

Storytelling in Learning: The Dos & Don'ts

Storytelling can be a powerful learning tool. But, remember the dos and don'ts in order to make the story both engaging and a learning tool.

The 4 DoS of Storytelling:

1

Introduce The Scenario Of Your Story And Set The Scene

=Storytelling can set scenarios, show conflict, resolution and reinforce key ideas. Storytelling is a fun way to learn, remember and retrieve information from our memory when needed.

2

Introduce Relevant Characters

Make sure the characters are clear and interesting so the audience can follow along and remain engaged. This makes it easy for learners to relate and remember the content.

3

Allow Learners To Interact With The Story

You may want to ask them to make choices for the characters or ask what they think the characters will do next or what might be a better choice. Once again, interacting allows engaged learners.

4

Tie In The Story Throughout Your eLearning

Be sure to refer to the story throughout the entire learning experience and refer to characters and situations throughout the course to strengthen the story's impact.



The 3 Don'ts of Storytelling in L&D:

1

Don't Forget About Key Points Of Your Narrative

Don't let the important points of learning get lost in the story. Present the story in a clear way and keep it structured to allow core content to be clear.

2

Don't Make The Story Too Complex

Stories designed for learning need to be fairly simple. The story needs to be clear, concise and support the end goals of the session. It may be that various versions of a story would work for different audiences.

3

Don't Go Overboard With The Design

Storytelling in eLearning courses needs to be clean and simple with a layout that engages learners. Don't make long blocks of text to read or confusing events. Keep things simple and to the point to keep learners engaged.