

5 Ways to Put the Story First in Your eLearning



HOW TO



"Stories are a communal currency of humanity."
-*Tahir Shah, in Arabian Nights*





"Great stories happen to those who can tell them."
-Ira Glas





"The human species thinks in metaphors and
learns through stories."
-Mary Catherine Bateson



Don't let story become an afterthought

Tell a good story

Plan for failure

Don't let the tension go early

Think about what sticks to you

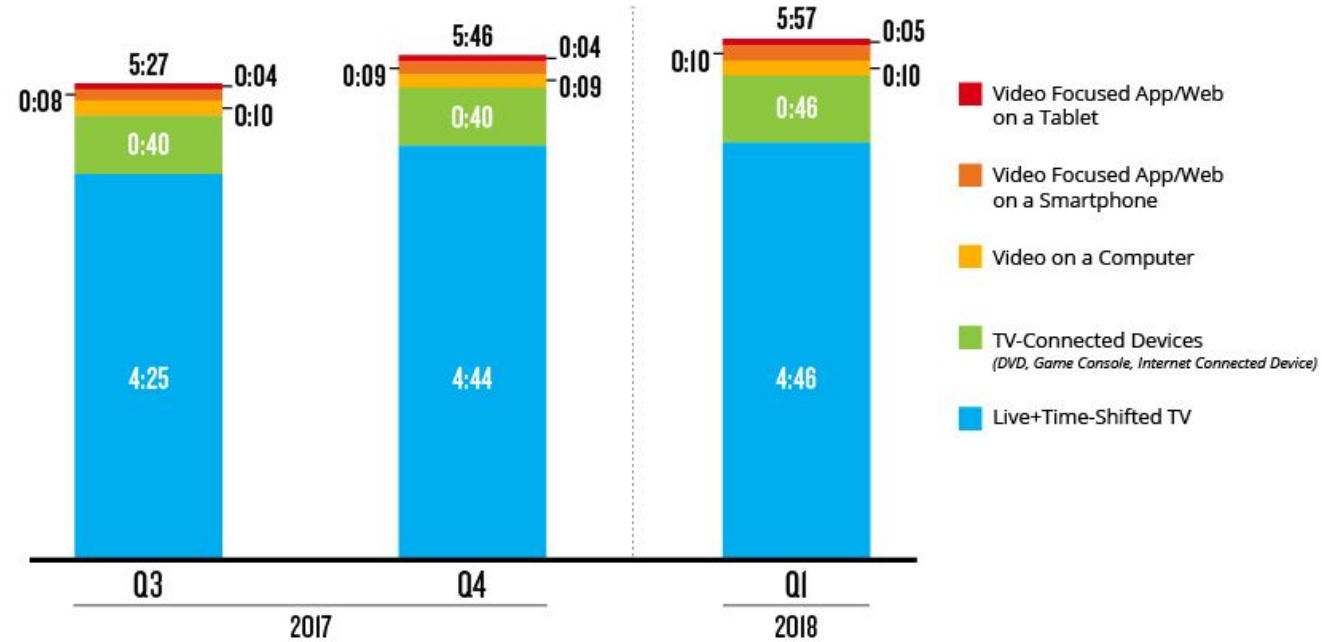
Strand Theatre, Boothbay Harbor, Maine.



People Love Their Stories

AVERAGE TIME SPENT PER ADULT 18+ PER DAY ON VIDEO

Based on Total U.S. Population



Source: Q1 2018 Nielsen Total Audience Report



"Stories are a communal currency of humanity."
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A dark, artistic photograph of a person playing a guitar, overlaid with a semi-transparent dark blue layer containing white text. The person is wearing a dark jacket and is captured in a moment of performance. The background is dark and textured, possibly a stage or a studio setting. The text is centered and reads: "If you're going to tell a story make it worthwhile. Don't let story become an afterthought."

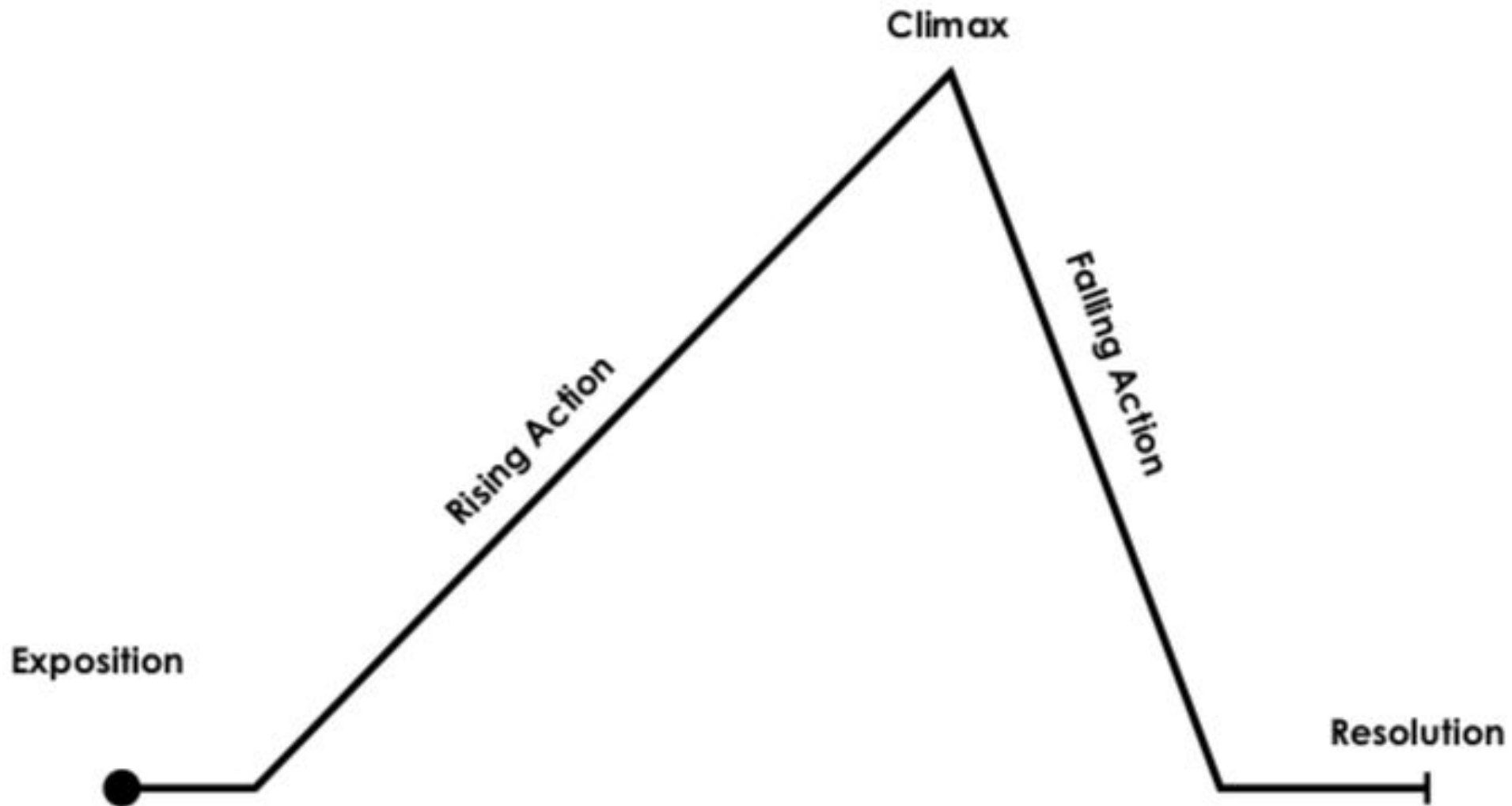
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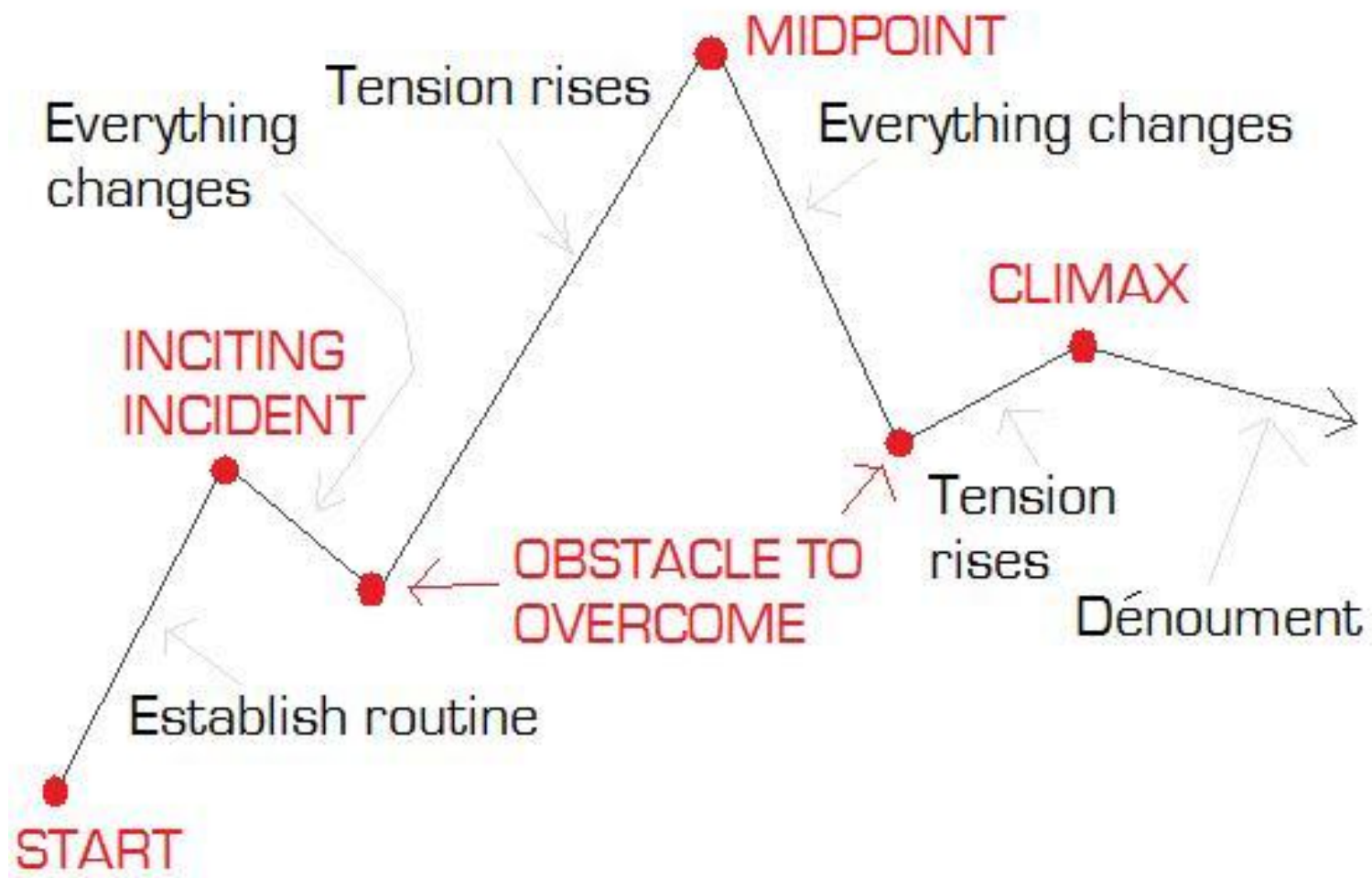


**“ WHEN STORIES STICK TO YOU,
YOU MAY HAVE... ACTUALLY
LEARNED SOMETHING ”**

Hadiya Nuriddin, CEO, Focus Learning Solutions







THE STORY ARC

The characters of our story

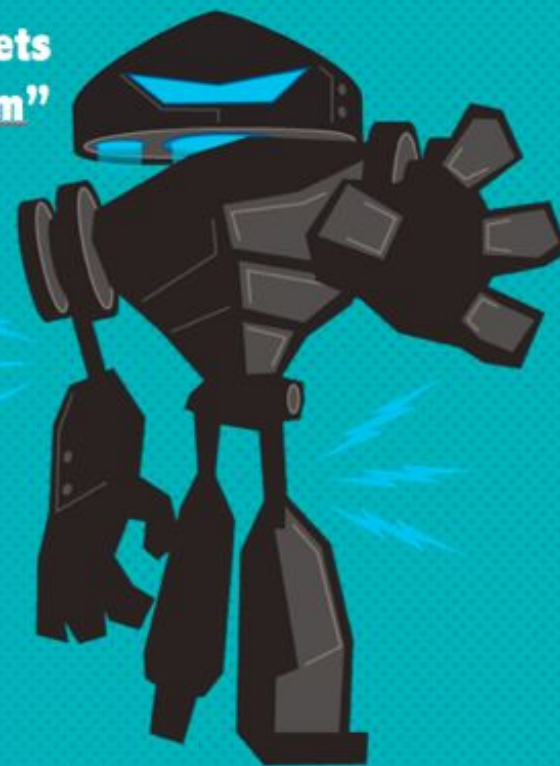


“How about that regional sports team? Mind if I look through your files?”



“I’ll show you my source code if you show me yours...”

**“CIP-related cyber assets
...nom nom nom”**



The characters of our story



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"I'll show you my source code if you show me yours..."

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JUSTIN "ARCHER" RICKS
CADET FIRST CLASS

PERIMETER DEFENSES
[PHYSICAL SECURITY PERIMETER]

MARAUDERBOT aka "Kettlehead"

Not Your Friend

Configuration: Physical Attack
Strength: A Fracking Lot

The ground troops of Sektimus' advance force. Able to be configured for multiple attacks.



CC on

The characters of our story

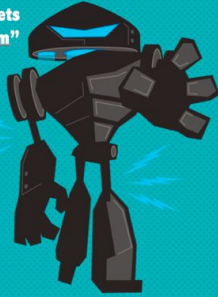


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JOHN "DEADEYE" NIMBUS
CADET FIRST CLASS

[WARCORE]
BUILD MODE

CHOOSE YOUR PAC DEFENSE

Select a physical access control device to add to your facility.

- Card Scanner With Server And Klasson
- Hal 9000 Eye Scanner With Server And Klasson**
- Watery Grove Broken Sensor

I'm sorry, Dave, but I can't let you in without proper access.

BUFFS

- +2 Style Points, Eye of the Beholder Bonus, +3 Robot Recognition

INSTALL





Tell a good story.

"Looking for... anything that really moves people
and compels them."

- *Dan Dellenbach*

Ideas from Hadiya Nuriddin

Clarify the Lesson

Ask, "How does that make you feel?"

Find the emotion

Draw empathy from the audience

Look for the Lesson

Ask yourself, "What do you know is true about..."

Honest reflection is key

Accept that you only know your experience

Support the Lesson

Ask yourself, "How do I know this is true?"

Storytelling is about you, but not for you

Follow the narrative arc to show change

A dark, artistic photograph of a man in a suit playing a guitar. The image is heavily shadowed, with the man's face and the guitar body being the primary light sources. The text "Plan for failure." is overlaid in white, bold, sans-serif font in the center of the image.

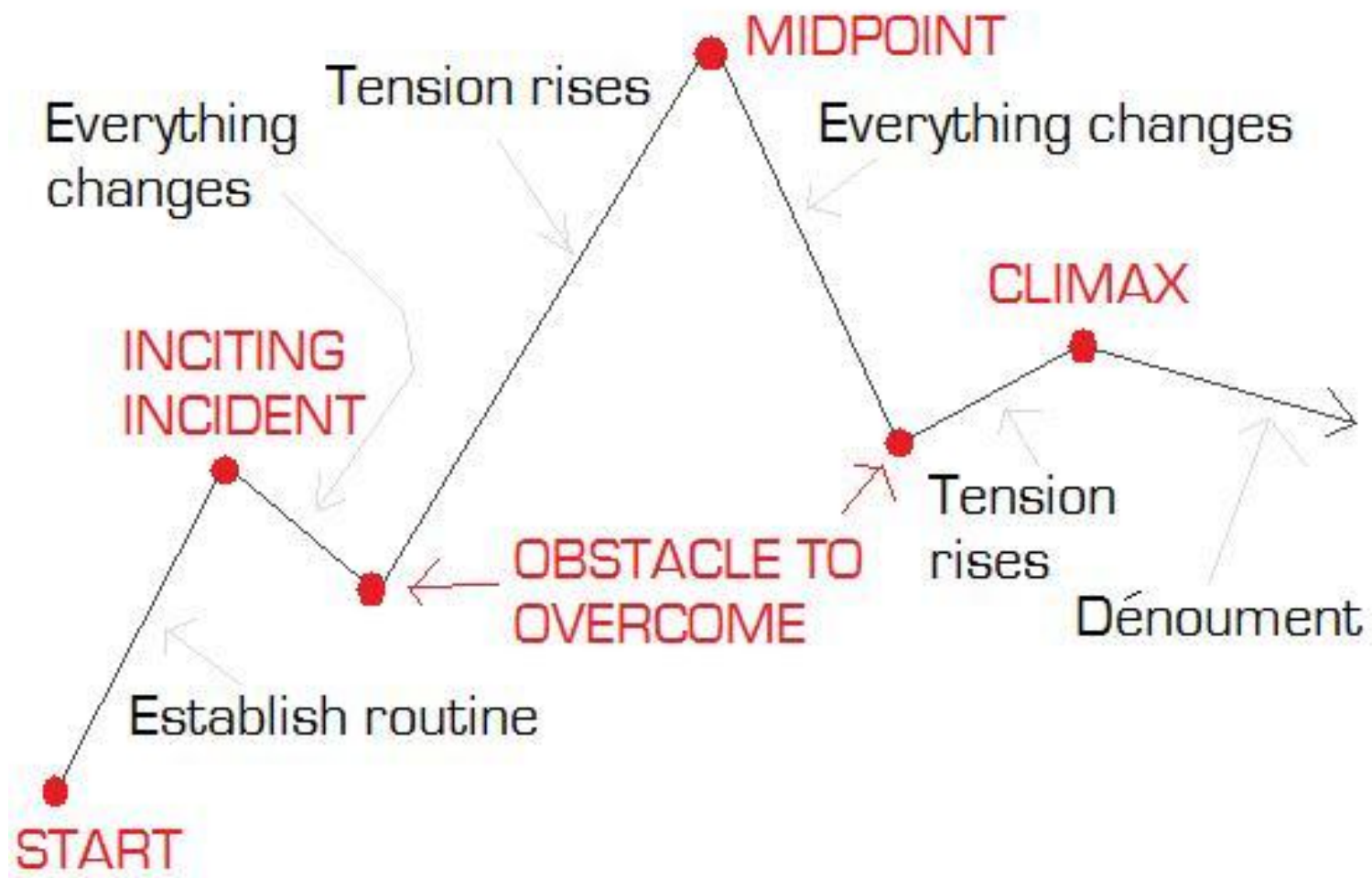
Plan for failure.

The Hero's Journey

Ordinary World



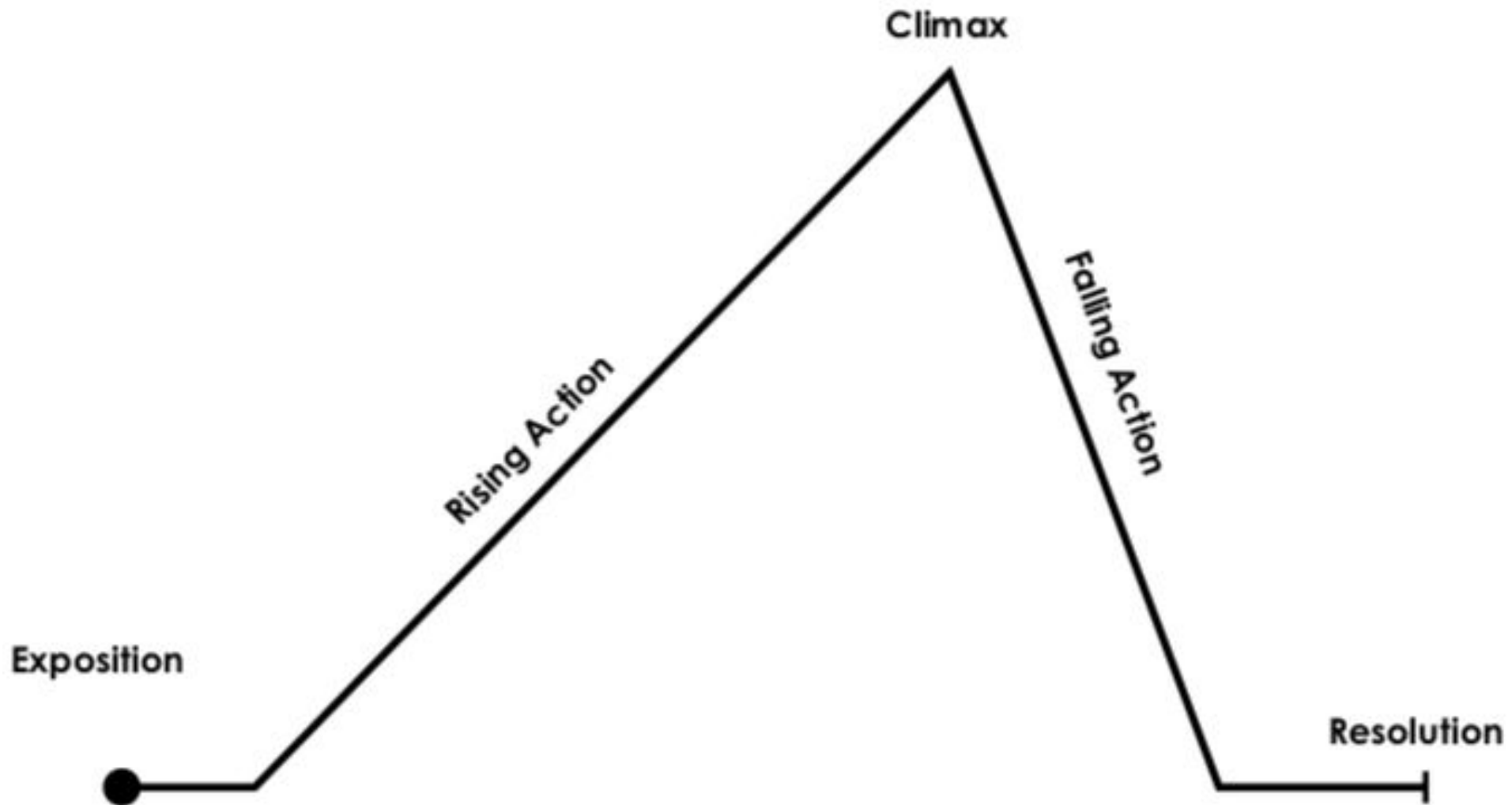
Make the Transformation



THE STORY ARC

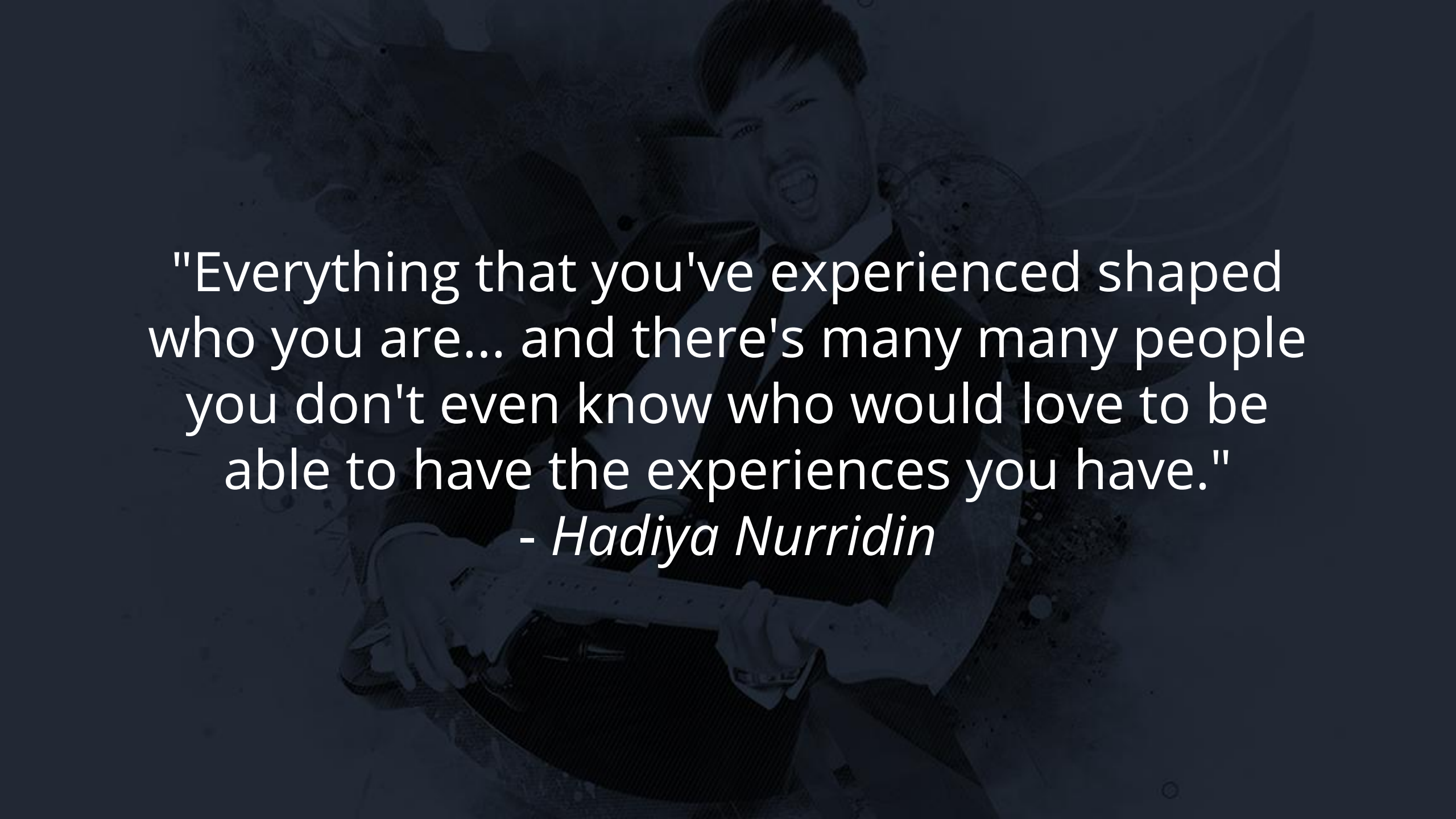
A man in a dark suit and tie is playing a white electric guitar. He has a determined, intense expression on his face, with his mouth open as if shouting or singing. The background is dark and textured, suggesting a stage or concert setting. The overall tone is energetic and focused.

Don't let the tension go early.



A dark, monochromatic image of a man in a suit playing an electric guitar. He has a pained or distressed expression on his face, with his mouth open as if shouting or singing. The background is dark and textured, possibly representing a stage or a studio setting. The overall mood is one of intense emotion and struggle.

Think about what sticks to you.



"Everything that you've experienced shaped who you are... and there's many many people you don't even know who would love to be able to have the experiences you have."

- Hadiya Nurridin

become an elearning

ROCKSTARTM

Nielsen report:

<https://www.nielsen.com/us/en/insights/article/2018/time-flies-us-adults-now-spend-nearly-half-a-day-interacting-with-media/>

The Hero's Journey source:

<https://elearningbrothers.com/blog/webinar-the-heros-journey-elements-in-learning-games/>

Basic Story Arc source:

<https://getfreewrite.com/blogs/writing-success/powerful-plots-3-expert-tricks-for-building-a-story-arc>

Advanced Story Arc source: <https://fcmalby.com/2014/05/14/narrative-arc-shaping-your-story/>

Three Act Breakdown:

<https://elearningbrothers.com/blog/use-three-act-structure-make-rockin-elearning-videos/>

Dr. Roger Schank's article:

http://www.cogprints.org/636/1/KnowledgeMemory_SchankAbelson_d.html

CIP Defender:

<https://elearningbrothers.com/custom-solutions/custom-solutions-metamythic-cip-defender/>

Schedule a Jam Session Today!



Custom Solutions



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