

# Public speaking skills

for Global Leaders

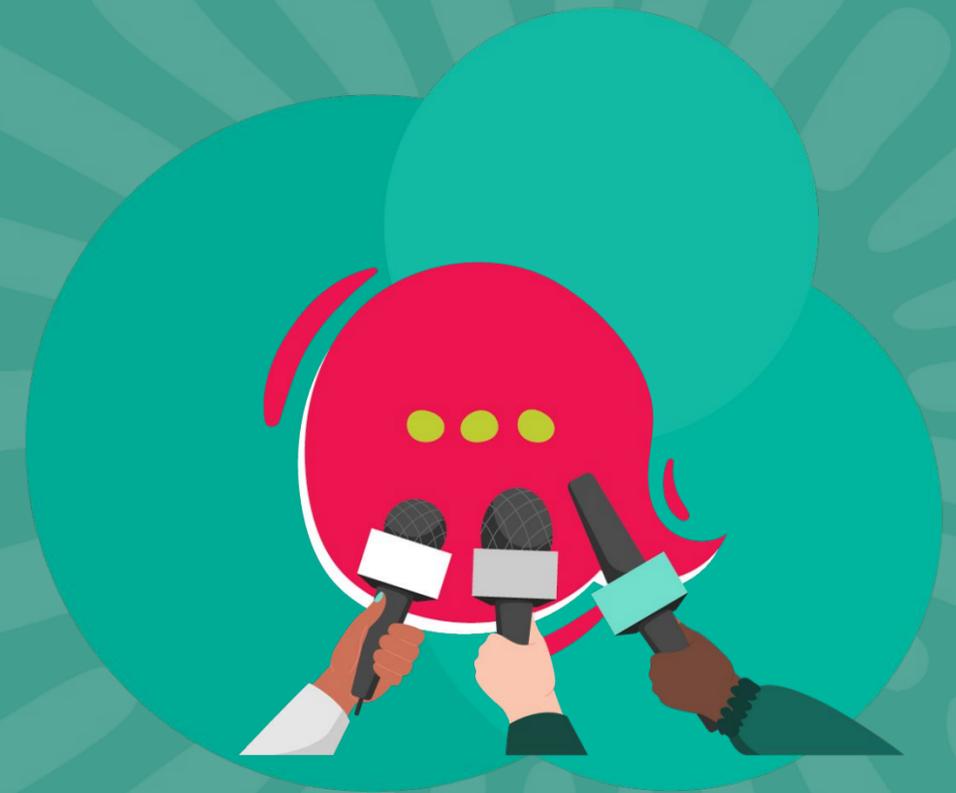
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## Session #2: The Art of Intentional Storytelling

2025





# THE ART OF STORYTELLING WITH INTENTION

Storytelling to influence and mobilize global audiences

# Public speaking skills for global leaders

## Session #1

Recognize the power of your own voice as a vehicle for transformative leadership and personal power.

1

2

## Session #3

Develop stage presence, confidence, and adaptability to speak on international and multi-arena stages.

3

## Session #2

Structure and tell stories using emotional connection tools for global impact.

4

## Mentoring sessions

Group, peer, and individual sessions with the lead voice.

## Session #2: The art of intentional storytelling

Developing the ability to structure and tell stories with purpose

- ✓ Understand why stories have the power to mobilize and transform.
- ✓ Learn and practice effective narrative structures for global advocacy.
- ✓ Learn how to adapt stories to diverse audiences and cultures.
- ✓ Integrate the practice from session 1 with a mini-story in my personal presentation.



How are you feeling today?

Describe it with a word or a gesture.

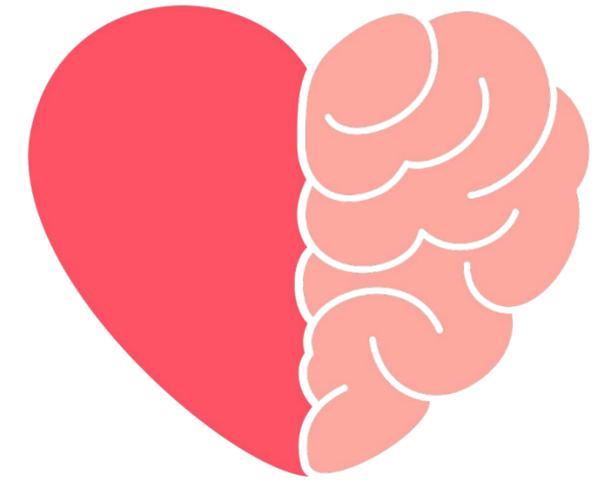




**“Great stories happen to those  
who can tell them.”**

—Ira Glass, radio host and producer

# Why do stories move us more than data?



**Story:** a narrative that combines facts and emotions to convey meaning.

**Narrative:** a common thread that organizes and connects different stories around a purpose.

**Storytelling:** the art and technique of telling stories in a way that connects with the audience and motivates them to take action.

**Metaphor:** explains a complex idea by connecting it to something concrete, visual, or familiar to the audience.

**Emotional connection + sense of identity.**

*The brain remembers stories, not lists of facts.*

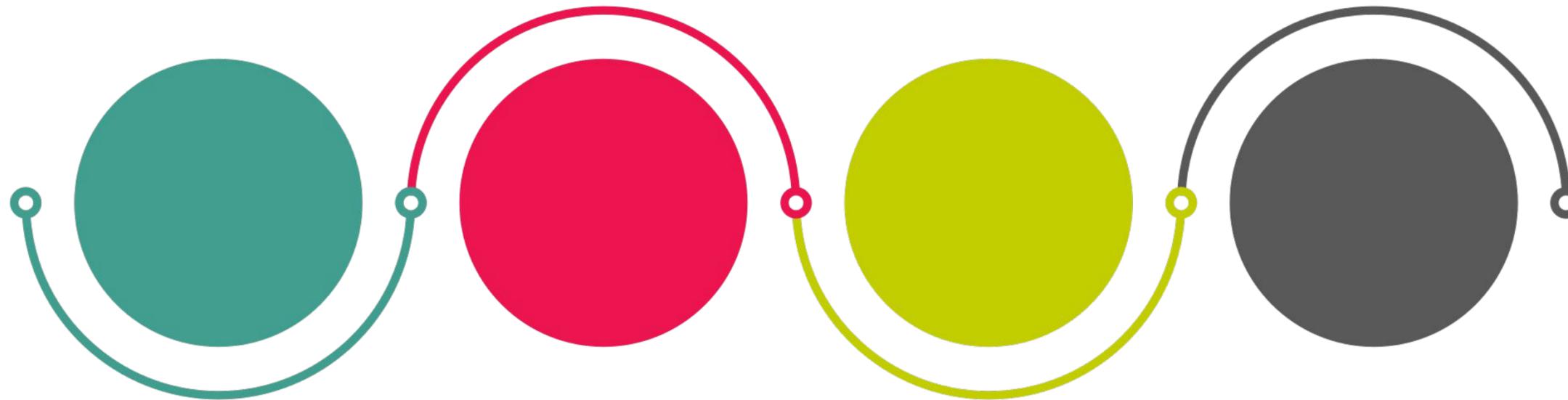
Storytelling creates empathy and commitment.



Data informs, but stories transform. According to Stanford, stories are up to 22 times more memorable than data alone (63% vs. 5%). Example: climate change figures vs. the story of a woman leader who is experiencing it firsthand.

# Storytelling Models

## 👉 Narrative structure: The heroine's journey



### Character

Central figure who accepts a call with which the audience identifies.

### Conflict

Faces challenges or tension that maintains interest. Call to adventure.

### Transformation

Reflects the learning or change that the character experiences and inspires.

### Closure

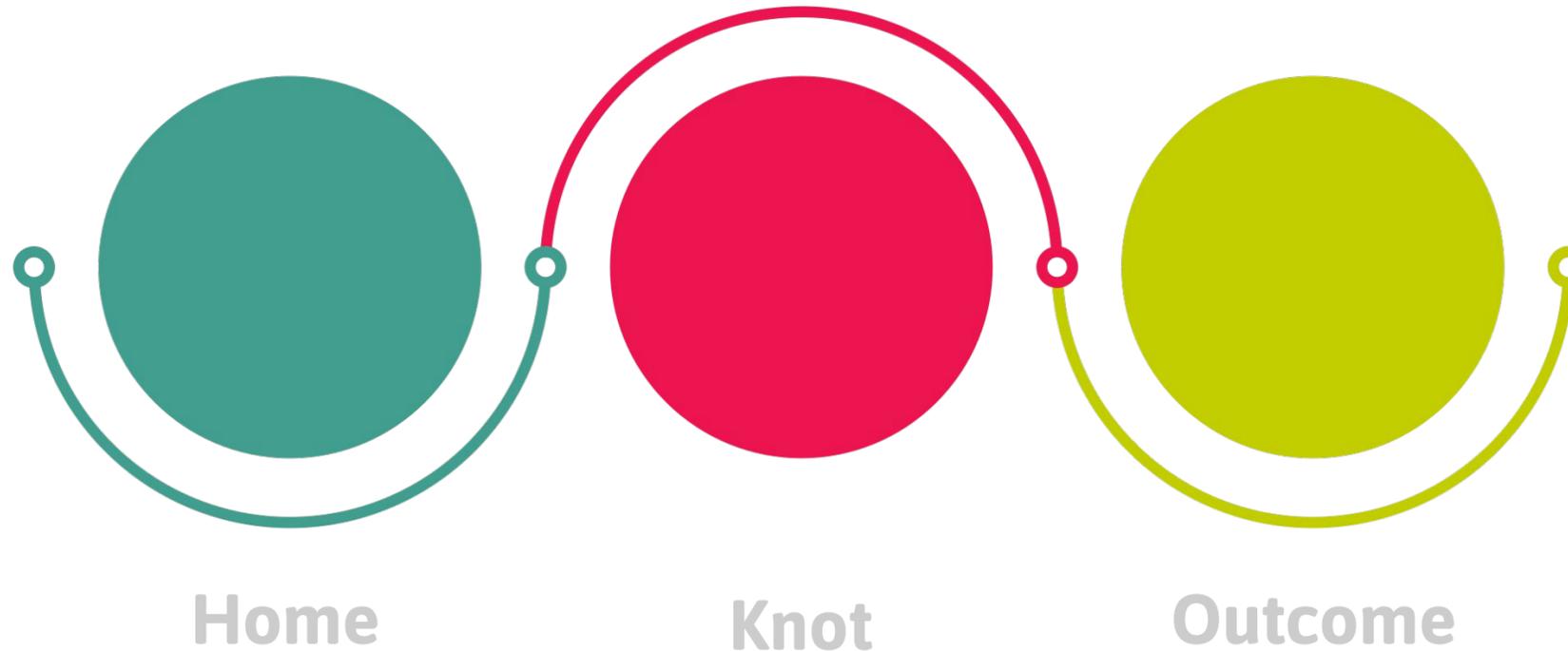
Closure with meaning and action

Example: *Malala goes from local student to global advocate for education*

# Storytelling models



Narrative structure: ABT And- But - Therefore



**AND:** establishes context and connection

**BUT:** Present challenge or conflict.

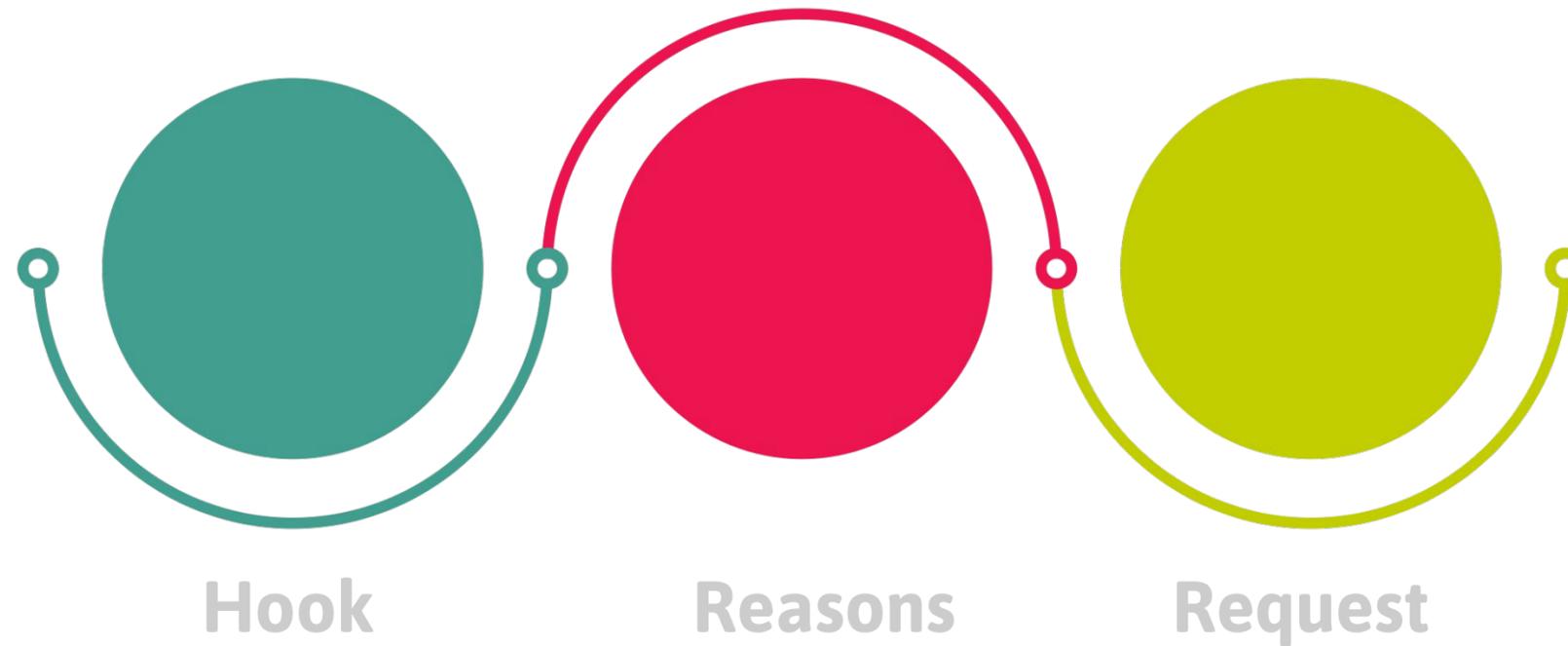
**THEREFORE:** Propose a solution or action.

"Women lead **AND** care for the environment, **BUT** they do not have access to financing, **THEREFORE...**"

# Storytelling Models

## 👉 Narrative structure: 3A model: Anchor – Argument – Action

"In my community, a woman dies every hour from preventable causes **(Anchor)**... That's why we need to strengthen the health network **(Argument)**... Join us as a volunteer or donor **(Action)**."



**Anchor:**  
Connect with the audience from the outset (short story, striking fact, or powerful image).

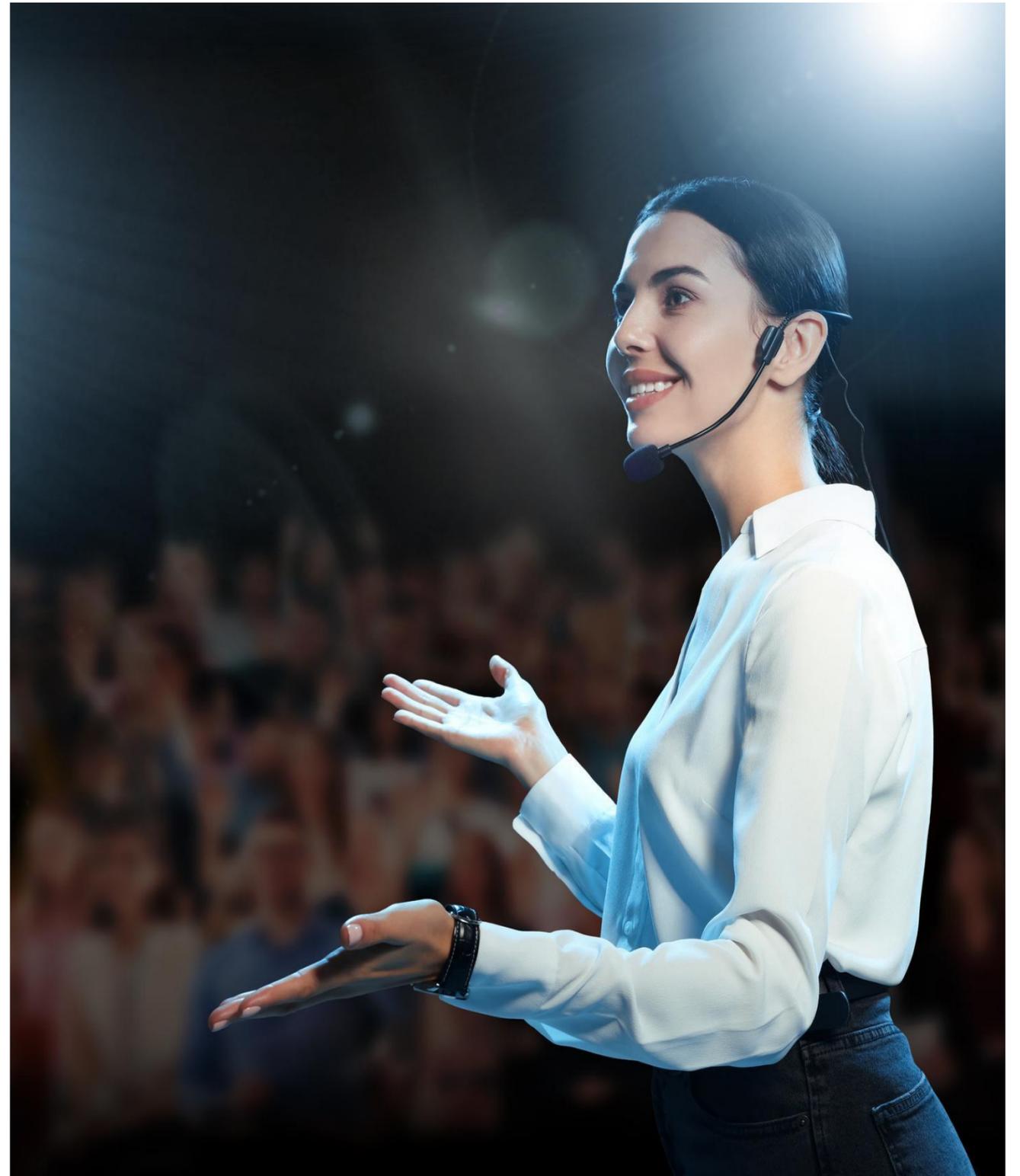
**Argument:** Present your central idea and why it is important.

**Action:**  
Invite action or reflection with a clear call to action. CTA



Model	Structure	Recommended use	Example applied to a social cause
Heroine's journey	1. Call to adventure. 2. Obstacles and learning. 3. Return transformed.	Longer stories, conferences, keynotes where there is time to develop the plot	<i>"I grew up in a community without access to clean water... I learned from my grandparents how to take care of it... Today I lead a project that brings clean water to 500 families."</i>
ABT (And/But/Therefore)	AND: context/connection BUT: conflict THEREFORE: solution	Clear and concise messages, pitches, panel discussions	<i>"Women lead communities and care for the environment, BUT they don't have access to financing. THAT'S WHY we launched a microcredit fund."</i>
3A -Anchor/Argument/Action	Anchor: initial connection Argument: central idea Action: clear call to action	Speeches, impromptu presentations, direct messages	<i>"Every day an indigenous language disappears (anchor), which means the loss of a worldview (argument). Let's support language revitalization programs (action)"</i>

Theme	Examples of metaphor
Climate change	<i>The planet is like a house; if the roof leaks and we don't repair it, sooner or later everything will be flooded.</i>
Education	<i>Education is the key that opens the doors to a future that today seems closed.</i>
Human rights	<i>Freedom is like air: we only value it when we don't have it.</i>
Women's empowerment	<i>We are seeds; even if we are buried, we have the strength to blossom.</i>
Community unity	<i>A single drop does not make a river, but millions of drops fill it.</i>





**"Stories  
are data with soul."**

**Brené Brown**

# Adapting our story to different audiences



Consider any element that is different and needs adaptation in terms of:

- Type of audience
- Cultural context and references.
- Language
- Inclusive and clear language.
- Duration and format.

**Quick exercise: adapt a key phrase for the UN vs. the local community**

# Guided exercise:

## My mini-story

- Choose a real experience related to your cause.
- Adapt your story for a younger audience and one to present at the UN.
- Define the character, conflict, and conclusion.
- Option: Heroine's journey or ABT (And/But/Therefore).
- Remember the elements of adaptation

Notes: Individual work 10 min + sharing in pairs 5 min. Total time: 15-20 min.





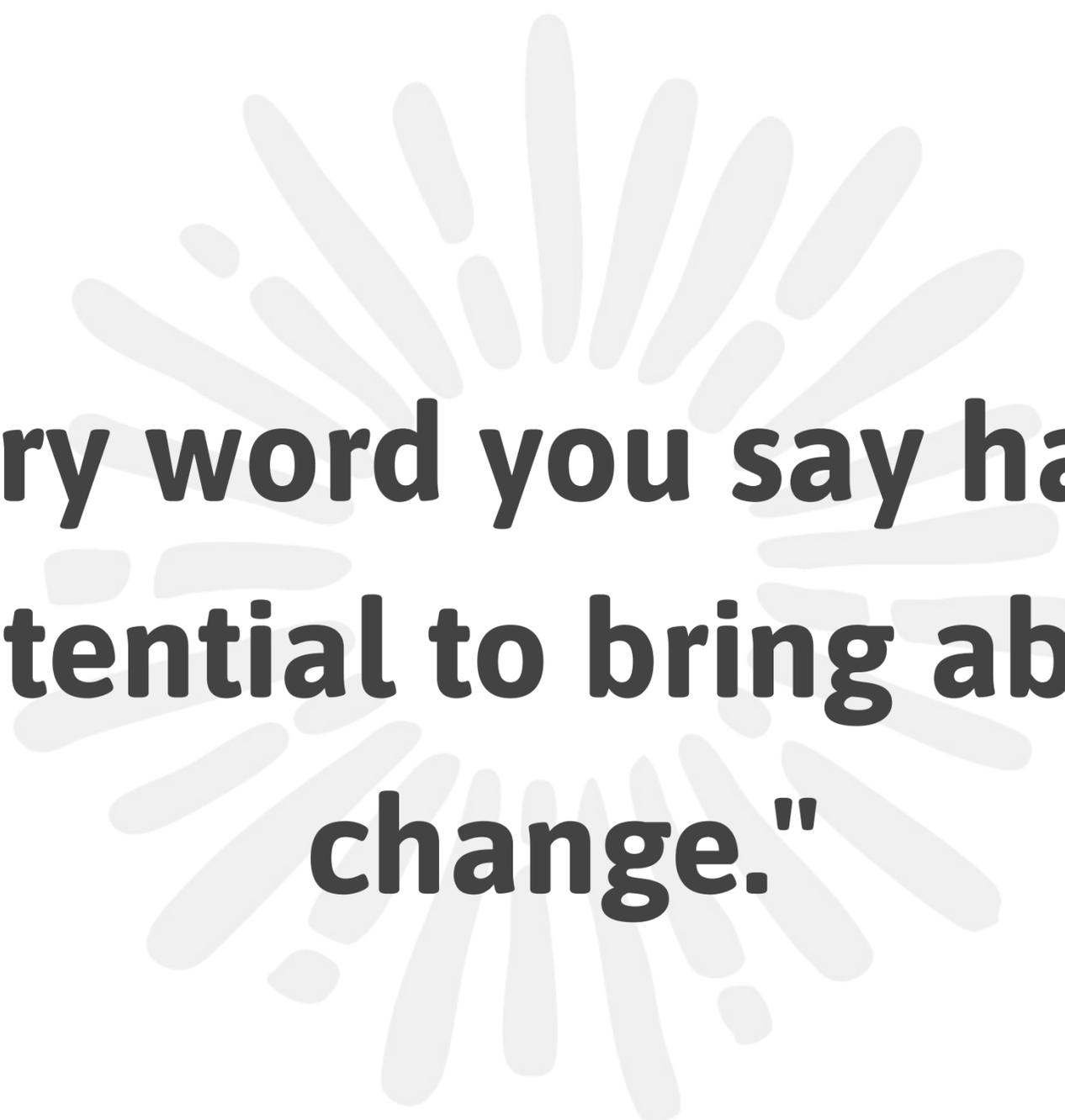
## Learning journal

Which structure works best for me and why?

How did my story change when I adapted it?

What am I going to include in my final presentation?

**AT HOME:** Record the new version of your story/speech adapted for a 3-minute international pitch and upload it to the course folder.



**"Every word you say has the  
potential to bring about  
change."**

# Storytelling in action



**MALALA**

Speech at the UN (2013) Uses personal experience (call to adventure), recounts obstacles (assassination attempt), and ends with transformative resolution (global advocacy for education).



**GRETA**

UN Climate Summit (2019)  
AND: presents clear facts ("People are suffering. People are dying.")  
BUT: points out the conflict ("And you only talk about money and eternal growth.")  
THEREFORE: closes with the call to action ("Change is coming, whether you like it or not.")



**CHIMAMANDA**

Anchor: opens with a personal childhood anecdote.  
Argument: develops her idea about gender inequalities.  
Action: invites listeners to redefine feminism and get involved.



 What are you taking away with you today, and how are you leaving?

Share with the group

# Thank you!



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