



The Power of Stories

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"A story is a fact wrapped around an emotion that can compel us to take action and so influence the world around us."

Bob Dickman

"The carrier of culture is
the stories we tell ourselves
over and over."

Daniel Quinn

4 Elements

Passion

Hero

Antagonist

Transformation

5 Types of Stories (Shank)

Official Story

Adapted/Invented Story

Second-Hand Story

Culturally Common Story

First-Hand Story

Good Story Tellers...

**Make the message
of the story clear**

**Make the message
of the story compelling**

Skills Needed

Rhetoric

Logic

Dialectic



Using Stories to Make Your Point...

Controversy

Claim

Evidence

Inference

Warrants

Resolution