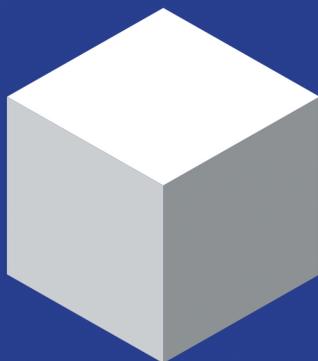


THE ART OF THE TALE



Engage Your Audience, Elevate Your Organization,
and Share Your Message Through Storytelling



STEVEN JAMES
TOM MORRISEY

A PDF COMPANION TO THE AUDIOBOOK

© 2022 Steven James and Tom Morrissey

All rights reserved. No portion of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means—electronic, mechanical, photocopy, recording, scanning, or other—except for brief quotations in critical reviews or articles, without the prior written permission of the publisher.

Published by HarperCollins Leadership, an imprint of HarperCollins Focus LLC.

Any internet addresses, phone numbers, or company or product information printed in this book are offered as a resource and are not intended in any way to be or to imply an endorsement by HarperCollins Leadership, nor does HarperCollins Leadership vouch for the existence, content, or services of these sites, phone numbers, companies, or products beyond the life of this book.

Book design by Aubrey Khan, Neuwirth & Associates, Inc.

ISBN 978-1-4002-3312-0 (eBook)

ISBN 978-1-4002-3311-3 (TP)

Library of Congress Control Number: 2022936277

Printed in the United States of America

22 23 24 25 26 LSC 10 9 8 7 6 5 4 3 2 1

CHAPTER 1

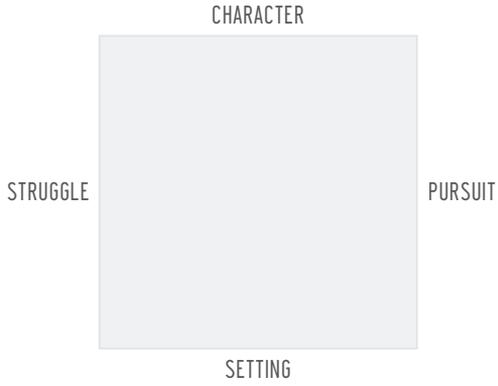


THE UNPARALLELED POWER OF STORY

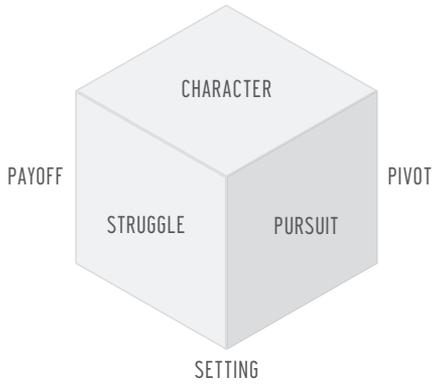
THE COMMUNICATION CONTINUUM



STORY SQUARE



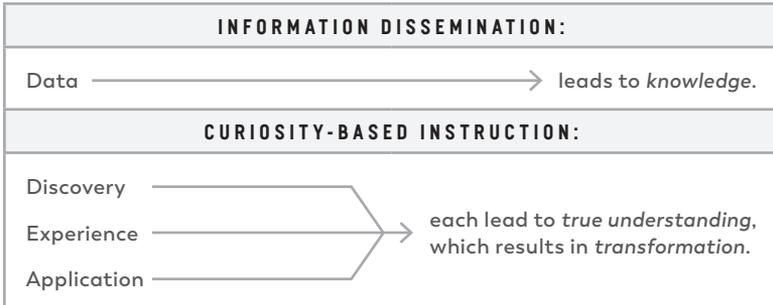
STORY CUBE



CHAPTER 3

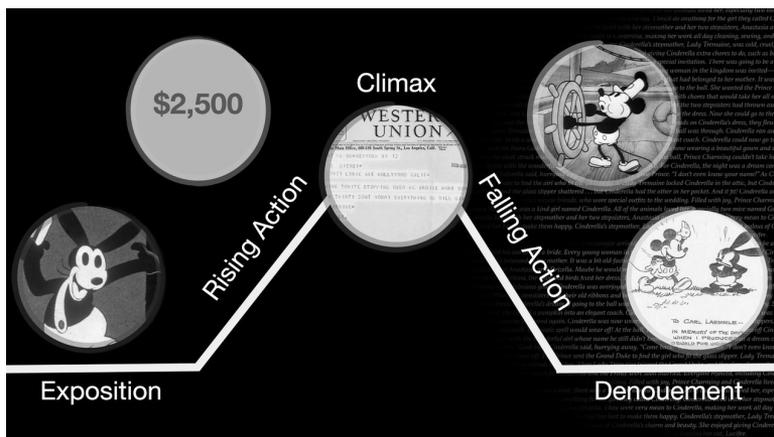
THE THREE QUESTIONS THAT WILL CHANGE EVERYTHING

INFORMATION DISSEMINATION VS. CURIOSITY-BASED INSTRUCTION



CHAPTER 6

THE CHEMISTRY OF STORYTELLING



© Disney

Major elements of “The Telegram Story” overlaid onto Freytag’s Pyramid—a commonly used method of representing the rising-action and falling-action elements of story. To the far left is Oswald the Lucky Rabbit, as depicted on the title frames of several 1927 Disney-created cartoons. Next is the amount Walt Disney hoped to receive under a new contract. Depicted in the center is a portion of the actual “DON’T WORRY. EVERYTHING OKAY” telegram sent by Walt to his brother Roy. The fourth image is a still shot from *Steamboat Willie*, the film in which Mickey Mouse made his cinematic debut. And to the far right is a piece of artwork created years after that debut, depicting Mickey Mouse and Oswald the Lucky Rabbit, and inscribed by Walt Disney to Carl Laemmle, owner of Universal from its inception until 1934.

CHAPTER 18

ORCHESTRATION

Bringing It All Together

LIST OF EMOTIONS FOR MIRROR EXERCISE

afraid	grumpy
alluring	guilty
amazed	happy
angry	hateful
bewildered	hesitant
bossy	hopeful
concerned	infatuated
confident	innocent
content	insane
depressed	intelligent
determined	intrigued
disappointed	joyful
disgusted	lonely
ditzzy	mean
enthusiastic	mischievous
furious	naggy

nervous
pleading
pouting
powerful
regretful
relieved
romantic
sad
sarcastic

shocked
shy
sick
silly
sleepy
stressed
surprised
thankful
tired

APPENDIX C



365 STORY STARTERS

1. You saw a bridge emerge between two things, ideas, or people.
2. You looked into someone's eyes and realized something.
3. You felt pain over the loss of a loved one.
4. You experienced joy over seeing a loved one.
5. You witnessed a teacher bring about peace.
6. You were afraid of dying.
7. You felt rejection.
8. You peeled off a mask you were wearing.
9. You tried to forgive, but couldn't.
10. You stood up for someone else.
11. You abandoned the rat race.
12. You redefined your view of success.
13. You were lost.
14. You were found.
15. You were almost killed.
16. You witnessed new life.
17. You flirted with death/disaster.
18. You were given a second chance.
19. You weren't caught doing something wrong.
20. You experienced discrimination.
21. You had butterflies in your stomach.
22. You knew you were going to panic.
23. You felt paralyzed.
24. You were uptight.
25. You were angry at injustice.
26. You witnessed hypocrisy.
27. You realized people don't spend time on important things.
28. You fit in when you should have stood out.

29. You stood out when you should have fit in.
30. You longed to make up for a wrong you'd done.
31. You wished there was somewhere to turn.
32. You found out it was too late to help someone.
33. You wished you were someone else.
34. You felt rejected by those you loved.
35. You felt loved by those you rejected.
36. You felt alone in the midst of many people.
37. You were proud of an accomplishment.
38. You saw inspiration flash into someone's eyes.
39. You felt helpless.
40. You were thankful to be alive.
41. You did something completely spontaneous.
42. You realized you are unique.
43. You were in the right place at the wrong time.
44. You were embarrassed for someone else.
45. You didn't care when you should have.
46. You were the recipient of a gift you didn't deserve.
47. You went on an incredible trip.
48. You were followed by a strange person.
49. You fell in love.
50. You wished for something magnificent.
51. You dreamed an impossible dream.
52. You sought adventure.
53. You were falsely accused of wrongdoing.
54. You met someone very famous and weren't impressed.
55. You met someone unknown and were astonished.
56. You saw compassion in action.
57. You stopped to smell the roses.
58. You heard a funny joke, but couldn't remember it.
59. You experienced a broken heart.
60. You were healed of your hatred or anger.
61. You let go of bitterness.
62. You resisted an urge.
63. You discovered the meaning of life.
64. You saw the most beautiful or sublime thing in the world.

65. You struggled with temptation.
66. You learned an important lesson.
67. You were wounded, but grew as a result.
68. You strove for something you couldn't attain.
69. You lost your innocence.
70. You were overcome with emotion.
71. You discovered a new way of looking at life.
72. You were afraid for someone you loved.
73. You struggled with yourself.
74. You wrestled with your conscience.
75. You gave in to pride.
76. You wanted to fight.
77. You saw someone give up on life.
78. You had the power to harm someone.
79. You were lured by power.
80. You had to humble yourself and admit your mistake.
81. You asked for mercy.
82. You sawed off the branch you were sitting on.
83. You changed your mind.
84. You began to respect someone you didn't like.
85. You wanted to hide but there was no place to go.
86. You were helpless and needed to be rescued.
87. You realized there was no excuse and no escape.
88. You were falsely accused.
89. You were deceived into believing a lie.
90. You approved of wrongdoing.
91. You had a brush with fame.
92. You struggled with rejection.
93. You let go of a loved one.
94. You were hurt and it was hard to trust again.
95. You grew roots and they were hard to pull up.
96. You walked to the edge of the cliff to see how close you could get.
97. You went along with the crowd.
98. You turned your back on someone in need.
99. You found out what it feels like to be genuine and sincere.
100. You didn't feel like being good any longer.
101. You desired something you shouldn't have.

102. You drifted away from your moral foundation.
103. You ached for someone you didn't know.
104. You discovered you couldn't make up for a wrong.
105. You were provoked.
106. You awakened to a new day.
107. You agonized over the problem of pain.
108. You couldn't help but be discouraged.
109. You realized the evil you are capable of.
110. You learned how vulnerable you are.
111. You learned how valuable you are.
112. You betrayed a trust.
113. You were overcome with frustration.
114. You were refreshed.
115. You met someone you'll never forget.
116. You found an unusual treasure.
117. You saved something no one else would have saved.
118. You changed your attitude.
119. You didn't care when you should have.
120. You didn't take time for yourself.
121. You gave thanks.
122. You were charmed into believing a lie.
123. You tried your hardest, and failed.
124. You redefined failure.
125. You passed a test you'd previously flunked.
126. You searched, but never found.
127. You went off to seek your fortune.
128. You were prepared for battle.
129. You became a captive to your desires.
130. You finally obtained what was rightfully yours.
131. You turned over a new leaf.
132. You recovered something (or someone) precious.
133. You kept a secret too long.
134. You were thankful that life isn't fair.
135. You were the bearer of bad news.
136. You faced the hardest decision of all.
137. You chose the path of healing.
138. You made a fatal mistake.

139. You believed the unbelievable.
140. You did things “their” way for once.
141. You let anger tell you what to do.
142. You got into trouble.
143. You needed to be punished.
144. You didn’t care what happened.
145. You were glad you got caught.
146. You should have been bolder.
147. You admitted you were weak.
148. You loved and lost.
149. You were in the eye of someone else’s storm.
150. You were no longer content.
151. You went from rags to riches.
152. You had faith in the wrong thing.
153. You didn’t take responsibility for your actions.
154. You experienced inner peace.
155. You learned something about holiness.
156. You turned your back on your old life.
157. You experienced inner poverty.
158. You forgave but you didn’t forget.
159. You hurt the one you loved. Again.
160. You took action before it was too late.
161. You became a victim of your own desire.
162. You tricked your way out of a blessing.
163. You opened your big mouth.
164. You prayed for your enemy.
165. You learned by example.
166. You felt abandoned.
167. You were ignored. And it was okay.
168. You gave advice instead of listening.
169. You faced the consequences of your actions.
170. You went on a quest to discover yourself.
171. You dared to go someplace new.
172. You knew you were boxed in.
173. Your job became a calling.
174. Your feelings were hurt.
175. Your dreams turned to dust.

176. Your loved ones turned their backs on you.
177. Your friends betrayed you.
178. Your curiosity had brutal consequences.
179. You were rescued at just the right moment in a way you could never have anticipated.
180. Someone helped you withstand the pressure.
181. Life overwhelmed you.
182. A burden was lifted.
183. Worry made you tremble.
184. The strong flower wilted.
185. Rumors destroyed a friendship.
186. One person became a majority.
187. Stormy seas were finally calmed.
188. The outcast was accepted.
189. Unexpected news stunned you.
190. You received an awkward blessing.
191. Restlessness stirred your soul.
192. Suffering and sadness gripped you.
193. Vengeance seemed more important than love.
194. Mourning turned to dancing.
195. Joy came in the morning.
196. Ambition blinded you.
197. Favoritism hurt you.
198. Seduction came knocking at your door.
199. Encouragement came from nowhere.
200. You were finally free.
201. Reinforcements arrived.
202. Life didn't make sense.
203. A "ghost" from the past pursued you.
204. Everyone laughed at you.
205. A promise was kept.
206. A promise was broken.
207. A prayer seemed to go unanswered.
208. A prayer was answered in an unexpected way.
209. Something you said was taken the wrong way.
210. The pain of regret was healed.
211. An old wound was reopened.
212. An injustice occurred in front of you and you were helpless to change it.
213. A child reminded you of something vital.
214. The good guy didn't win.
215. The underdog had a big finish.
216. The person you looked up to let you down.
217. Life became boring and routine.

218. Life became adventurous and wild.
219. Your house became a home.
220. The dark cloud lifted.
221. A simple thought changed your life.
222. Love replaced infatuation.
223. Zeal consumed you.
224. Joy bubbled out of your soul.
225. Relief finally came.
226. Everything you believed in crumbled.
227. Time seemed to stand still.
228. Courage seemed impossible.
229. Disaster seemed imminent.
230. Everyone accepted you.
231. No one seemed to care.
232. Someone overlooked the past.
233. Feelings dictated your actions.
234. The joke was on you.
235. Inspiration came at last.
236. Amusement made up for disappointment.
237. Quitting seemed like the only option, but you persisted.
238. No one seemed to notice your effort.
239. Opportunity knocked.
240. Wisdom outshone knowledge.
241. A small deed changed your life.
242. Both of the options were acceptable.
243. Everything fell into place.
244. A friend brightened your day.
245. A stranger appeared at just the right moment.
246. Good news finally arrived.
247. Things went better than expected.
248. Clouds parted enough to reveal a rainbow.
249. It felt good to go home.
250. The secret was finally revealed.
251. The confession was finally made.
252. Even your friends seemed far away.
253. Hope came knocking at your door.
254. A new pathway suddenly appeared.
255. Saying goodbye was the hardest thing to do.
256. Faith was a source of strength.
257. Laughter exploded out of you.
258. The letter you'd been waiting for arrived.

259. Something unpredictable happened.
260. Hope reappeared.
261. Tragedy struck.
262. The imitation seemed like the real thing.
263. The look in a child's eye made life seem "okay."
264. Bliss came from an unexpected place.
265. A prediction came true.
266. A person from you past reentered your life.
267. A family heirloom was passed down.
268. The brevity of life became apparent.
269. An accident happened and you were there to help.
270. Truth became crystal clear.
271. Neither option seemed acceptable.
272. A big move caused you to reevaluate your life.
273. The urgent overshadowed the important.
274. Only one thing mattered.
275. Embarrassment opened a door.
276. A friend from the past reappeared out of nowhere.
277. A regret that you've lived with resurfaced.
278. Shame clouded your reasoning.
279. Innocence was betrayed.
280. Guilt became overpowering.
281. Opportunity knocked, but you weren't home.
282. Peace surpassed understanding.
283. Because of foresight, a crisis was narrowly avoided.
284. Wisdom came from an unexpected source.
285. A new challenge arose.
286. Wounds were healed.
287. The future seemed bright.
288. The past became significant.
289. Seeing wasn't believing.
290. Peace flooded your life.
291. Wonder and awe filled your heart.
292. Desperate measures were called for.
293. Grief made joy impossible.
294. Love made grief bearable.
295. A heart was broken.
296. Shame caught up with you.
297. The world seemed cold and uncaring.

298. Darkness moved in.
299. A little white lie grew into a betrayal.
300. A misunderstanding led to hatred.
301. It was hard to break free of a habit.
302. Memories of good times caused you to cry.
303. Forgiveness was the only option.
304. Two roads diverged and you had to choose.
305. Jealousy became easier and easier.
306. Something insignificant became valuable.
307. A gift changed everything.
308. Someone touched you with a kind word.
309. A long struggle finally ended.
310. The mystery was suddenly solved.
311. You doubted and were reassured.
312. Greed blinded you.
313. Someone took your place.
314. The ladder you were climbing was leaned against the wrong building.
315. Selfishness became a way of life.
316. Evil seemed to have the upper hand.
317. Someone else's success made you envious.
318. Life didn't seem fair.
319. Strife in your family made life difficult.
320. A rival was successful at your expense.
321. An obstacle was overcome.
322. The guilty person walked away unpunished.
323. Peace surpassed understanding.
324. The world seemed like a cruel place to raise a child.
325. The story had a happy ending.
326. Pleasure was ruined by passion.
327. Purity was lost.
328. Purity was regained.
329. A warning came from an unusual place.
330. The champion gave up on his cause.
331. A disguise came off and you saw the real person.
332. Two enemies were reconciled.

333. The effects of past choices became evident.
334. A debt was paid.
335. Everything was turned upside down.
336. A hero emerged.
337. An honorable sacrifice was made.
338. A warning was not heeded.
339. A curse became a blessing.
340. A blessing became a curse.
341. You discovered something you wish you hadn't.
342. The forbidden seemed safe.
343. Obligation drained your enjoyment.
344. A quarrel broke out.
345. Controversy erupted.
346. A rivalry separated good friends.
347. The victim sought revenge.
348. You were powerless to prevent something awful.
349. A dark desire sprang up inside your soul.
350. Duty called.
351. Suspicion arose.
352. Insult was added to injury.
353. The punishment didn't fit the crime.
354. Life imitated art.
355. Danger complicated matters.
356. Respect deteriorated.
357. Hard work didn't pay off.
358. Perseverance did pay off.
359. Hope sustained you.
360. Love was more than a feeling.
361. Someone else's success brought you discontent.
362. Devotion prevented disaster.
363. Sorrow overwhelmed you.
364. Wisdom saved the day.
365. A wish came true.