

Published November 25th, 2009

Story Telling, a Powerful Technique

By Sophie Braccini



Marie Minder works with a group of AAUW members as they craft their stories Photo Kay De Groot

facts get in the way of a good story," was the answer. Even if you're not engaging in tall tales, adding details, according to Minder, can create a livelier picture.

But whatever the degree of embellishment that's added to reality, Minder recommended making sure that seven basic elements are in place: the characters, the setting, the action or gestures that will accompany the tale, a resolution to the story, the appropriateness to the audience, a message that's underlying the story and lessons to be learned.

"Story telling takes practice," said Minder, "I often practice my stories in front of different groups." Minder believes that the art of story telling is a powerful tool not only to transmit family history to younger generation, but can also be applied to the professional world. "I work with professionals in transitions who want to be able to tell their story in a powerful way during interviews," she says, "I work also with small business owners who need it for conveying their mission or with sales people who use the technique in presentations."

You might find Minder at the monthly Story Swap at the Orinda Community Center where she sometimes goes to practice her stories and listen to other raconteurs. "Tell me a fact and I'll learn. Tell me a truth and I'll believe. Tell me a story and it will live in my heart forever," concluded Minder, citing a Native American proverb.

Marie Minder can be reached at 788-1257; her web site is mmwi.com. For more information about the AAUW, visit www.aauwoml.org. The Tale Spinners' Swap in Orinda meets the fourth Thursday of every month from 7 to 9 pm in the library.

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