How to tell a good story

Good stories build trust.

A great story resonates with the listener. It has an overall framework or flow:

1. Major characters (you and ...)
2. Setting (time, place)
3. A problem
4. The goal (to alleviate the problem)
5. Efforts and attempts to achieve the goal; events that added complexity to the problem
6. A resolution, outcome or question for discussion

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