**Storytelling by Design with Christine Kostic**

**How Both Facilitators and Instructional Designers can Incorporate Stories into Training**

**Objectives:**



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| **Types of Learners** | **Techniques to Use** | **Notes** |
| Informative | Provide “nice to know” additional information, extra examples, reading materials, and other materials that encourage self-study |  |
| Practical | Give them just what they “need to know” for the content you’re teaching |  |
| Logical (Process) | Share data, facts, numbers, statistics, directions, quotes, charts, graphs, and lay out the steps to the process |  |
| Specific | Create structure with a detailed agenda, objectives, course outline |  |
| General | Give a global overview and allow the learner to structure content in a way that works for them |  |
| Social (Extravert) | Use a lot of discussions and group interactions and activities |  |
| Independent (Introvert) | Allow time to read, study, and process information independently before engaging in a group activity |  |

**Learning Preferences:**

V\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ = \_\_\_\_\_\_\_\_\_\_%

A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ = \_\_\_\_\_\_\_\_\_\_%

T\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ = \_\_\_\_\_\_\_\_\_\_%

**Storytelling Methods that Appeal to Different Learning Styles:**

* Ask questions / polls
* Tell / ask for a story
* Use a metaphor or analogy
* Show a video
* Demonstrate some kind of contrast
* Use pictures/visual aids
* Create a character

**Notes:**

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**It’s Your Turn!**



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| What is your main topic? |
| Objectives? Sub-topics? |
| How can you open your session? |
| How can you transition from one section to the next? |
| How can you close your session? |
| What will you do to ensure you are engaging all different learners? |

**Bonus Material:**

Steps on How to Tell a Great Story:

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| --- | --- |
| 1. Frame the story.
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| 1. Tell the story with a solid opening, middle, and ending.
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| 1. Connect the story to the application, lesson, or purpose for telling it.
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**Additional Resources:**

1. The Storymatic Classic – Creative Writing Prompts and Story Games, Amazon
2. TEDTalks Storytelling – 23 Storytelling Techniques from the Best TED Talks, by Akash Karia
3. The Great Courses – Writing Great Fiction: Storytelling Tips and Techniques ([www.thegreatcourses.com](http://www.thegreatcourses.com) has a ton of great learning content taught by some of the best professors in the country, about countless topics!)
4. Udemy – [www.udemy.com](http://www.udemy.com) is also a great resource for more training about training!