







Total Wellness  
Empowerment  
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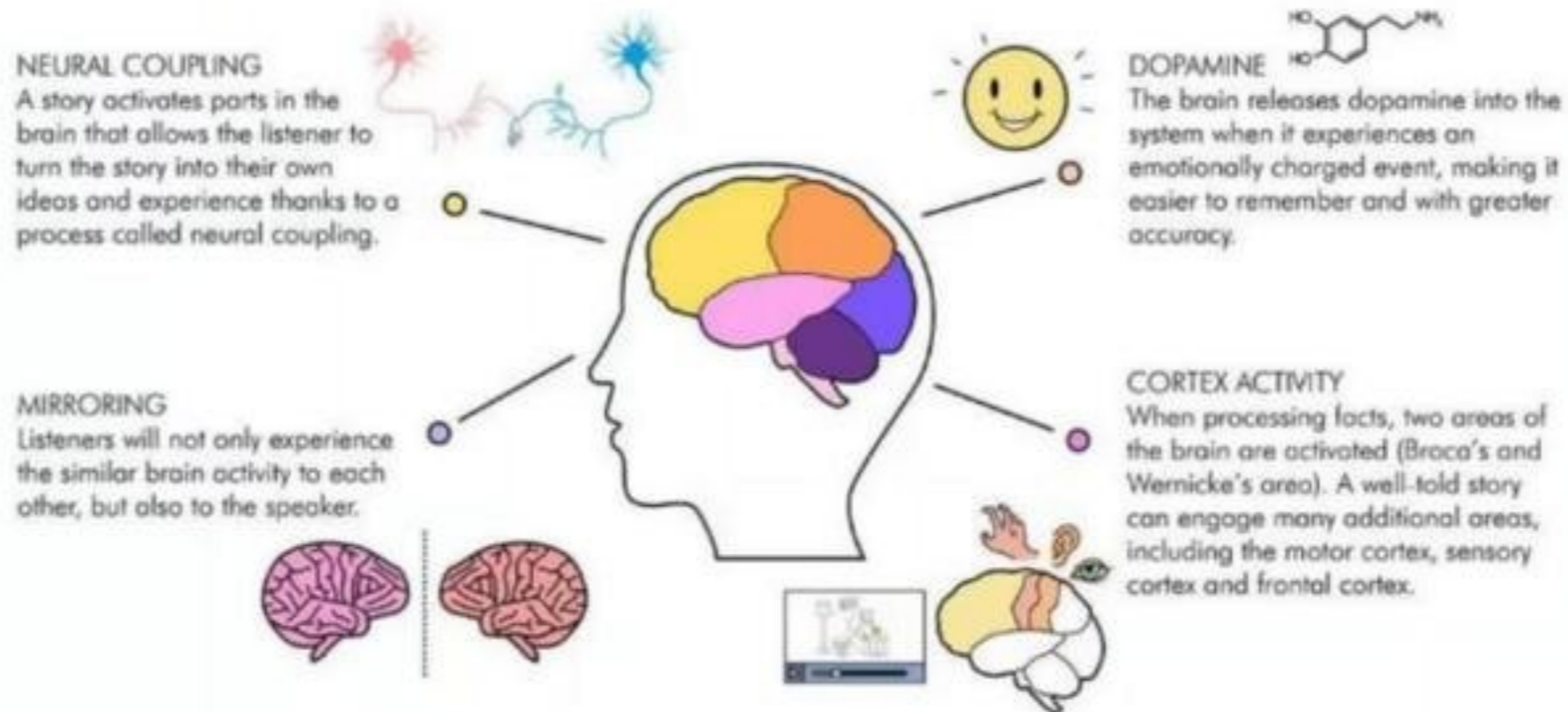






# Storytelling and the Brain

## HOW STORYTELLING AFFECTS THE BRAIN





**Stories:**  
**A place where  
facts meet  
feelings!**













**No conflict =  
No curiosity =  
No interest!**









## Eight Types of Stories\*

Springboard  
stories

Communicate  
who you are

Transmit  
values

Communicate  
who the firm  
is

Build  
collaboration

Neutralize the  
grapevine

Share  
knowledge

Lead into the  
future

# Springboard Story

## Objective

Communicate complex ideas;  
spark action.  
Change management

## The story must:

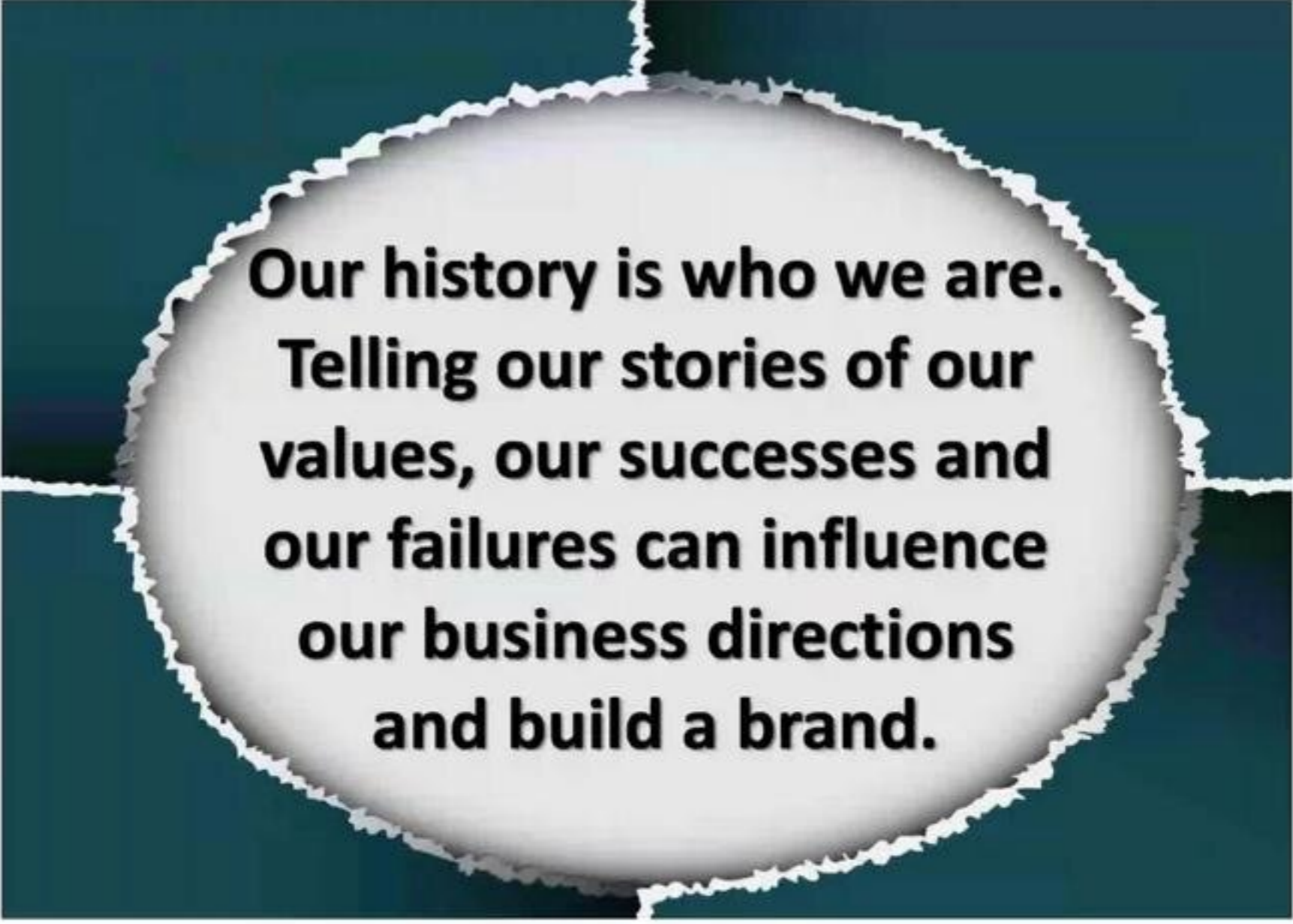
Describe how a successful  
change was implemented in  
the past, but allows listeners  
to imagine how it might work  
in their situation.

## Conditions

- True
- A single protagonist – typical  
of the audience
- Focuses on a positive  
outcome

## Needs to:

Avoid too much detail.  
Not distract the audience from  
their own challenge.



**Our history is who we are.  
Telling our stories of our  
values, our successes and  
our failures can influence  
our business directions  
and build a brand.**



# Build Collaboration

## Objective

Teambuilding.  
Sense of common purpose /  
community.

## The story must:

Recounts a situation that  
listeners have also experienced  
and that prompts them to  
share their own stories about  
the topic.

## Conditions

- Moving
- Interesting
- Story about something  
listeners also have stories

## Needs to:

Be told with the context.  
Create a shared basis for  
action.







# Why use an analogy:



**The shortest story!**



**Makes difficult concepts easier to understand.**



**Creates a picture for the listener.**



**Increases recall.**



**Creates curiosity.**



**Stimulates thinking.**



## Points about analogies

- 1 Comparison between two things to make a point.
- 2 Metaphors and similes are used to create an analogy.
- 3 Simile = Like
- 4 Metaphor = Is
- 5 Metaphor is more direct



## When to use an analogy:

To explain complex or new ideas.

*Helps others understand difficult to imagine ideas.*

As a cautionary tale.

*Lessons from the past.*

To speed up or get a decision un-stalled.

*People see a problem in a new way and generate creative solutions.*



## **Finding stories: Creating your personal inventory**

Brainstorm the list of nouns that are important to you: people, places and things that have shaped your life. Write them on a piece of paper.

### **People:**

Write your name in the center of the paper and start drawing out types of relationships: family, friends, coworkers, and so on.



# My map of stories



**Sister:  
Dorissa**

Downsview  
Library  
Mighty  
Mouse  
Cancer  
Dad  
Collin

Paula

**Friend:  
Pam**

Time  
Mia  
Running  
Clean house

**CoWorker:  
Susan**

OCD  
Story  
telling

NY

Cupcakes

Cancer  
Fun  
Generosity

**Friend:  
Maureen**



# Finding stories: Creating a personal inventory



Begin building your inventory



of stories



BEFORE



you need them.



## Wrapping up

**Stories build bridges.  
When the story ends  
and the teller's voice is silenced,  
the bridge between  
teller and listener  
remains.**

***Elaine Blanchard***



## Perform It: Steps\*



In performing the story, the storyteller relives the story and makes it fresh.



The storyteller should try to find a story that works well at all levels of the organization.



Once you find a story that works, keep using it.





## Perform It: Steps\*



Keep in mind that it's storytelling, more than the story, that has the impact.



Recognize that the protagonist may not be the best person to tell the story.



Recognize that you become a better storyteller through practice.



## Perform It: Steps\*



Recognize that initially the audience may not be listening and that you may need to get their attention.



Talking about the listeners' problems is one way of getting their attention.



Another way of getting their attention is by telling the truth about yourself – reveal a vulnerability.



## Perform It: Steps\*



The object of the storyteller is to enable the listeners to discover the truth for themselves.



Recognize that organizational storytelling is about telling authentic stories.

\* Steps taken from Denning, S. (2004)  
*Squirrel, Inc.: A fable of leadership through storytelling.*



# Independent Learning

- ❖ Denning, S. (2004) *Squirrel Inc.: A fable of leadership through storytelling.*
- ❖ Denning, S. (2007) *The Secret Language of Leadership.*
- ❖ Guber, P. (2011) *Tell to Win.*
- ❖ Karia, Akash (2015) *TEDTalks Storytelling.*
- ❖ Khoo, Valerie (2013) *Power Stories.*
- ❖ Smith, P. (2012). *Lead with a Story.*
- ❖ Mathews, R., and Wacker, W. (2007). *What's your story?: Stories to move markets, audiences, people, and brands.*
- ❖ Simmons, Annette (2007). *Whoever Tells the Best Story Wins.*
- ❖ Wortman, C. (2006) *What's your story?*