



## Storytelling in Business Quiz (by Carla Rieger)

Few business communicators know how to use stories effectively whether it's in a formal presentation, a conversation, or in an email. Those who can use stories effectively stand out dramatically against those who can't.

Why? Because people love stories. Moviemaking is a multi-billion dollar industry. There are ten times as many fiction books published as non-fiction books. The human brain lights up when you start to tell a well-crafted story.

Sometimes the word “Storytelling” has been used in a derogatory sense to mean fabricating events to mislead people or a long-winded interpretation of something.

However, here I mean a way of making business or educational communication more engaging and understandable. For example:

- a case study that illustrates a concept;
- a metaphor or comparison;
- a short anecdote;
- a mythological teaching story;
- an incident from someone’s life that highlights a point you want to make.

Most presenters need more of these, but either can't think of any to tell or lack the skills to deliver them well. Take the quick quiz below to assess your storytelling ability.

## **Storytelling in Business Quiz**

On a scale of a 1-5 rate yourself in these 20 areas on the next page- by placing a number beside each statement. 1 = never 2 = rarely 3 = sometimes 4 = often 5 = always

<b>Score</b>	<b>Statement</b>
	1. I use stories as defined above in business or educational settings.
	2. I research my audience and choose stories that will be interesting for them.
	3. I have been told I tell great stories.
	4. My stories are relevant to what I want to communicate.
	5. I use story structure to ensure listeners stay engaged.
	6. I get to the interesting part of the story quickly.
	7. I avoid interpretation of the events and just tell the facts allowing the listener to draw their own conclusions.
	8. I craft my stories ahead of time.
	9. I edit and distill stories so that they are concise.
	10. I rehearse stories ahead of time.
	11. I record myself telling the story and listen back.
	12. I use voice modulation to enhance listener interest in stories I tell.
	13. I get feedback from others on my stories before using them in a professional setting.
	14. I memorize my stories so that I can tell them as concisely as possible.
	15. I use physicality and gestures to enhance stories.
	16. I pause during my stories to add dramatic effect.
	17. I use foreshadowing in my stories to keep people listening.
	18. I create suspense and surprise in stories.
	19. I include sights, sounds, feelings and even smells and tastes when I tell a story to really “take people there” in the moment.
	20. After I end a story I let it sink in a few moments before moving on.

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

**See the next page for what the scoring means.**

## If you scored:

**81 or more** – Way to go! You are in the top 5% of business/educational speakers. 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/educational speakers. And, you may want to add more tools to your communication toolkit. Check out the resources below.

**41-60** – You are normal in this regard. Most business/educational speakers score in this range. If you'd like to be more engaging with your audience/listeners check out the resources below for more tips and tools.

**40 or less** – You clearly don't use this communication tool. If you communicate often at work and need better comprehension and engagement...you might want to try the power of stories. Check out the resources below.

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## Want to upgrade your storytelling skills quickly?

On sale now is the [Storytelling in Business Online Course](#). It's 70% off! Here you get a step-by-step process, plus templates and demos to make you a **master storyteller**.



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