



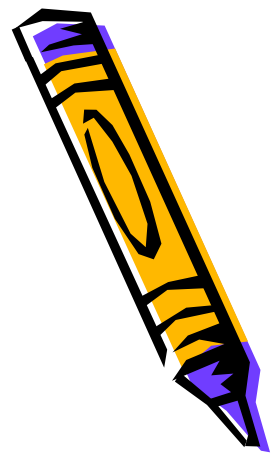
**8th Camp Conference -**  
*Leadership, Leverage, Legacy*  
November 15-16, 2009

What's Your Story?  
Can You Tell It?  
Can You Sell It?

GRINSPOON INSTITUTE  
FOR JEWISH PHILANTHROPY  
A PROGRAM OF THE HAROLD GRINSPOON FOUNDATION



# The 10 Commandments of Good Storytelling

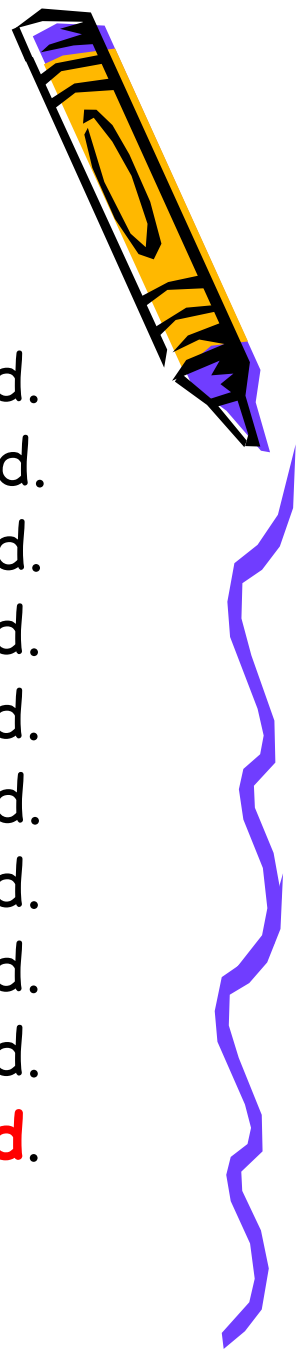


1. Stories are always about people
2. Your protagonist must want something
3. Fix your story in time and space
4. Let your characters speak for themselves
5. Surprise the audience
6. Speak the audience's language
7. Stir up emotions
8. Stories don't tell - they show
9. Include a "moment of truth"
10. Stories must have meaning

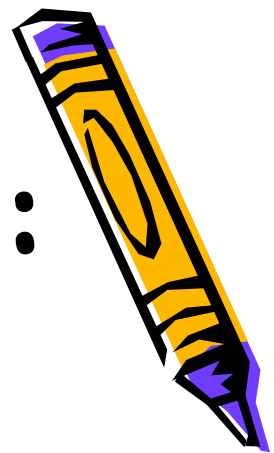


# EMPHASIS and INTONATION

I didn't say she would walk the dog, Joe did.  
I **didn't** say she would walk the dog, Joe did.  
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I didn't say she would walk the dog, **Joe** did.  
I didn't say she would walk the dog, Joe **did**.



# Work in Small Groups:



## 1. Choose:

- a time keeper
- a presenter
- a discussion leader

## 2. Draft a 3-minute speech (*tell a story*) using:

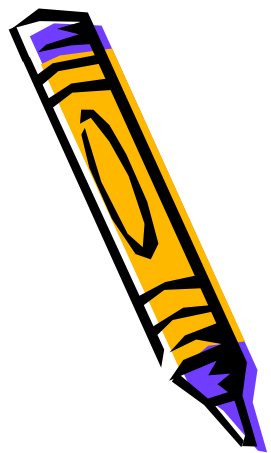
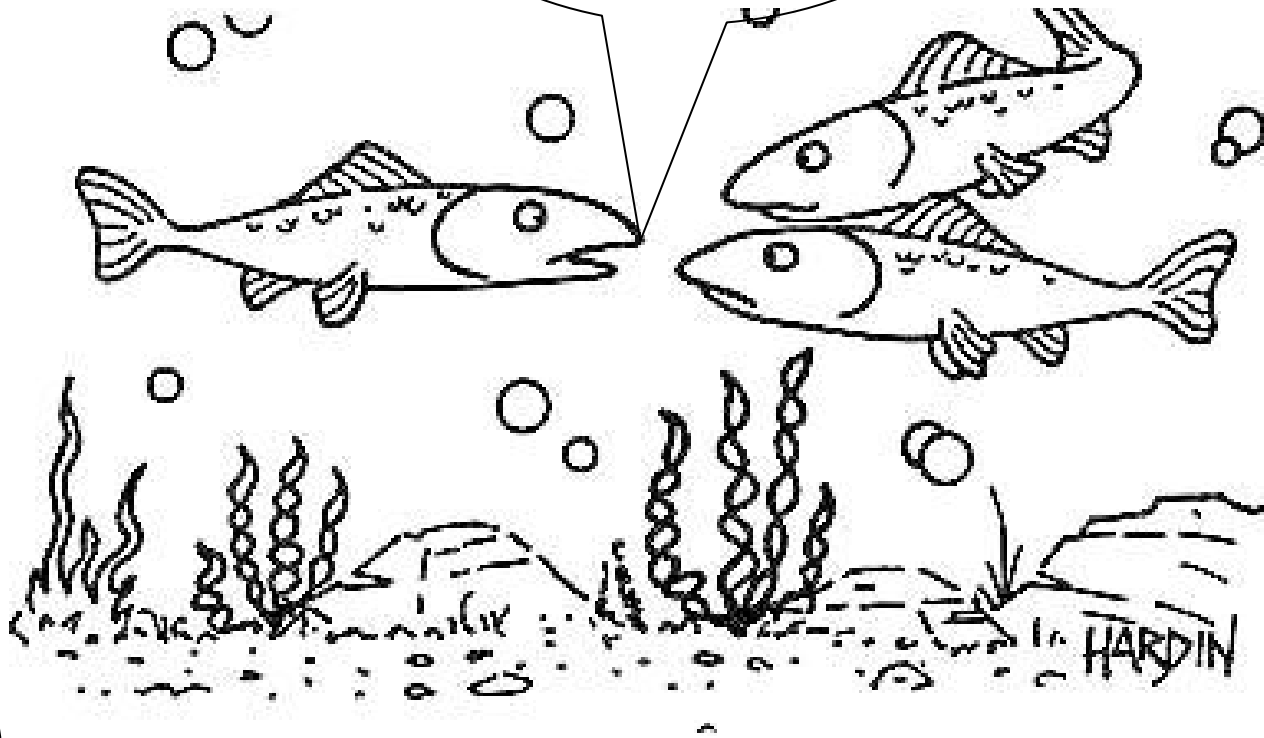
- the 10 rules of storytelling as the "How"
- the Elevator Speech form as the "What"

Start with: *I'd like to share a story with you ...*

## 3. Present to the whole group



"I swear it was six-foot tall and at least two hundred pounds - I fought it for an hour and almost had it in the water when the line snapped"





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