



Carla Rieger

On a scale of a 1-5 rate yourself in these 20 areas by placing a number beside each statement.

- 1 = never
- 2 = rarely
- 3 = sometimes
- 4 = often
- 5 = always

# Can You Tell a Great Story? Take the Quiz

Score	Statement
	<ol style="list-style-type: none"> <li>1. I use stories in business or educational settings.</li> <li>2. I get clear on my storytelling goals and research my audience needs ahead of time.</li> <li>3. I have been told I tell great stories.</li> <li>4. My stories are relevant to what I want to communicate.</li> <li>5. I use a story structure to ensure listeners stay engaged.</li> <li>6. I start my story by creating curiosity so people want to keep listening. E.g. <i>On my 25th birthday my whole life changed. It was because of a letter that arrived in the mail.</i></li> <li>7. I avoid interpretation of events and just tell the facts allowing the listener to draw their own conclusions. E.g. <i>I had a horrible time waiting for the bus versus I am standing at the bus stop in the pouring rain with no umbrella for over an hour.</i></li> <li>8. I use present tense versus past tense to create <i>narrative transport</i>. See Q #7.</li> <li>9. I edit and distill down my stories so that they are as concise as possible.</li> <li>10. I rehearse my stories ahead of time</li> <li>11. I record my stories on audio or video and play them back to improve.</li> <li>12. I use voice modulation, changing pitch and tempo and emotion.</li> <li>13. I get feedback from others before telling stories in a professional setting.</li> <li>14. I memorize my stories ahead of time.</li> <li>15. I use physicality and gestures as well as act out parts of the story.</li> <li>16. I pause during my stories to add dramatic effect.</li> <li>17. I create tension and suspense and resolve that tension at the end.</li> <li>18. I include sights, sounds, feelings, smells and tastes to create <i>narrative transport</i>.</li> <li>19. I make sure I'm present with myself and my audience before I speak.</li> <li>20. After I end a story I let it sink in for a few moments before moving on.</li> </ol>

Total score = \_\_\_\_\_

If you scored:

**81 or more** – Way to go! You are in the top 5% of business communicators. It means you truly value the power of stories and care about audience engagement and deep learning.

**61-80** – You are doing well. You are in the top 25% of business communicators. And, you may want to add more tools to your communication toolkit. Check out **The Storytelling in Business Program** in the store.

**41-60** – You are normal in this regard. Most business communicators score in this range. If you'd like to be more engaging with your listeners, check out **The Storytelling in Business Program** on the store page.

**40 or less** – You clearly don't use this as one of your communication tools too often. But if you're doing this quiz it means you're interested in harnessing the power of stories. Check out **The Storytelling in Business Program** on the store page.