

MED2IaH

Mediterranean
Countries **Towards**
Internationalisation
at Home

Lesson 1: Storytelling - social and cultural activity of sharing stories



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Humans are storytellers. We have virtually always used stories to communicate, pass on wisdom, and spur imagination (Macdonald 1999; Hasse 2018).

About Storytelling

- Storytelling - art of telling stories.
- **Through stories, we learn to appreciate, recognize, and understand the experiences and opportunities we have encountered.**
- Stories can:
 - ❖ give meaning to life, express values, teach the young, and convey culture;
 - ❖ connect elements in one's own self, experience, and life;
 - ❖ connect one to one's (individual and group) past and to other cultures;
 - ❖ give one a sense of wholeness, that the pieces of one's life fit together and add up to something.



History of Storytelling

- Before there was writing, there was Storytelling. It occurs in every culture and from every age. It exists (and existed) to entertain, inform, transfer knowledge between generations, and promulgate cultural traditions and values.
- Storytelling:
 - ❖ Oral (one of the oldest storytelling forms is the spoken word)
 - ❖ Visual (story told through the use of visual media)
 - ❖ Written (example are stories, novels, books)
 - ❖ **Digital** (digital technology-based Storytelling)



Storytelling as a universal skill

- Storytelling is one of our most important forms of communication and universal skill. We need it to share our perspectives, negotiate, and create empathy. In other words, we need stories for life and work.
- Everyone remembers a good story. Whether they heard it on the radio, read about it in a newspaper or saw it unfold on live television, good stories have a tendency to stick with us, regardless of the subject matter.

Elevator Pitch – ‘story’ through which you can present your skills, product, organization, service, or an idea

- A short statement in writing or speech.
- A mini-story of 30 seconds or in about 50 words.
- A ‘story’ through which you can present yourself (your skills), organization, product, service, or an idea.



You've just bumped into a former client at the airport. After exchanging pleasantries, he asks you what your new company does. You open your mouth and then pause. Where on earth do you start? Then, as you try to organize your thoughts, his flight is called, and he's on his way. If you'd been better prepared, you're sure that he'd have stayed long enough to schedule a meeting.

This is one situation where it helps to have an "elevator pitch." This is a short, pre-prepared speech that clearly and succinctly explains your skills, organization, product, and service.
(Mind Tools Content Team, 2021)

Thank you for your attention