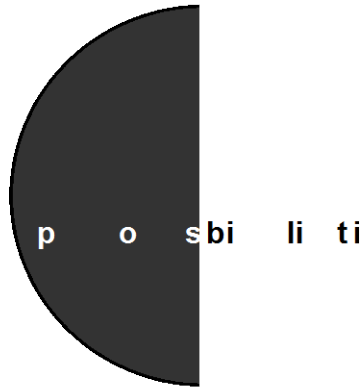


HOW TO TELL A STORY HANDOUTS



Because I am committed to spreading these ideas, you have my permission to reproduce them for colleagues, friends or clients. Please keep my name and contact information on them. If you want to use them for any other purpose, please contact me at: Possibilities, 223 N. Guadalupe #278, Santa Fe, NM 87501 USA, 505.983.2843, fax 505.983.2761, website: www.billohanlon.com; email: WriteBill@BillOHanlon.com

Other websites of Bill's to check out if you are curious:

www.Meta4sBeWithYou.com

www.GetYourBookWritten.com

www.TheNewHypnosis.com

You can sign up for Bill's monthly email newsletter with free handouts, interesting research and quotations, and information about where Bill will be speaking and his new products. Your email will be kept private and you can unsubscribe at any time. Visit www.billohanlon.com to sign up.

HOW TO TELL COMPELLING STORIES

Characters

Clothing, talk, posture, gesture, telling details

Sequence of events/plots; beginnings, middles and ends

Actions

Show, don't tell

Dialogue

Settings/scenes/sensory details/props

Vague enough and specific enough

Repetition

EVOCATIVE WORDSMITHING

1. Use words that are unspecified as to person, place, time, thing, or action. Use outline or “empty” words for which the client has to provide much of the specific meaning.

- *"There are lots of learnings that you have had in the past that you have consciously forgotten about."*
- *"You can draw upon experiences, wishes, hopes, dreams, skills, abilities and anything else you need to accomplish your goals."*
- *"You can go to a certain time and certain place to get what you need; it might be a time in the past or a time in the future; it might be nearby or far away."*

2. Use possibility, permission and empowering words and phrases.

- *"Feel free to tune out anything that I say that doesn't fit for you."*
- *"You can just let yourself respond in whatever way you do and validate that response."*

3. Use nominalizations (verbs into nouns).

- *"Fears can undo learnings and courage can face up to fears."*
- *"Creativity can surprise you. The interest your deeper self shows in new combinations can lead to realizations on many levels."*

4. Delete the actor or the acted upon (Subject/object deletion).

- *"Your deeper self can decide."*
- *"Help can be received in many ways."*

5. Use the passive voice.

- *"Much was revealed."*
- *"Change can occur on various ways."*

DEVELOPING AND DELIVERING THERAPEUTIC METAPHORS

*Metaphor includes stories, jokes, puns, anecdotes, analogies, riddles and symbols - Anything that speaks about one thing to refer to another [Gr. *meta*, to carry and *pherien*, across]

☐ Purposes:

- à To introduce new possibilities
- à To assess which possibilities appeal to the client(s)
- à To evoke resources (feelings, memories, frames of reference, previous solutions)
- à To transfer know-how/resources from one context to another
- à To deal with objections
- à To channel the discussion
- à To join
- à To normalize
- à To guide associations

☐ Elements:

- à Stories include outline words, which give just enough structure while leaving room for clients to fill in their own details.
- à Many words in the story are therefore unspecified as to person, place, time, thing and action.
- à Stories include characters and action.
- à Stories have beginnings, middles and ends.
- à Stories are told in a novelistic way, using enough description to hold people's attention and get the listener involved in the narrative.
- à Gestures and nonverbals are used to enhance the story.

For additional information on metaphors, stories and change in life, therapy and organizations, see:

Armstrong, David. (1992) **Managing By Storying Around**. Armstrong International.

Armstrong, David. (1995). **How to Turn Your Company's Parables Into Profits**. Armstrong International.

Armstrong, David. (1998). **Once Told, They're Gold: Stories to Enliven and Enrich the Workplace**. Armstrong International.

Bettelheim, Bruno. **The Uses of Enchantment**. New York: Vintage, 1977.

Barker, Philip. **Using Metaphors in Psychotherapy**. New York: Brunner/Mazel, 1985.

Bramah, Ernest. **Kai Lung's Golden Hours**. New York: Ballantine, 1972.

Brett, Doris. **Annie Stories: A Special Kind of Storytelling**. New York: Workman Publishing, 1988.

Burns, George. (2001). **101 Healing Stories: Using Metaphors in Therapy**. NY: Wiley.

Burns, George. (2004). **101 Healing Stories for Kids and Teens: Using Metaphors in Therapy**. NY: Wiley.

Close, Henry (1998) **Metaphor in Psychotherapy: Clinical applications of stories and allegories**. San Luis Obispo, CA: Impact.

"Come Closer Around the Fire: Using Tribal Legends, Myths, and Stories in Preventing Drug Abuse." U.S. Government Printing Office, Washington, D.C. 20402

Daniels, Stevie. "The Healing Power of Fairy Tales," *East West Journal*, November 1979, pp. 43-54.

DeShazer, Steve. "Brief Family Therapy: A Metaphorical Task," *Journal of Marital and Family Therapy*, October 1980, pp. 471-476.

Denning, Stephen. (2004) **Squirrel, Inc.: A Fable of Leadership Through Storytelling**. NY: John Wiley and Sons.

Denning, Stephen. (2005) **The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative**. NY: Jossey-Bass/John Wiley and Sons.

Fellner, Carl. "The Use of Teaching Stories in Conjoint Family Therapy," *Family Process*, December 1976, 15 (4): 427-431.

Fine, Harold; Pollio, Howard; and Charles Simpkinson. "Figurative Language, Metaphor and Psychotherapy," *Psychotherapy: Theory, Research and Practice*, Spring 1973, 10 (1): 87-97.

Fog, Klaus; Budtz, Christian; and Yakaboylu, Baris. (2005). **Storytelling: Branding in Practice**. Springer: Berlin.

Fox, Ronald. "The Joy of Inventing Stories," *Voices*, Winter 1980, 15(4): 39-45.

Gardner, Richard. **Therapeutic Communication with Children: The Mutual Story-Telling Technique**. Northvale, N.J.: Aronson, 1971.

Gordon, David. **Therapeutic Metaphors: Helping Others Through the Looking Glass**. Cupertino, CA: Meta, 1978.

Juster, Norton. **The Phantom Tollbooth**. New York: Random House, 1964.

Kopp, Richard. (1995) **Metaphor Therapy: Using Client-Generated Metaphors in Therapy**. NY: Brunner/Mazel.

Fog, Klaus; Budtz, Christian; and Yakaboylu, Baris. (2005) **Storytelling: Branding in Practice**. New York: Springer.

Lankton, S. and Lankton, C. **The Answer Within**. New York: Brunner/Mazel, 1983.

Lakoff, George and Johnson, Mark. **Metaphors We Live By**. Chicago: University of Chicago Press, 1980.

Lenrow, P.B. "The Uses of Metaphor in Facilitating Constructive Behavior Change," *Psychotherapy: Theory, Research and Practice*, 3(4):145-148, 1966.

Levine, Elaine. "Direct Suggestions Through Personalized Fairy Tales for Treatment of Childhood Insomnia." *American Journal of Clinical Hypnosis*, 23(1):57-63, July 1980.

Maguire, Jack. (1998) **The Power of Personal Storytelling: Spinning Tales To Connect With Others**. NY: Jeremy Tarcher/Putnam.

Mathews, Ryan and Wacker, Watts. (2008). **What's Your Story?: Storytelling to Move Audiences, People, and Brands**. Upper Saddle River, NJ: FT Press (Pearson).

Maxwell, Richard and Dickman, Robert. (2007). **The Elements of Persuasion: Use Storytelling to Pitch Better, Sell Faster and Win More Business**. NY: HarperCollins.

McDonald, Betty. **Mrs. Piggle Wiggle., Mrs. Piggle Wiggle's Magic., Mrs. Piggle Wiggle's Farm., Hello, Mrs. Piggle Wiggle.** [All published by J.B. Lippincott in a boxed set]

Mellon, Nancy. (1992). *Storytelling and the Art of Imagination*. Element: Rockport, MA.

Mills, Joyce and Crowley, Richard (with Margaret Ryan). **Therapeutic Metaphors for Children and The Child Within**. New York: Brunner/Mazel, 1986.

Mooney, Bill and Holt, David. (1996). **The Storytellers Guide**. Little Rock, AR: August House.

Neuhauser, Peg. **Corporate Legends and Lore: The Power of Storytelling as a Management Tool**. Self-published, 2003.

O'Hanlon, William H. (1987) **Taproots: Underlying Principles of Milton Erickson's Therapy and Hypnosis**. New York: Norton.

O'Hanlon, Bill and Bertolino, Bob (1998) **Invitation to Possibility-Land: A Teaching Seminar with Bill O'Hanlon**. Philadelphia: Brunner/Mazel.

O'Hanlon, Steffanie and Bertolino, Bob (1999) **Evolving Possibilities: Bill O'Hanlon's Selected Papers**. Philadelphia: Brunner/Mazel.

O'Hanlon, Bill (2000) **Do One Thing Different: Ten Simple Ways to Change Your Life**. New York: Quill/HarperTrade.

O'Hanlon, Bill and Bertolino, Bob (2002) **Collaborative, Competency-Based Counseling and Therapy**. MA: Allyn and Bacon.

O'Hanlon, Bill and Bertolino, Bob (2002) **Even From a Broken Web: Brief, Respectful Solution-Oriented Treatment of Sexual Abuse and Trauma**. New York: W.W. Norton.

Pearce, Stephen. (1996) **Flash of Insight: Metaphor and Narrative in Therapy**. Boston: Allyn and Bacon.

Silverman, Lori (ed.). (2006). **Wake Me Up When the Data Is Over: How Organizations Use Stories to Drive Results**. San Francisco: Jossey-Bass.

Simmons, Annette. (2002). **The Story Factor: Inspiration, Influence, and Persuasion Through the Art of Storytelling**. New York: Perseus.

Wallas, Lee. **Stories for the Third Ear**. New York: Norton, 1985.

Yannis, Gabriel. **Storytelling in Organizations: Facts, Fictions and Fantasies**. New York: Oxford University Press, 2000.

<http://www.corpstory.com/>