/Visual_narrative

<https://www.socialpilot.co/blog/social-media-storytelling>

<https://www.literacyideas.com/narrative-writing/>

<https://www.sparkol.com/en/blog/8-classic-storytelling-techniques-for-engaging-presentations>



BELIKEYOU

THANKS FOR THE ATTENTION

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the
Erasmus+ Programme
of the European Union



Fundacja
Jeden Uniwersytet



INTEGRA
Asociación Cultural