

SOME RHETORICAL USES OF STORY

There may be other means of realizing the following communication goals, but stories do it best.

- express or incite an emotion
- teach a lesson
- articulate a mission
- simplify a complex idea
- motivate to action
- inspire commitment
- illustrate your personal values
- describe a person or organization
- demonstrate your (or your organization's) strengths
- illustrate a process or product
- illustrate a problem or solution
- express critical relationships, like sequencing and cause/effect
- define national/cultural/political characteristics
- present a dramatic conflict
- relate a meaningful history
- generate strategic planning

*So turn off the overhead projector, delete your bullet points, and tell
a good story!*

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