

Story Telling
It's Not Just for Fairy Tales



A presentation delivered to you on behalf of Anthem EAP

AnthemEAP

1

The History of Storytelling

- The first cave paintings were discovered more than 30,000 years ago - since then storytelling has been one of our most essential communication methods
- Storytelling came about long before writing
- Storytelling plays a significant role in many religions and cultures
- Rock art was one of the first forms of storytelling for many ancient cultures
- Storytelling is still used as a method of passing along important information

2

Definition

"Storytelling is the conveying of events in words, sounds and/or images, often by improvisation or embellishment"
- Wikipedia

"Storytelling is the interactive art of using words and actions to reveal the elements and images of a story while encouraging the listener's imagination."
- The National Storytelling Network

Most cultures share stories as a means of providing entertainment, education and to instill moral values.

3

Why is Storytelling So Impactful?

- Storytelling is a powerful way of putting ideas into the world and to share them with others
- Stories can move us, inspire us and make us feel alive
- Stories can bring us hope and bring people together
- Stories can help us better understand life's events
- Storytelling is a great way to communicate our thoughts or feelings

"Stories have power. They delight, enchant, touch, teach, recall, inspire, motivate, challenge. They help us understand. They imprint a picture on our minds. Want to make a point or raise an issue? Tell a story."

— Janet Litherland

4

How Storytelling Works in Our Brain

- Stories are a powerful way to activate our brain - a story can put our entire brain to work
- When we are being told a story, the language processing areas in our brain are activated - this is where we decode words into meaning
- Other areas of our brain are also engaged, so we can identify with the characters, their experiences and emotions
- When we hear a story, we relate it to our existing experiences or emotions
- Our brain makes these connections which allows us to remember the stories



5

The Components of a Good Story



- Convey passion
- Have compelling characters; a hero
- Create awareness: that moment in the story where people learn or realize something
- Include impact, transformation, change
- Make people think and feel
- Make the story truthful
- Make it relatable and real to the audience
- Have a surprise ending or show someone that overcame insurmountable odds

6

The Don'ts of Storytelling

- Don't tell a story that could offend someone
- Be careful with humor
- Don't make it too long or complicated that you lose the listener's attention
- Don't underestimate the power of your story
- Don't use words that are foreign to the experience of the listeners

7

How Businesses are Using Storytelling

- Corporate culture is reinforced through storytelling
- Advertising uses storytelling to reaffirm a message
- Storytelling helps corporate missions to "come alive"
- By allowing the reader to insert themselves into the story, they see that they have shared values and become bonded with the company
- Impactful storytelling is considered one of the top new business skills to have



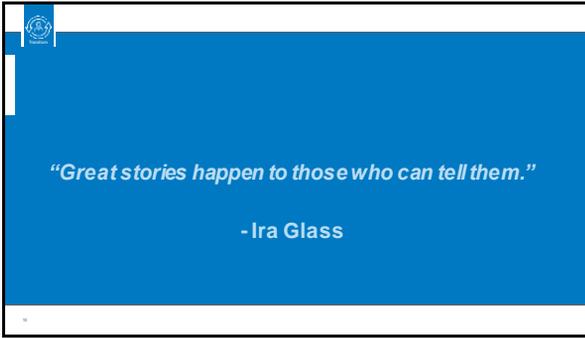
8

Examples

- Airbnb
- Warby Parker
- Zappos
- Adidas
- Kickstarter
- Burt's Bees

"Marketing is no longer about the stuff that you make, but about the stories that you tell."
- Seth Godin

9



10



11



12
