If you remember a particular speaker or speech, there is a good chance that its because they told a great story or they are a great storyteller. Essentially every time we speak, we are saying “this is me, this is what I believe… please tell me that I am not alone.” Stories can facilitate that journey of discovery both for the speaker and the listener. As a starting point, think about your story structure, what connection or attachment you want your listeners to form with your story, and how much of yourself you are willing to share.