

Public speaking skills

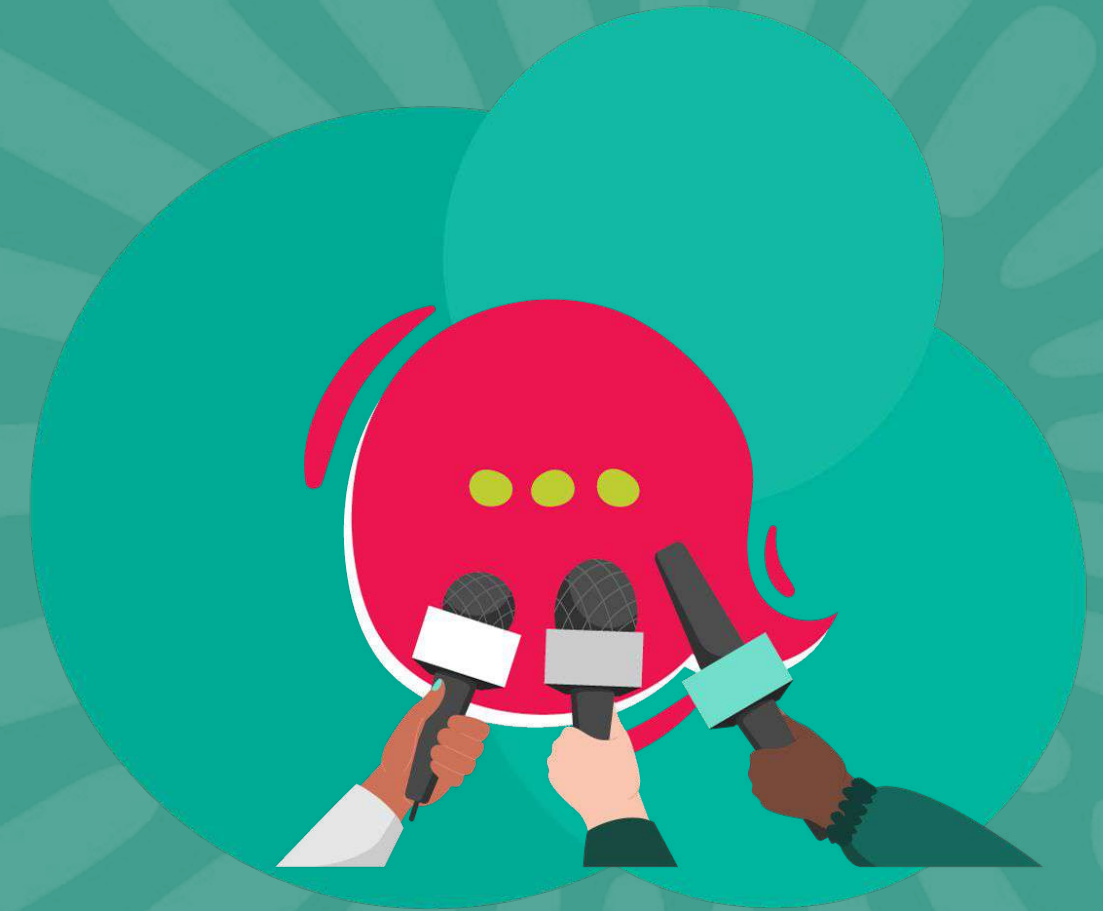
for Global Leaders



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 #2

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

Session #3

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

3

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



🗣️ How are you feeling today?

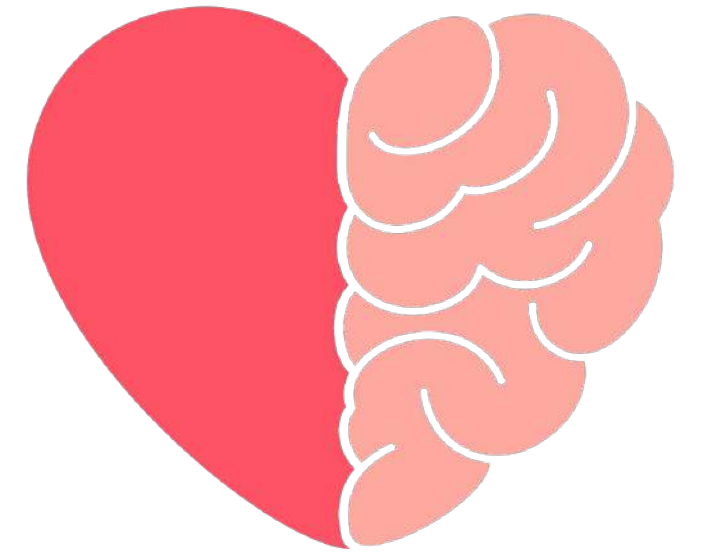
Describe it with a word or a gesture.



**“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.

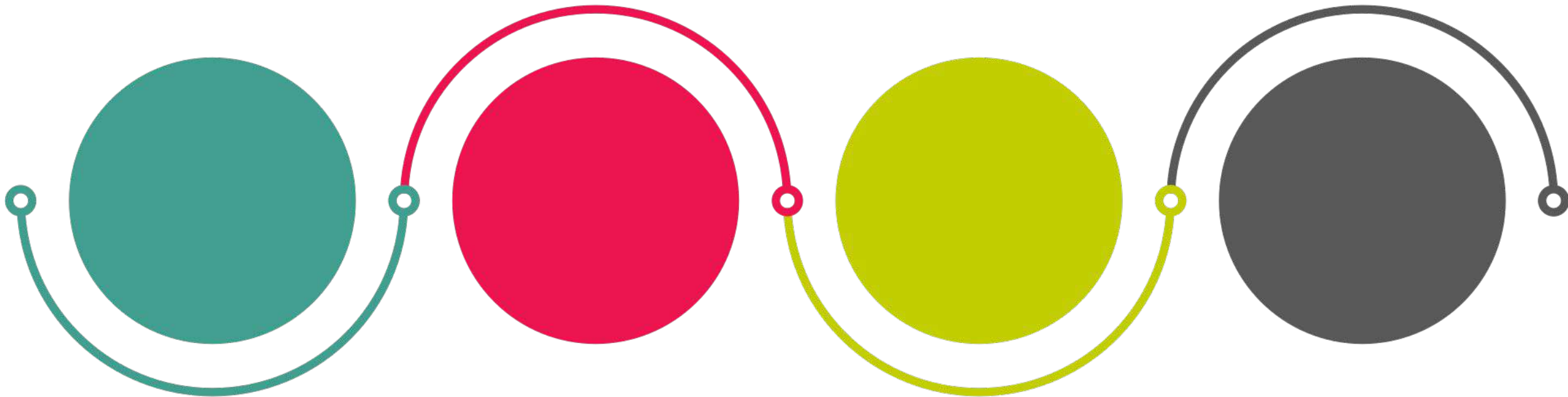
Storytelling creates empathy and commitment.



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

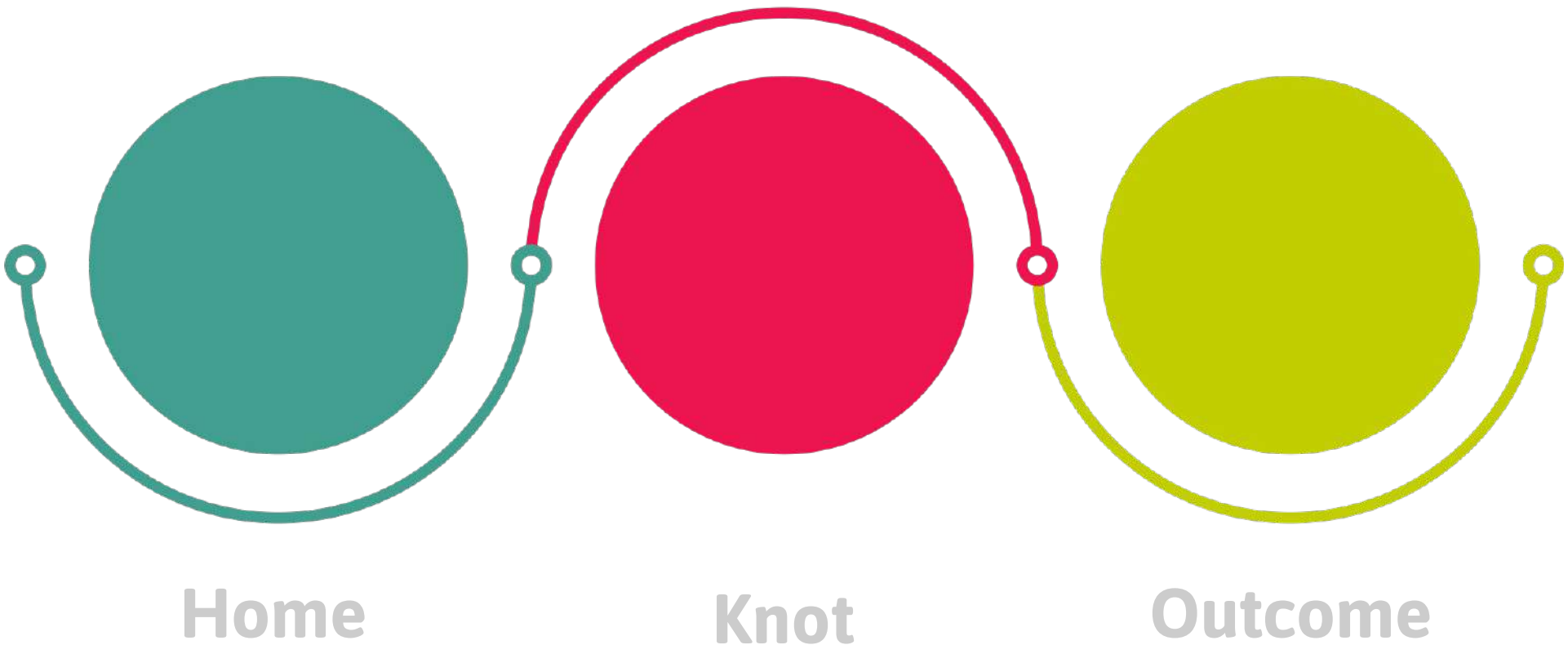
Closure with meaning and action

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.

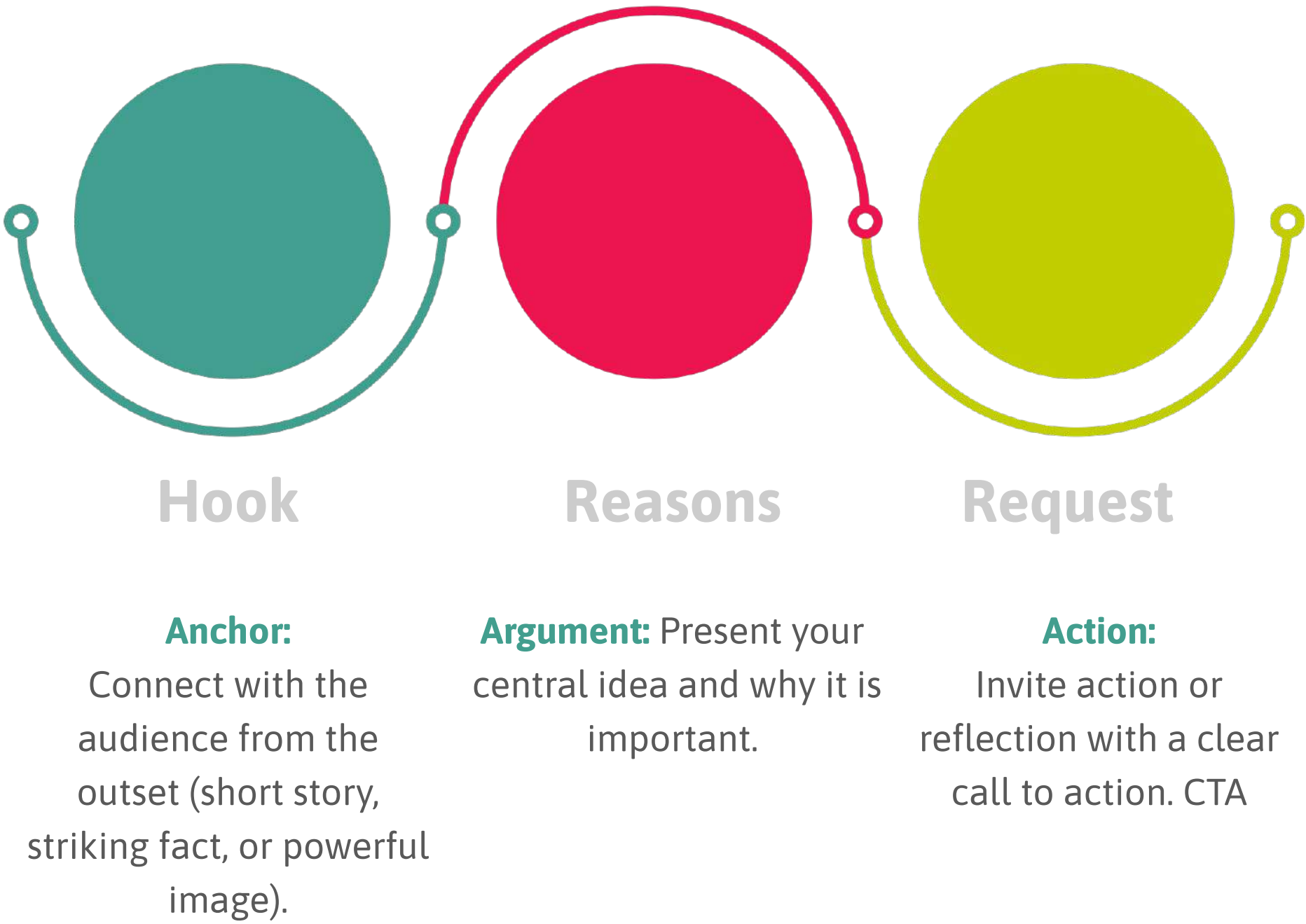
THEREFORE: Propose a
solution or action.

"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)**."



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.





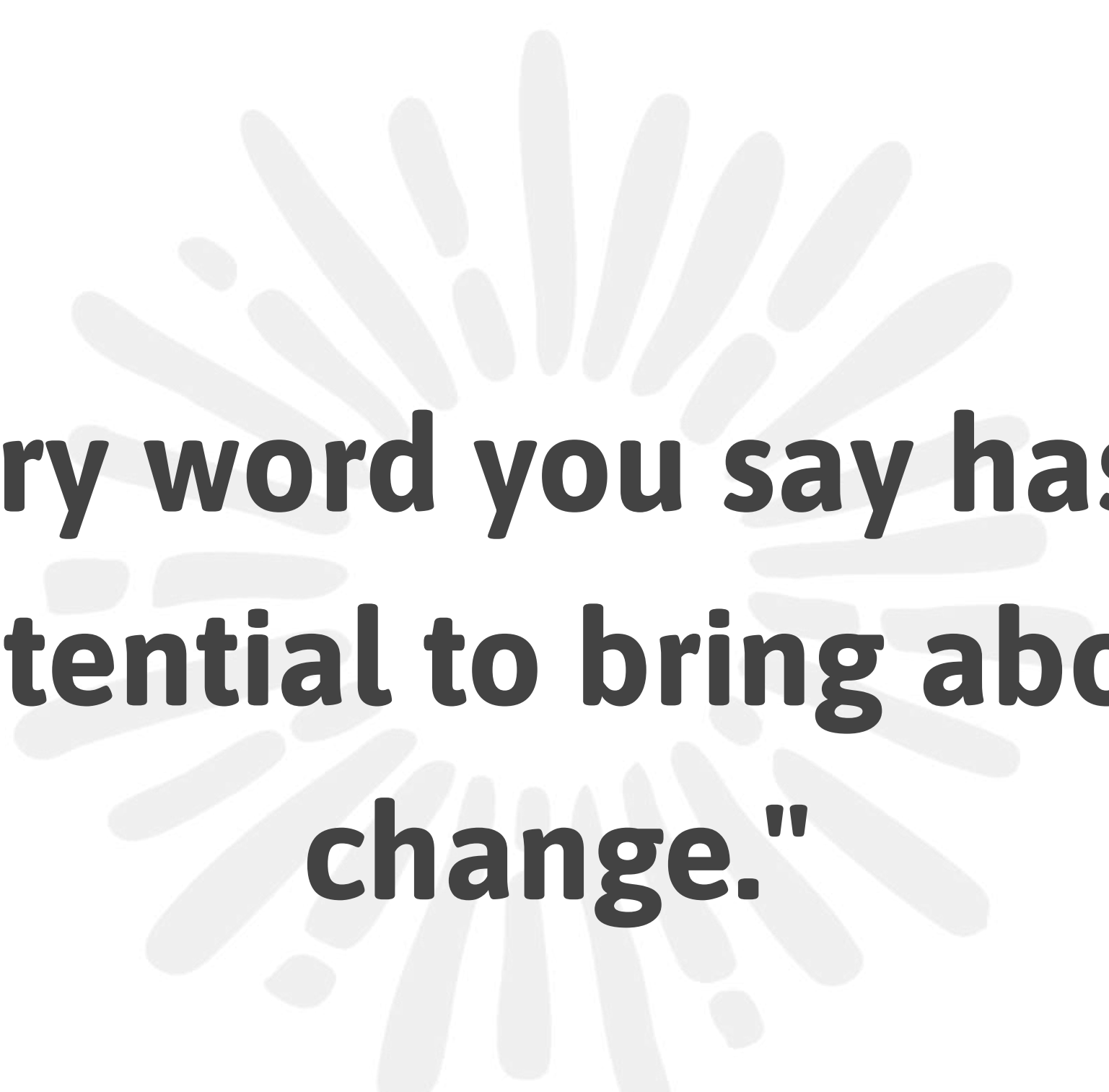
Learning journal

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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