

Storytelling Secrets for Government

Chris Hsiung
The Curve



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“ Communication is not just hearing words. True communication is hearing and *understanding the meaning* of the words being spoken

– Simon Sinek

The Rule of Three

Never ask an audience to hold more than three ideas at once. A third point rounds a story off — a fourth erases the first.

1

The Hook

Earn the first three seconds

2

The Turn

Complicate or reveal something new

3

The Payoff

Land the point and stop talking

Why & How before what

Why

Everyone deserves to feel confident in the water

How

Judgment-free lessons, one skill at a time

What

Beginner swim classes open now

Thank You!

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