

Day 20

Storytelling

What is this squiggly skill?

Storytelling helps our words and our work to stick. Stories make our brains light up and creates an emotional connection that builds buy-in and better relationships.

Recommended Resource



Jeremy Connell-Waite
Follow on LinkedIn for great storytelling tips

Recommended Listen



Squiggly Careers #241
How to develop your storytelling skills

Ideas for Action



Be a story spotter

Spend a week spotting other people telling stories.

Ask yourself:

Are they relating stories to facts?

How long are they?

Are they telling personal stories?

Understanding how other people tell stories will provide insights to improve your own storytelling.



Glean the details

Small details can help bring stories to life. Share specific, personal details to make your stories memorable.