



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!