

STORYTELLING INSTRUCTIONAL STRATEGY MATRIX

Instructional Strategy	Definition	Task/Action	Inspiration/Motivation	Safe Environment	Decision Making	Processes	Cognitive Taxonomy Level
Enactment	interactive game or learning scenario	X		X	X	X	Knowledge, comprehension, application
Unity of Action	clear connections between events	X		X		X	Knowledge, comprehension, analysis
Apprenticeship	instructor/mentor shapes the learning event <i>Watch me, now you try</i>	X		X		X	Knowledge, comprehension, application
Reflection	come to term with the story experience, reflecting on the lessons learned		X	X		X	Analysis, Synthesis
Coaching	feedback provided as the learner proceeds	X	X	X	X	X	Application, Analysis, Synthesis
Virtual World Storyspace	exploration of virtual world enhances learning	X	X	X	X	X	All

APPLICATION IN TRAINING

At the beginning of a session - A story placed here can: break the ice, establish who you are, allow the participants to get used to WBT. It can also establish credibility and empathy, or frame the intention of the course.

Content Review – Use stories as a method for enhancing learner retention and content review. You could assign the student to write a brief story about how the topic affects or affected them if there is some moral or learned lesson.

Climate change - As a way to change the energy in the class, increase creativity and provide a safe environment for idea generation.

Building excitement for training – Peer-to-peer stories, training testimonials from top performers, or a “day in the life of a customer” can help build buy-in.

Illustrating concepts – Nearly anyone can be taught to use a computer and be polite when taking a customer’s order, but stories integrate the technical aspects of the process with the underlying human needs and motivations driving the process.

Communicating implied knowledge – Facts and procedures are pretty easy to explain, but tacit knowledge is trickier. For instance, training a new sales associate on how to spot a “buying signal” may get the technicalities across, but it probably won’t do as good of a job communicating intuitive knowledge as a story from a fellow, more experienced, sales associate might.

Exploratory learning – When you want your learners to see the consequences of choice ask them to step into the shoes of one of the characters and explore the potential outcomes. Not only is this an empowering way to learn - it’s also fun!

Answer People’s Questions with a Story - Questions are good. It means people are thinking. Get people to draw parallels between the story you tell and the questions they are asking. Provide analysis and insights about the story when people become stuck.

Tell a Story to Change a Group’s Perspective - Stories can be used as tools to encourage thinking. A group becomes stuck when it is unable to imagine other possibilities. Stories can be rich sources of irony and paradox. These, in turn, challenge a group’s current thinking and can move them in new directions.

Use a Funny Story or Tangent - Jokes are a great tool for getting people to be less analytical. Jokes are like little epiphanies. A joke is funny because the punch line is unexpected. It hits us as a surprise. Telling a joke or leaving the subject at hand to go off on a tangent will help a group become less analytical and more creative.

THE DO'S AND DON'TS OF USING STORIES IN YOUR TRAINING

Do	Don't
Be prepared	Wing it
Use stories sparingly	Go overboard or ramble
Be brief	Create death by PowerPoint
Make sure stories pertain to your topic and have a point	Tell a story for the sake of telling a story
Intrigue and captivate your audience	Don't be boring
Leave your audience feeling hopeful	Don't scare your audience or make them feel guilty

STORYTELLING SITES

<http://www.storynet.org/> National Storytelling Network

<http://www.storytellingcenter.net/> International Storytelling Center's (ISC)

www.Tech-head.com Has a great list of sites

www.storycenter.org Center for Digital Storytelling

<http://www.stories2learn.com> A library of stories for members to learn and reuse. You must register for this site (it's free).

<http://www.jonathanfields.com/blog/37-inspirational-motivational-videos/> Great site to use for video stories. Especially if you are having a block...

<http://digitalstorytelling.coe.uh.edu/>

<http://www.pbs.org/circleofstories/storytellers/index.html> PBS Circle of Stories

<http://www.bbc.co.uk/tellinglives/> BBC Telling Lives, your digital stories

<http://www.courses.unt.edu/efiga/STORYTELLING/StorytellingWebsites.htm> University of North Texas, Storytelling Websites and Resources