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We all have a story we love

Storytelling & Survival

Get the audience invested



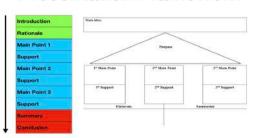


Storytelling Framework

Character	Who	Who is involved?	
Context	Where When	Time, place, situation	
Connection	Why	Why should I care?	
Crisis/Conflict What		Problem, flaw, weakness	
Conclusion	How	How is it resolved?	



Presentation Framework



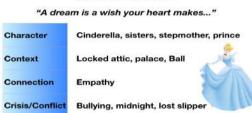




- Establish Relevance
- · Creative expression



Cinderella



Goldilocks 📆 🚟 🚟

"Who's been sleeping in my bed? Goldilocks, 3 bears





Research **Critical Thinking** A & X @



Quotes



Make a promise

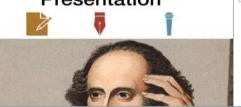


A long time ago, in a galaxy far far away.

Context Cabin in the woods

Crisis/Conf

Academic Writing Presentation



Support Framework

Explanation	Example	Evidence	Exper	
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Storytelling Stamina

#, Comment, Tweet, Like, Follow, Retweet...



amazon



No bullet points

Narrative structure





"PEOPLE HAVE FORGOTTEN HOW TO TELL A STORY.
STORIES DON'T HAVE A MIDDLE OR
AN END ANY MORE.
THEY USUALLY HAVE A BEGINNING
THAT NEVER STOPS BEGINNING."

Context

Connection

Crisis/Confl

Shakespeare: Romeo & Juliet

Winston Churchill

"We will fight on the beaches..."

All Britons, free world vs. tyranny

Duty, survival, common struggle



3 of a kind

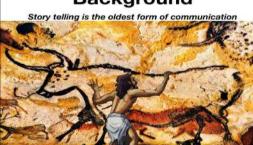
Source Validity

ONE WAY 1 - is risky and open to bias

2 - is binary, comparative or contrastive



Background







We process & remember information when it resonates with us



Elements of a good story

Engage Entertain Educate



Steve Jobs iMac/iPhone



Fear of invasion, Fascism





Rule of 3

Watched,

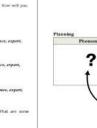








Thesis Framework



Research Framework



Rationale



Three Act Play



Story







