



TenStep Supplemental Paper

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Story Telling in Training -Train the Trainer

Which of these is most likely to be remembered - a mathematical theorem learned in high school or the remedy for a bad hangover? People generally remember things that they have experienced or been involved in more than what they have learned through lectures. This is why stories are helpful in making information stick.

Storytelling isn't just story exchange. Students live a story when they spend a summer at camp - that is why they remember it better. The stories that schools generally provide are about educational aspects, not practical applications, and hence are not remembered as well as the learning from extracurricular activities.

Instead of creating a curriculum made up of a series of courses, with each subject covered at length, the program is designed to involve learners in a story or scenario that requires them to learn concepts and facts to accomplish that work. Semester courses are replaced with learning important aspects about the subject. For example, starting a new company might not require a degree in business law, although some legal aspects might be important. The important topics are incorporated into a scenario.

In spite of the dominating classroom-based approaches, storytelling is a highly effective mode of training in the business world. The resistance to storytelling could be due to preconceived notions about this mode of education. Unlike classroom training, storytelling is often misconstrued as a waste of time.

Most course-based training programs fail because they are irrelevant and discrete. No wonder taking off for a week to live a story can work wonders!