

Why Stories

Connect & Stick

A light blue, torn paper graphic is positioned on the right side of the image. It has a jagged, torn bottom edge. A small, rectangular blue sticker with white polka dots is attached to the top edge of the paper, overlapping the text 'Connect & Stick'.

# Why We're Here

why stories work

learn how to create a story

do some storytelling

connect



What makes a story unforgettable?

pair and share/person next to you

- 1 minute each
- a story about a time you did something embarrassing



# Neuroscience

stories sync brain activity between teller and listener

story w/surprise, conflict ↑ dopamine ↑ better recall

emotional stories ↑ oxytocin ↑ empathy & trust

tension & stakes ↑ cortisol ↑ focus

When you tell a story, you can plant ideas, thoughts, and emotions into a listener's brain.

- Uri Hasson

data vs. story

Why are stories more persuasive?





Data informs.

Emotion transforms.



- ChatGPT



pair up/new partner

Quick story: Tell about a time you stepped up as a leader, big or small, and what happened.



3 min. each

listen only - no feedback



debrief

What stuck with you about their story?

What values did you hear?

# 4 Steps

**Setting**  
where, when, who

**Challenge**  
tension, problem

**Turning Point**  
decision, change

**Resolution**  
insight/ one takeaway



No one ever made a decision because of a number. They need a story.

-Daniel Kahneman

Data informs.  
Emotion transforms.  
(SPCA, Allstate)



Write it!

A time you stepped up as a leader and what happened.

2-3 minute story using 12 bullet points:

Setting

Challenge

Turning Point

Resolution

(5 minutes to create)

Same partner as last time.

I'll tell you when first person should start.

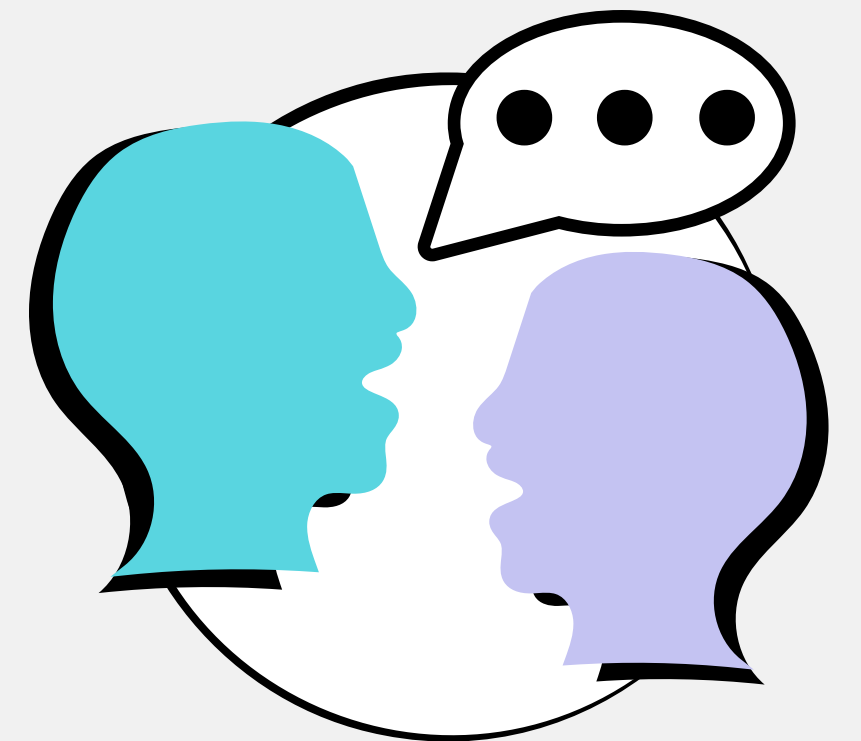
Speaker: 3 min. to tell story

Listener: ONE piece of positive feedback

(Don't switch until I give the prompt.)

# Reflection:

- How did it feel to tell your story?
- What was it like to listen to a story?
- Where could you use a story next week?





Be intentional about why you're telling a story.

Think about what your audience is feeling and tell a story from your life that reflects the same feeling.

Thank You!



*the*  
GREAT  
STORY  
*workshop*