

Tell Me a Story



Ann Kwinn

School of Adult and Professional Studies

Agenda

- What is a story?
- Why do we remember stories?
- Uses of stories in education
- How can stories serve as examples?
- How can stories serve as practice?
- Where can you find stories?

Exercise

Listen to the audio recording of the KP PI. What were some of the elements that made this story effective?

What is a story?



What is a story?

- A story is a narrative that illustrates complex interconnections between agents, ideas, events, and even abstract concepts. Stories are also called parables, myths, folklore, legends, life experience, and vignettes.

What is a story?

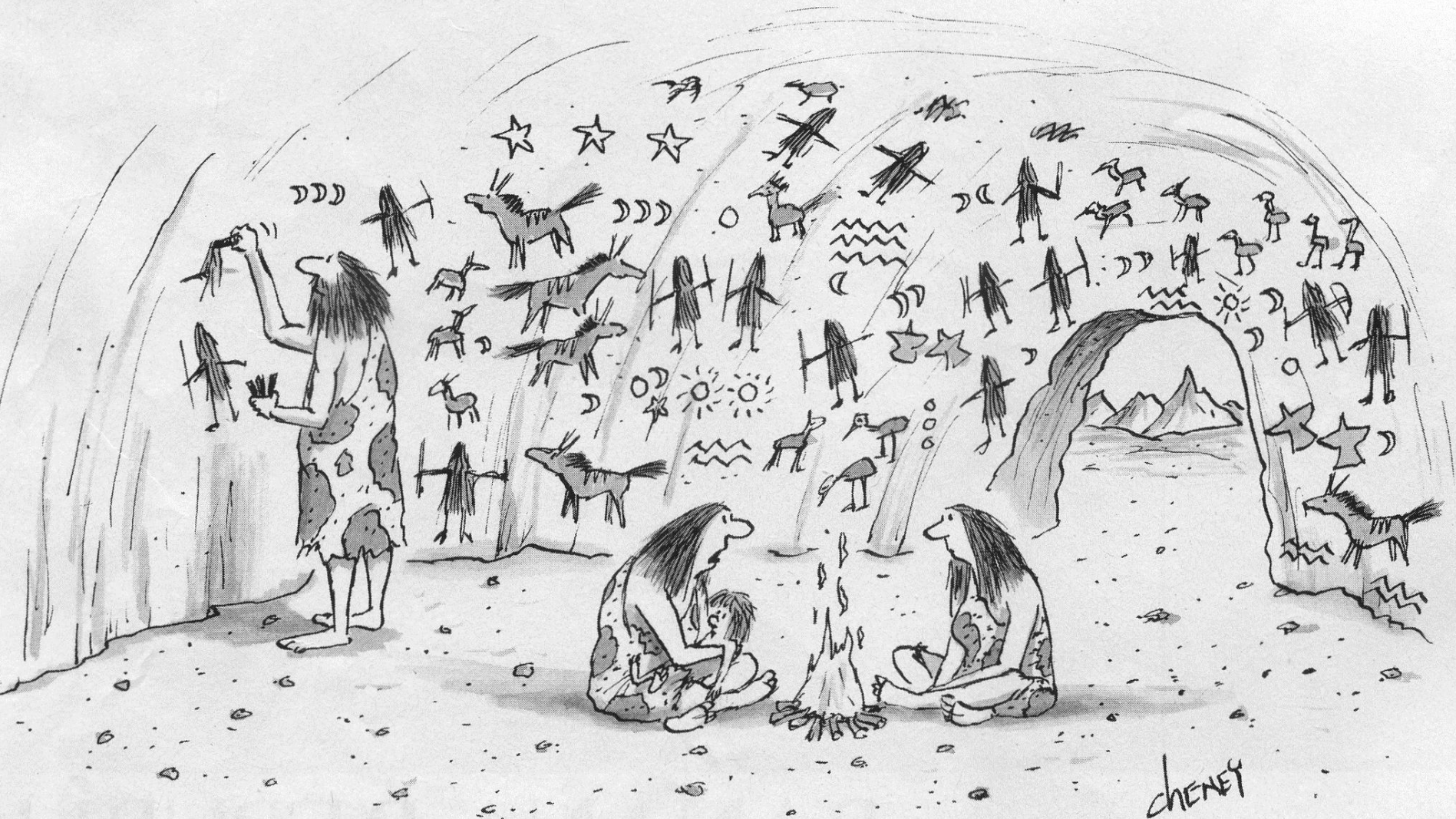
- A succession of incidents designed to interest, amuse, or instruct the hearer or reader.

What is a story?

- A series of linked events that unfold over time.



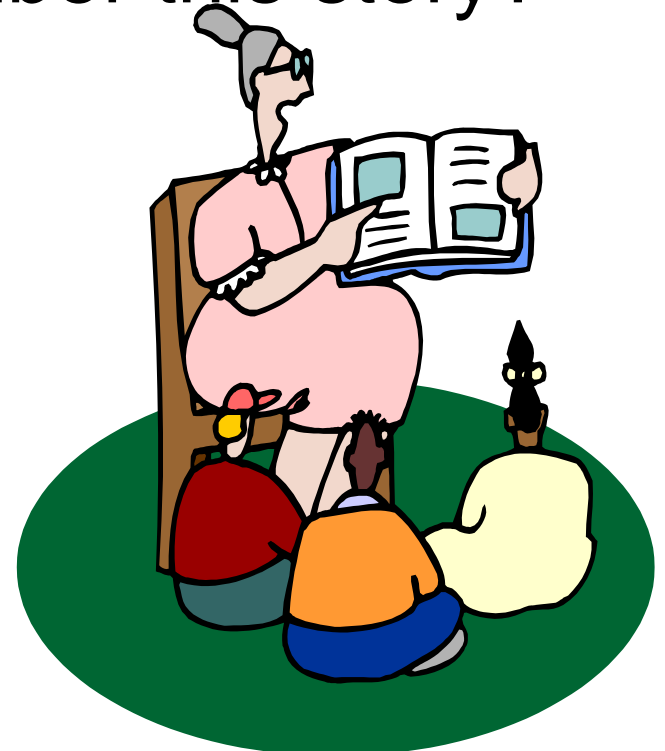
Stories – An ancient form



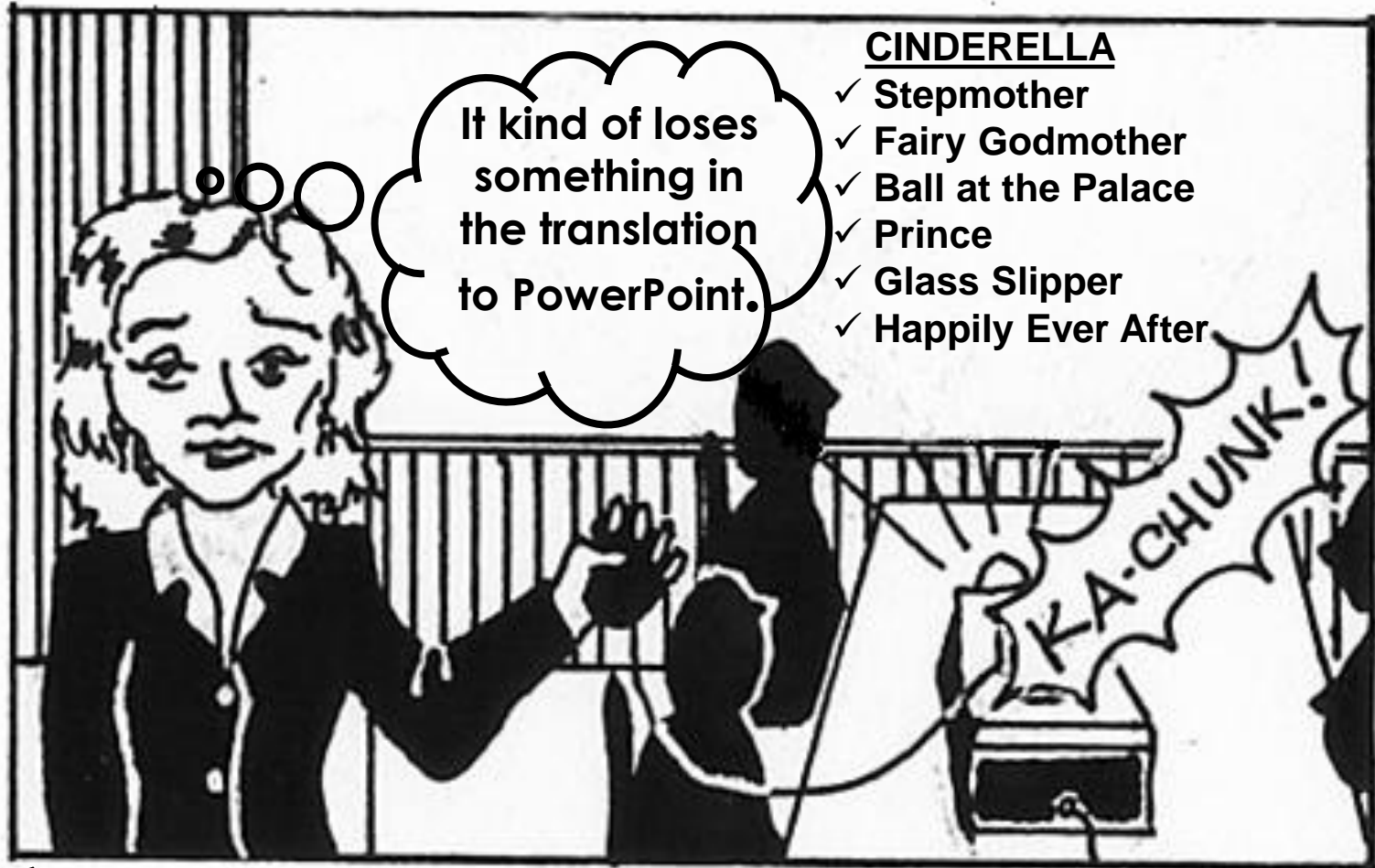
"We have to move every time he finishes a novel."

Exercise

Get together with a partner.
Tell one of your favorite stories.
Why do you remember this story?



the e-LEARNIST



CINDERELLA

- ✓ Stepmother
- ✓ Fairy Godmother
- ✓ Ball at the Palace
- ✓ Prince
- ✓ Glass Slipper
- ✓ Happily Ever After

by Ann Kwinn & C. Kwinn

Are stories valuable to education?

Harper and Mayer (1997) conducted an experiment which compared the learning outcomes of two lessons structured in different ways.

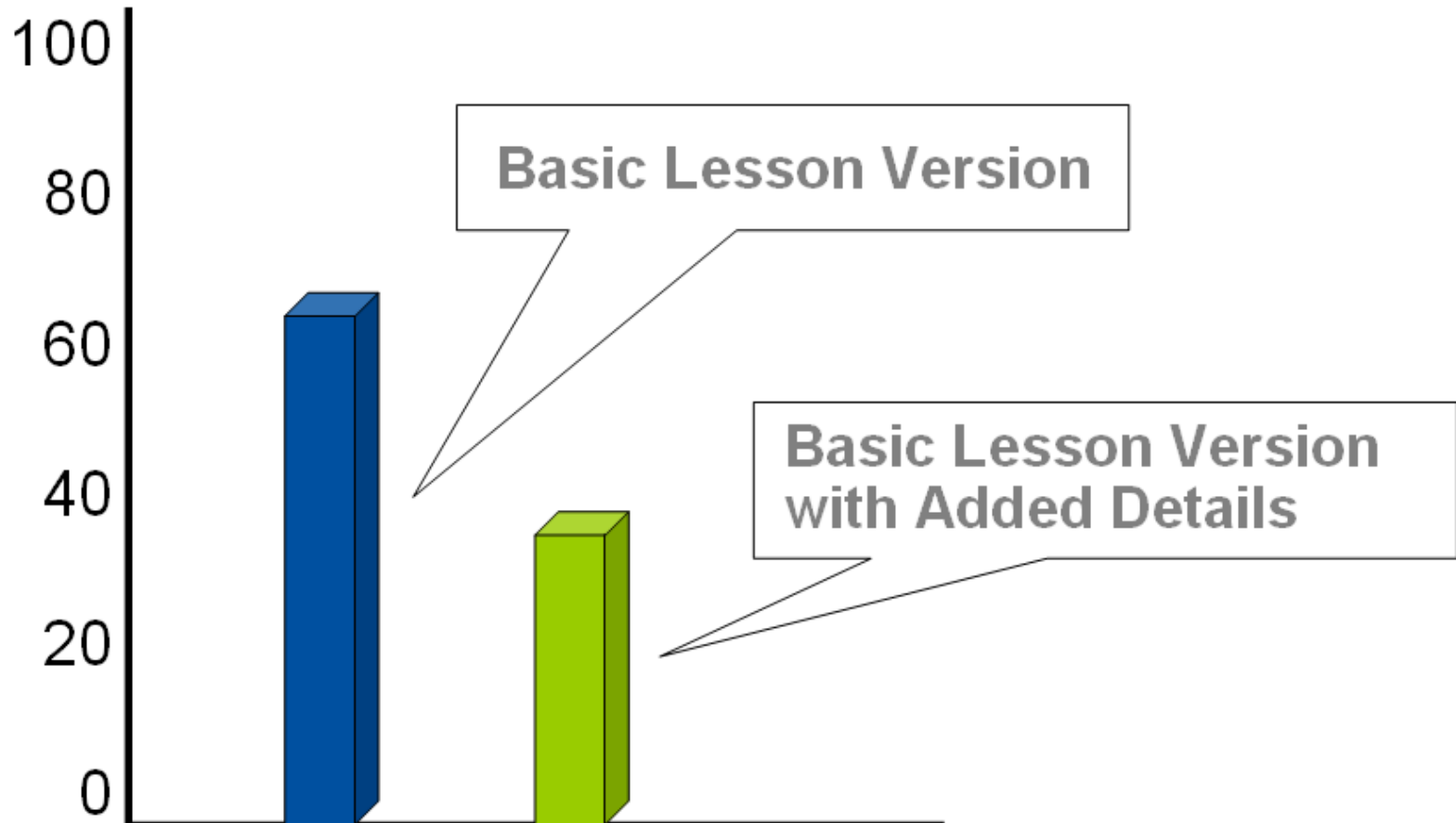
- one that used visuals and text to explain the basic facts about lightning formation
- an alternative version that added four stories (in visuals and text) about things such as how lightning affects aircrafts, people who were struck by lightning, etc.

Which do you think led to better learning?

- A: Visuals and text on the basic facts about lightning formation
- B: Version with stories about how lightning affects aircrafts, people who were struck by lightning, etc.

Coherence Principle

Percent correct on transfer test

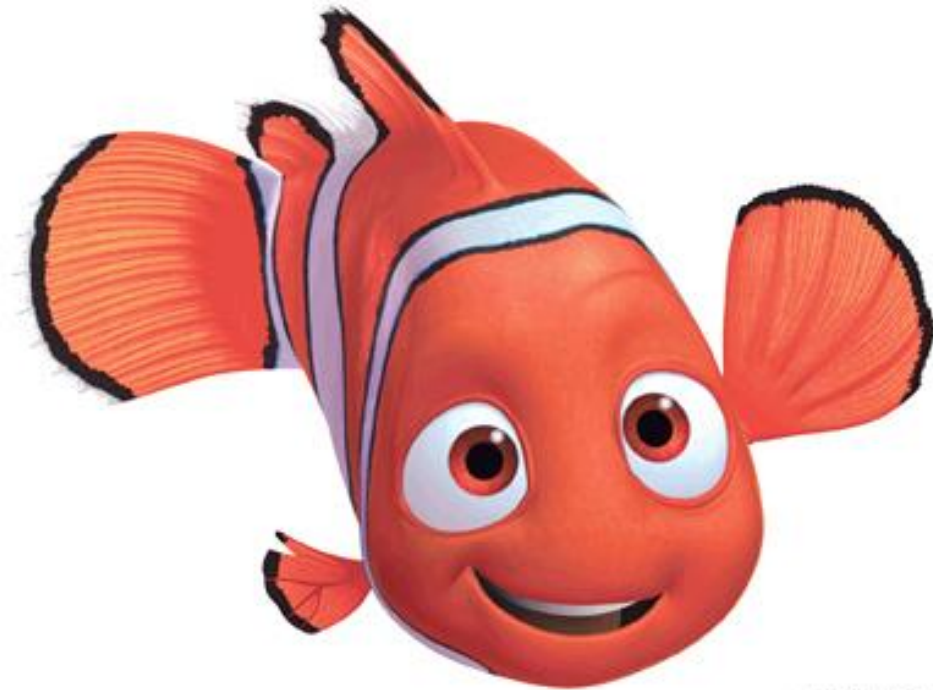


“Learning is better when extraneous materials are omitted”

Question

Does Nemo have gills?

- Yes
- No



Why do we remember stories?

Stories show us the patterns of life and lets us predict what will happen again.

We tell stories to remember our lives.

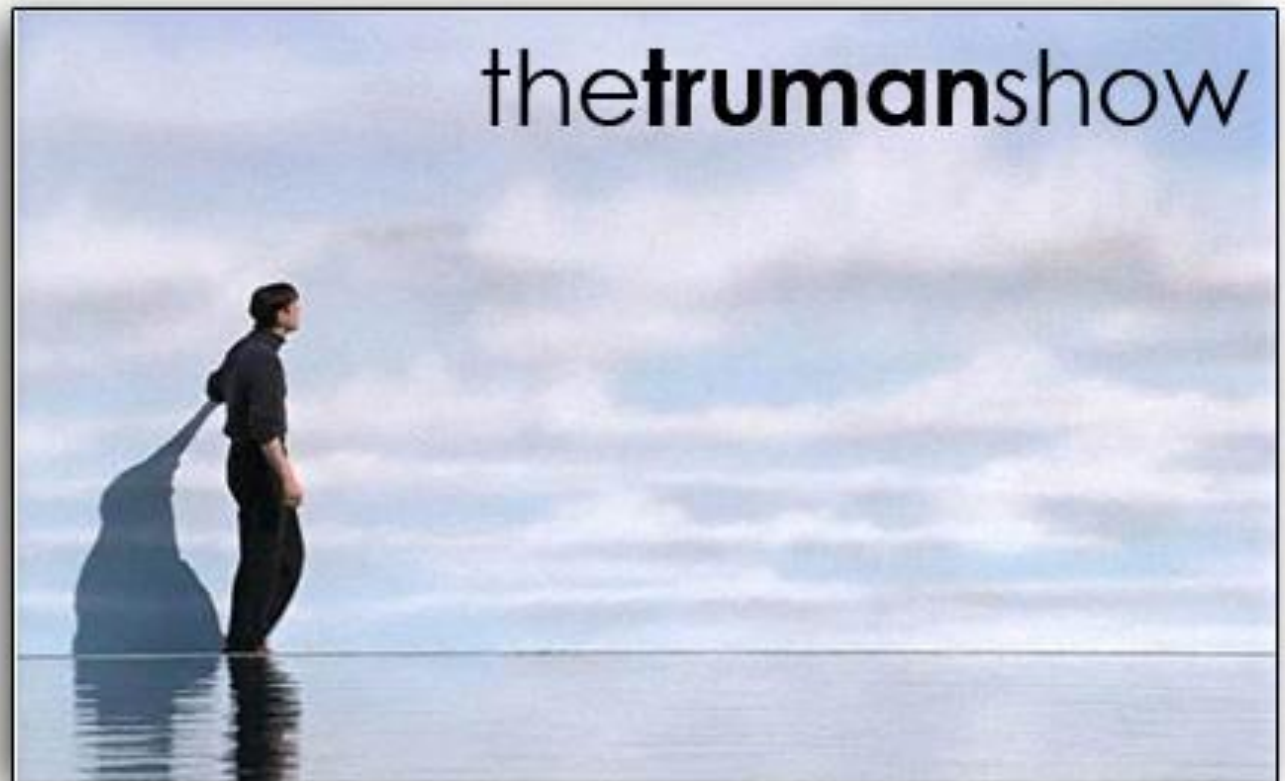
Question

What is the Gist of the story
Cinderella?



Question

What is the The Truman Show about?



Uses of Stories

- To introduce yourself
- To motivate
- To present an analogy
- To illustrate how to learn
- To present the content in a real life context

Uses of Stories

- To introduce yourself



Uses of Stories

- To motivate



Uses of Stories

OR

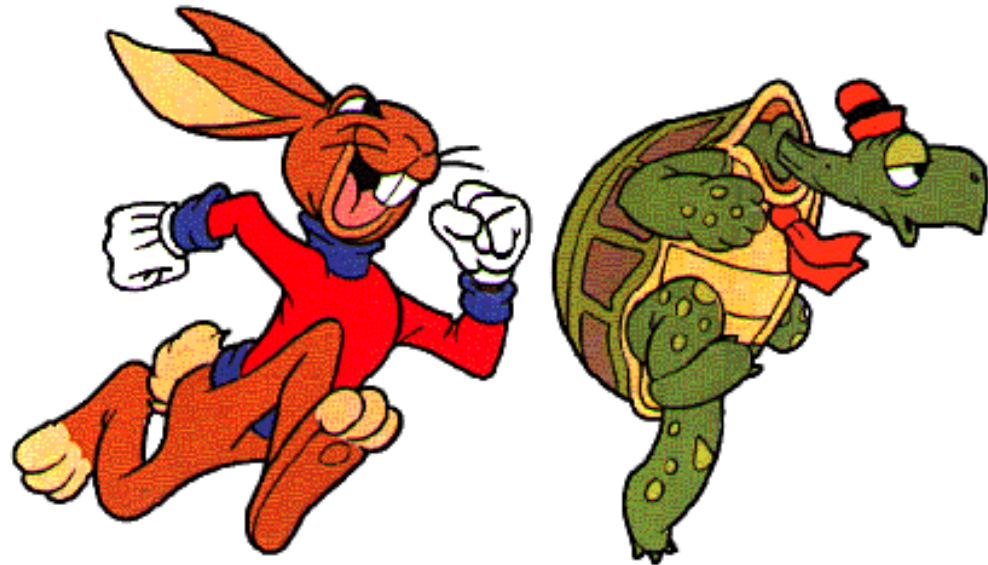


How can stories motivate?



Uses of Stories

- To present an analogy



Uses of Stories

- To illustrate how to learn

Stories → Learning

Organizational Behavior – Applied Summary Paper – Excerpt

If you were to ask my wife what my greatest individual strength and weakness is she would say, “He easily integrates himself into social settings but he needs to work on his communication skills” On the other hand, if you asked the same question to one of my co-workers they would say I have excellent communication skills, but need to get more organized.

According to the Gallup’s Strength Finder 2.0, my top five strengths are communication, context, maximize, woo, and individualization. So how is it that in my home life my wife tells me my communication skills need improvement and in my professional life my co-workers and supervisor praise my communication skills?

I believe the answer lies in analyzing my work-life balance and the different roles in which I am assigned at home and in the office.

Uses of Stories

- To present the content in a real life context:
 - Examples



How can stories serve as examples?

Everyone likes to **shop**.

No one likes to **be sold**.



- ▶ Introduction to the call
- ▼ Intro & lead information
 - ▶ Intro & lead information
 - ▼ Greetings
 - ▶ Build rapport
- ▶ Qualifying questions
- ▶ Wrap Up

What is a greeting?

A greeting includes:

- Salutation
 - Location
 - Your name
 - Offer help
 - Ask for the caller's name
- Keep it short.

Example:

Leasing Professional: Good afternoon, this is Rocky Mountain Estates, My name is Virginia. How can I help you?

Caller: Hi. I'm looking for an apartment.

Leasing Professional: I'll be happy to help you. What's your name, please?



Please click on Play Example and then click on the Forward Button.



notes



tools & resources

4 of 18



back

forward



▶ What are amenities and benefits?

▶ Get ready for amenities & benefits

▼ How to sell the benefits

▼ How to Sell the Benefits

▶ Pricing Question

▶ Wrap Up



Click on each Button, then click on the Forward Button.



notes



tools & resources

1 of 8



back

forward



► What are amenities and benefits?

► Get ready for amenities & benefits

▼ How to sell the benefits

▼ How to Sell the Benefits

► Pricing Question

► Wrap Up

Ask for three important things – Description

[BACK](#)

Ask the caller for the three most important things they are looking for. If they can't come up with an answer, ask them – What are the three things you would change about where you are living now? During the initial phases of the call, the caller may have already given you some of this information.

Ask for three important things – Example

Leasing Professional: Tim, what are the three most important things you're looking for in your new apartment home?

Caller: As a chef, food's at the center of my life. So, the kitchen layout is important. I'm also on my feet for hours in the restaurant kitchen, so I guess I'd like to park close to my front door, and certainly have some way of winding down at the end of my day.

[Play example](#)

Click on each Button, then click on the Forward Button.

[notes](#)[tools & resources](#)

1 of 8

[back](#)[forward](#)

REC



Uses of Stories

- To present the content in a real life context:
 - Practice



► The importance of the appointment

► Managing objections

► How to set an appointment

► Wrap Up

► Summary

▼ Final Quiz



10. Heading: How well did the leasing professional set the appointment?

Click on play example. Then click on the check box next to each step that they included and click on Submit.

Example:

Leasing Professional:

So, Victor, can you come in to look at the apartment community?

Caller: Yeah, but not until after Wednesday.

Leasing Professional:

OK. Do you want to come in on Thursday

Play example



- ☐ **A** Ask for the appointment.
- ☐ **B** Agree to a specific day and time.
- ☐ **C** Share your plan.
- ☐ **D** Clarify directions.
- ☐ **E** Reclose and request notification.
- ☐ **F** Get contact information and offer to send information.
- ☐ **G** Follow up.

Please make your selection then click done.



notes



tools & resources

11 of 11



back

cancel



done



Simulation: Leadership

Choosing a Theory of Leadership

ADVISOR 1
ADVISOR 2
ADVISOR 3
SHOW ^

Now you need to decide which approach to take to resolve the problem. Once you choose an approach, you will use it to determine what to do next. Stick with one model throughout. Which leadership theory will you choose?



HIDE v

OPTION 1

The Fiedler model. There is a mismatch between Sean's leadership style and the situation at the store.

SELECT**OPTION 2**

Hersey and Blanchard's situational leadership theory. There is an unwillingness or inability on the part of Sean's

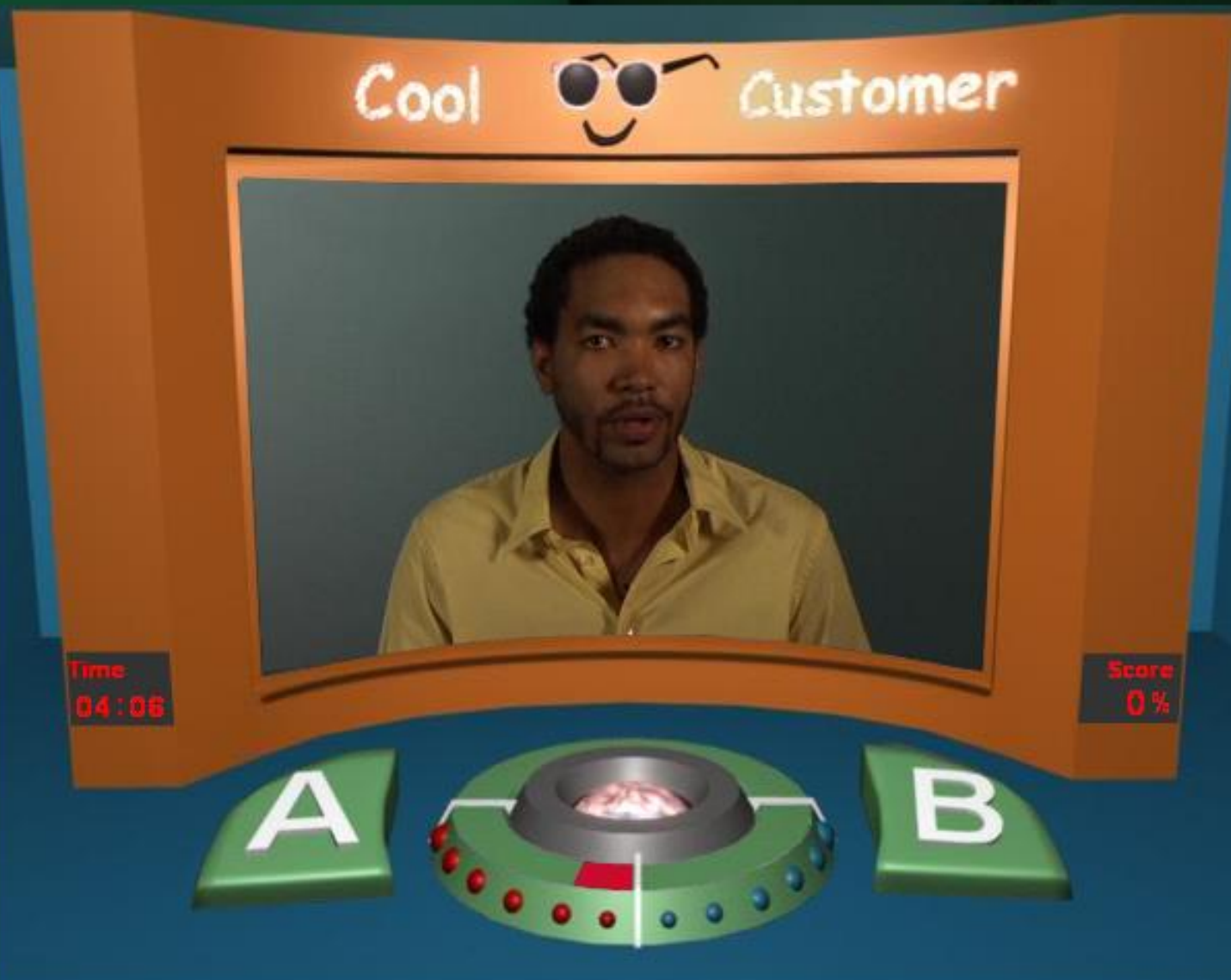
**SELECT****OPTION 3**

Path-goal theory. There is a failure by Sean to match his leadership style to the task structure or the personal

**SELECT**

Select an option from the choices on the right.

- ▶ Upset customers
- ▶ How to calm an upset customer
- ▶ **Cool Customer Game – Round 1**
- ▶ How to show that you care
- ▶ Three stages of conflict
- ▶ Barriers to listening
- ▶ Don't start a fight
- ▶ How to avoid escalation
- ▶ Cool Customer Game – Round 2



notes



tools & resources

1 of 1



back

forward



▶ Upset customers

▶ How to calm an upset customer

▶ **Cool Customer Game**
– Round 1

▶ How to show that you care

▶ Three stages of conflict

▶ Barriers to listening

▶ Don't start a fight

▶ How to avoid escalation

▶ **Cool Customer Game**
– Round 2

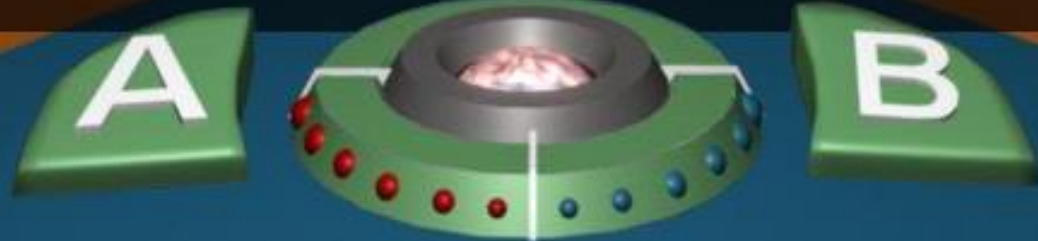


What is the correct response?

- a) I apologize. Don't worry. We'll take care of you. Why don't you tell me what happened.
- b) There's no need to get upset. This happens all the time.

Time
01:20

Score
0%



notes



tools & resources

1 of 1



back

forward



Follow those kids!



MAIN ST.
Back to

Level

Rules

OFF
Timer

Clues

Choose a level with the Level Badge or set the timer.



EDUC571 – Curriculum Foundations – Case Study

The principal, Les Morris, called the meeting to order. It was his custom, before going over the agenda, to ask if any guests had matters they wanted to discuss with the council. Usually, only one or two ever did. Normally, these were routine meetings. But, Les had an intuitive sense, like Diane, that tonight was going to be not so routine.



Hector Morales rose and answered Les, "Yes, I represent CAMAS, Community Action for Mexican American Students, and we want to know why our children are not getting the help they need at this school."

Marissa Mayer—Questions on Reading

- Why did Marissa Mayer institute a new no working at home policy?
- What about her background and experience do you think led her to this decision?
- Do you think it odd that a pregnant woman/mother set such a standard?
- What does the literature say about productivity and working at home?
- Have you ever benefitted from flexible work hours or working from home? Were there any down sides?
- The university offers this academic major face to face and online. Why did you choose your desired delivery mode?
- What do you find as the pro's and con's of this teaching format?

CL336 – Christian Family Life – Applied

Summary Paper

Choose one of the following films – as the basis of this paper.

- ***Ordinary People*** (starring Mary Tyler Moore)
- ***Who's Afraid of Virginia Wolfe?*** (starring Elizabeth Taylor)
- ***Shoot the Moon*** (starring Albert Finney)
- ***The Color Purple*** (starring Oprah Winfrey)

Write 7–8 pages in which you analyze the family relationships shown in film in terms of the concepts you learned from this course.

Be thorough. Consider the 5 themes addressed in class: family styles, parenting styles, sexuality, communication, divorce and remarriage. Refer to specific concepts, theories, and terms from the readings.

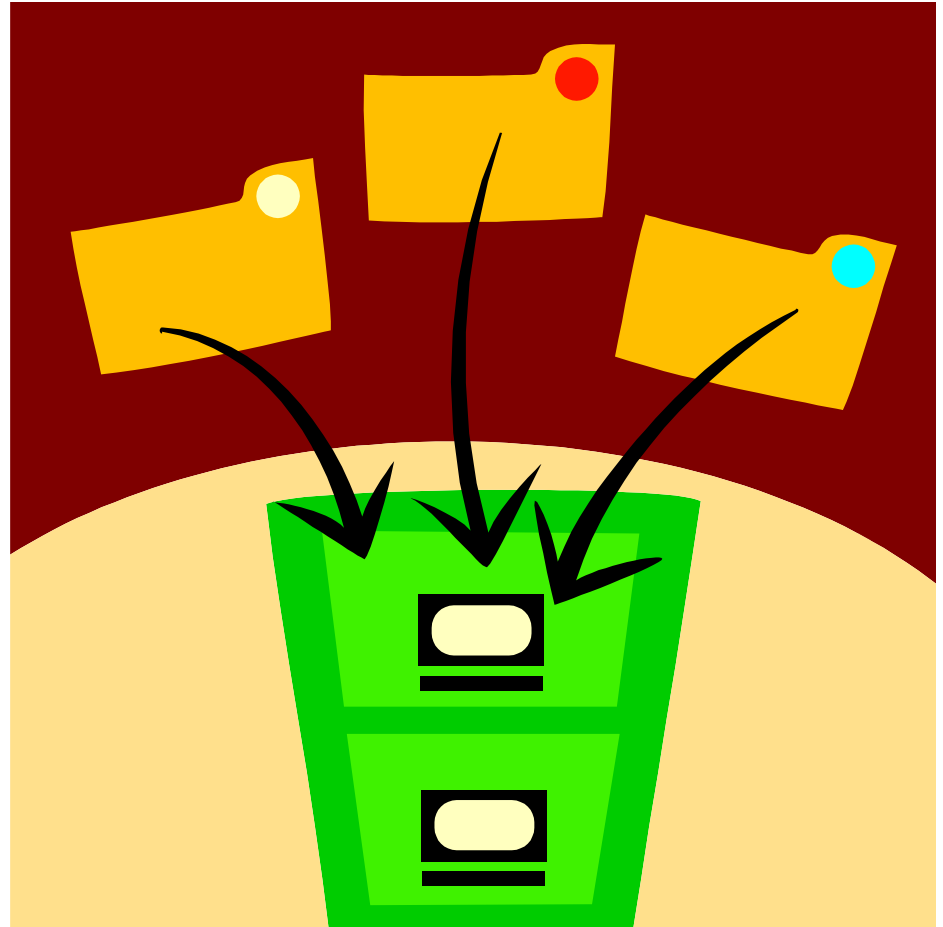
Doctoral Course Story Writing Exercise

Question: What will it look like after you finish your Ph.D. and you are teaching a course?



Question

Where can you find stories?



Where can you find stories?

- From your own experiences
- From the news
- From the historical record
- From books, training, presentations
- From your own students
- From your SME's

Exercise

Are there any elements of your field that lend themselves to metaphor, emotion, a sequence of events?

Individually, think about a story and write down a few notes including audience, lesson objective and purpose of the story.



Exercise

Will someone tell their story?

