



Story TO STAGE

STORY TO STAGE E-BOOK

Preparing you to take the stage and tell your story.



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STORYTELLING SUPPORT

Stories are powerful.

They have the potential to connect, empower and transform both the storyteller and the listener. The importance of storytelling is reflected in countless cultures around the world over thousands of years. They are how we pass on wisdom, make sense of our lives, and allow ourselves to dream.

We all have a story.

It is important to remember it is OUR story, and it has helped shape us into the people we are today. It has sculpted our values, our beliefs, our morals, and our behaviours. We are the product of our story.

Kia Ora, I'm Tania Carr.

Telling my story changed my life and freed me to become the woman I am today.

I'm most comfortable on the stage: the ability that one has to create a massive impact standing in front of an audience makes my heart sing. My passion is connecting people with their purpose and helping them to send a message that resonates with their audience for life.

I believe that we should be utilising our voices and unique stories – to not only help ourselves, but to also recognise that there's a massive power in telling our story to initiate change – to literally change someone's life and add value to your own in doing so.

I believe we should strive to “be the lighthouse” – the guiding light in the right place at the right time that helps lead others through the darkness, in their time of need.

That's why I created the Story To Stage process.

I'm here to help you define your story, speak your truth, and make an impact on others as you retell it on the stage.

This e-book was created to give you guidance in your storytelling journey, leading you step by step through the process of sharing your purposeful message with others.

You will discover how to identify your story and its key messages, connect with your audience, structure your story, and bring it to the stage. I'll also share my unique insights as a passionate storyteller on how to deliver and present your personal story to others.

So, let's start where every good story starts – at the beginning.



PREPARING YOUR STORY

If you are planning to take a journey, you will map out the route you intend to take. Otherwise, you might get lost along the way. You might not make it to your destination on time... or at all!

The same goes for your story.

It needs to have a purpose and a clear direction for your audience to be able to follow it easily. And for them to get the take aways you want them to receive.

Remember the stories you loved as a kid?

Well, they would have all followed a set format designed to draw you in and hold your attention. Packed with highs and lows, the story flows logically from event to event, builds empathy for the characters, and leaves you hanging on to the very last word. This doesn't happen by accident! The story is carefully constructed in this way.

The end result? IMPACT!

And, that is exactly what you want your story to have.

Tell Stories With Impact.

Every good story will have an impact – on the people telling it, the people hearing it, and maybe even on the world.

This helpful anagram will not only help your story transition to the stage, but also ensure that your story is told with IMPACT:

I – INSIGHTFUL

M – MEMORABLE

P – PASSIONATE

A – AUTHENTIC

C – CONCISE

T – TRUSTWORTHY



Tell Stories With Impact.

INSIGHTFUL:

You yourself should be fearless on the stage (even if your knees feel like they are knocking together with nerves!) Fully embrace the message you are sharing. Own it! Don't be shy about sharing your experiences. Provide a priceless presentation, both in content and in delivery.

MEMORABLE:

No one steps onto the stage to be forgettable. So, creating a memorable impression is really important. You want to make a resonating IMPACT on the audience by inviting them to take an insightful journey with you.

If you are monotonous and reading from a script, then there is nothing for the audience to connect with. Be engaging and make the audience want to remember you.

PASSIONATE:

Get excited about the story that you are telling! High level positive energy is infectious. Your energy levels can impact the whole feel of the room. Even if your story has more of a sombre tone, you can still deliver it with good energy. When we witness your passion, we become passionate too. When you believe, we will believe. If your audience can feel your passion, you will give them the reassurance that anything is possible.

AUTHENTIC:

Authenticity is a HUGE component of good storytelling.

Remember that you are the only you. You are the only one that has lived through your story and come out the other side. YOU are the absolute best person to tell it.

When you speak from your heart and allow yourself to connect with what you are saying then people will stand up and take notice.

CONCISE:

When creating your story, you want to do it with clarity. Construct a series of main points you want to highlight, connect them together logically and fill in blanks with clear explanations.

Too much information will lose the audience, so make sure your message is clear the whole way through your presentation.

Have a defined introduction, story flow and conclusion.

TRUSTWORTHY:

Your audience will need to trust you to believe in your message. When putting your story together choose a subject that you are knowledgeable in and feel passionate about. That way, you can be credible by speaking about the things that you know, and avoiding what you don't.

Make sure you do your homework when talking about facts too.

Naturally make eye contact with as many of the audience as you can.

Now you have the basics of creating an IMPACT with your audience. All you need now is the story to go along with it.

Let's take it from the top and form your stage story now.



Step 1

Step 1: Discover Your Why

While telling your story can be a profoundly healing experience, it shouldn't be all about you. Rather, shift the focus away from you and move it onto the audience.

Think about what you want your audience to get out of the experience of listening to your story.

This thought alone will help you deliver your story in a way that resonates with the listeners.

Before you sit down to craft your story for the stage, ask yourself these questions:

- What do I want my audience to feel, experience, or do as a result of hearing my story?
- What aspect or aspects of my story will be meaningful to my audience?
- Do I want them to understand something they may not have experienced themselves?
- Do I want people to feel inspired to change some aspect of their life as a result of my story? In what way?

Establishing your speaking 'why' is the most important part of the process. If you can determine whether you want to inspire, scare, encourage or teach. Once you have identified what you want for the audience, you will be able to identify the purpose of your talk – your why. From there, you will find it easier to shape your story.

Step 2

Step 2: Remember You Are The Guides, Not The Hero

While you might feel like the hero of your own story, you actually aren't.

So, who is the hero?

Well, your audience is the real hero.

Wait, what?! I know you might be feeling a little bit sceptical about that idea.

So, if your audience is the hero.... who are you?

YOU, my friend, are their trusted guide. You are the one to lead them through the journey.

When putting a story or presentation together, it can be very tempting to talk about all the things you have achieved in your life. "I have been X and done Y"

Guess what?

Your audience won't want to hear a list of your achievements and accolades. **They want to share in your experience by feeling your passion.**

Every great storybook hero has a problem that they need to solve.

Construct your story to address the struggles they might be facing, and provide a viable solution based on what you have already lived through.





Step 3: Get The Ideas Down On The Page

If you try to keep everything stored in your head, then it is hard to formulate the right structure and flow. So, the solution is to get brainstorming.

Grab a pen and paper or a blank document on your computer and write down every idea that relates to your story. At this stage, don't censor yourself or try and edit as you go. Simply spew all those ideas out of your head and onto the page - no matter how insignificant they might seem.

Once you feel like you have all the ideas out, it is time to pick a core focus for your story. **What is the main idea or theme that you want your story to focus on?**

- Is it overcoming adversity?
- Maybe a lesson that you have learnt
- Perhaps it's an unexpected happily ever after
- It could simply be a cautionary tale of what not to do
- Your story may not even be complete yet, you might want to tell the progress so far

Getting clear on that core message will allow you to tick off the concise aspect of your impactful story.

Step 4

Step 4: Create Your Message

We have all been at a presentation where we have been so overloaded with information that we have automatically tuned out. Or been bored to tears listening to someone tell a long and convoluted yarn at a BBQ.

That is NOT how you want to present your story.

You want a clear and concise message.

Our lives are not simple, which means our stories are never straightforward either. We experience so many emotions, face challenges, and make a series of discoveries about ourselves and the world around us.

But when we tell our stories, we need to filter out a lot of the extra material so we can focus on our central message.

This goes back to the “why” we discussed above. Identifying the key outcomes we want for our audience will help us stick to our core message.

So, now you want to take to your brainstorming ideas with a fine toothed comb and delete any ideas that don't align with your core message.

It is tempting to want to include all the ideas. However, this will just overload your story with too many messages.

It will only reduce the impact of your delivery and confuse your listeners.

Stick to your one key theme and focus on the flow to construct and present your story effectively.



Step 5

Step 5: Focus On Flow

We have already established that when you share your story on the stage, you are inviting your audience to join you on a journey. And we know that all engaging stories have a beginning, a middle and an end.

Here are some tips on how to structure your storytelling that will engage your audience and take them on that journey with you.

I'll share the flow of my "Behind The Smile" presentation as an example.

***TRIGGER WARNING – please be aware that some of the aspects of my story have sensitive topics.**

- **Identify your main points**

What are the central points you want to say about the idea, thing, or person in your story? Organise them into a logical order so that the ideas feed on each other and flow nicely onto the next.

The key points in my personal story are around child poverty, physical abuse, and sexual abuse.

- **Tell us why they are important**

When you share with the audience the impact they can have by adopting these ideas or understanding your themes, you paint a picture for them, making them the hero and making the solution easier to see.

I use shocking NZ statistics to reinforce the importance of my story. For example, the fact that 1 child dies every 5 weeks, and there were 150,000 reported child abuse call-outs last year. This data shows we have a serious problem.

- **Share with us how they affected you or someone else**

Telling a personal story endears the audience to you and creates stakes, risk and excitement. They become engaged in your journey. This also builds trust and helps to highlight you as the guide to the story.

My story reveals an attempted suicide at 10 years old, homelessness at 15, and a pregnancy at 16. I relate this back to broader data that reinforces my story: 654 people took their lives in NZ in 2020, and 78 of them were between 9 and 19 years old.

Step 5

Step 5: Continued

- **Let us know everything worked out okay – or didn't**

Every story must have an ending, whether it's happily ever after or not. End your flow by wrapping up your story in a decisive way that highlights your core message and pays service to your why.

For me, it wraps up with a 6-figure salary in my mid-20s, a successful entrepreneur/business owner, and creating the Real Talk platform to help change lives in order to contribute to reducing the harrowing suicide rates in our country.

- **Inspire us to think differently**

With care and enthusiasm, be the guide by standing firmly in the beliefs of what you have just shared with the audience.

My closing message is "It doesn't matter where you come from or what you have been through – it's about where you CHOOSE to go.

- **Leave them with a Call To Action**

There will be people in the audience who are ready to take the next step with you. Whether that be to work with you, to hear more of your stories, or simply to connect further. Give them the opportunity to do that by offering a clear Call To Action of what the next steps might be if they are ready to take them.

I display the contact details for various agencies that are available to provide help and support to any of the audience who may need to utilise them.



Congratulations! You have just finished creating your story content.

Now, you need to consider the second element of storytelling. How you will present it.

Consider Your Presentation.

When crafting your story, you will need to factor in some practicalities about the on-stage presentation itself.

The first step is to familiarise yourself with the venue you are presenting at.

- What is the size?
- How many will it seat?
- Does it have facility for technology (like slides or other content)
- Will you need a microphone?
- What will they supply and what do you need to bring?
- How early will you need to be there to set up?
- Is it indoor or outdoor?
- Will you follow other speakers or are you the sole presenter?



All of these questions will help you to make core decisions about the day.

Knowing you have all the facts covered off will also help to calm the nerves as you know all the details are in hand.

Story TO STAGE

Storytelling Support

Telling your story can be daunting, especially if you are standing on stage in front of a room full of people. But it can also be liberating, invigorating, and utterly empowering.

If you feel drawn to take your story to the stage, it can be helpful to seek support and advice from experienced presenters and storytellers. That's precisely why I've developed the Story To Stage coaching programme. This 6-week programme walks you through the process of establishing your story and telling it on stage.

At The Coaching Hub, our tagline is MAXIMISE YOUR POTENTIAL.

I am here to motivate, encourage, inspire and empower you to be the best version of you. If you are ready to tell the world your story, then let me help you tell it with IMPACT! I will even provide the stage for you too!

Discover more about the Story To Stage coaching programme - click the link below.

BOOK ME NOW



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