



# Storytelling – Study some Masters!

**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!

It is said that imitation is the sincerest form of flattery. I believe it. If you want to be a great presenter and storyteller, it only takes three simple things.

1. Study a few experts in the field.
2. Learn from them.
3. Emulate them!

Here is a list of web sites, Youtube channels etc. for many I consider experts in speaking, presenting, storytelling.

1. Craig Valentine – Master storyteller / speaker coach.
  - a. <https://www.youtube.com/user/cvalenti30>
  - b. <http://www.craigvalentine.com/>
2. Darrel LaCroix – Peaker and speaker coach – fun to watch!
  - a. <https://www.youtube.com/user/StageTime>
  - b. <http://darrenlacroix.com/>
3. Patricia Fripp – Speaker coach to the corporate world (and, the rest of us!)
  - a. <https://www.youtube.com/user/PatriciaFripp>
  - b. <http://www.fripp.com/>
4. Miscellaneous tips on speaking / storytelling
  - a. <http://blog.ted.com/a-ted-speaker-coach-shares-11-tips-for-right-before-you-go-on-stage/>
  - b. [http://www.ted.com/talks/chris\\_anderson\\_teds\\_secret\\_to\\_great\\_public\\_speaking](http://www.ted.com/talks/chris_anderson_teds_secret_to_great_public_speaking)
  - c. <http://typeacommunications.com/storytelling/>
5. Toastmaster.org – tips for different types of speeches.
  - a. <http://www.toastmasters.org/Resources/Public-Speaking-Tips>

Don't fear watching BAD speakers! Take notes on what you don't like – what doesn't work, for YOU! Learn from these notes – make certain you don't commit the same sins!

Consider joining Toastmasters – give yourself many opportunities to practice!!!!

## **REPEATING:**

**If you want to be a great presenter and/or storyteller, it only takes three simple things.**

1. **Study a few experts in the field.**
2. **Learn from them.**
3. **Emulate them!**

Chuck Hooper is a business intelligence consultant, specializing in data visualization analytics. Chuck brings over 5 decades of business and IT experience with him. In addition to the current consulting offerings, Chuck writes books/articles, does speaking engagements, and, conducts training sessions on the use of Tableau Software products, visual analytics, data warehouse design, and other business intelligence topics, at both the technical and the executive levels. Chuck is honored as an officially designated “Tableau Zen Masters” in 2012, 2013, 2014.

See Chuck's book on Amazon: [59 Minutes to Great Storytelling](#)

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