

# Storytelling

Tell a personal story that relates to your subject and audience.

Keep a file of stories that always work and you enjoy telling.

Be specific! Specific stories are more engaging and memorable than generalizations.

Practice telling the story and time it – Don't "overtell" it and dilute the impact.

## Sample anecdote beginnings:

*As I was preparing for this meeting, I recalled my first encounter with...*

*Two weeks ago, I had the opportunity to spend time with our leader. He told me about a time when he...*

*One of the toughest situations I had to face as a young engineer was...*

*When my daughter was only five years old, she taught me a very important lesson...*

*One of the ways I like to spend my free time is (hobby) because it gives me the opportunity to interact with interesting people. Just last week, one of our club members shared this experience...*

*Like many of us, I didn't grow up dreaming to be a part of this industry! However, when I was just 19 years old, I learned an important lesson that really changed my career plans and stays with me to this day...*

*At our offsite meeting last month, a young employee in my organization introduced herself to me, and we started talking. She told me something quite interesting...*

*The previous speaker referred to the plans for Project X, and I recalled a time several years ago when we were launching Project Z, which is now our fastest growing product segment. I remember sitting with the team, however, worrying we would never hit the launch date, when one fellow said...*