Stories that Bind & Inspire

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We all have a story to tell
We all have a story we love

Storytelling & Survival
"Humans are the only animals that can create and believe fiction." – Harari

Storytelling Framework

Character	Who	Who is involved?
Context	Where When	Time, place, situation
Connection	Why	Why should I care?
Crisis/Conflict	What	Problem, flaw, weakness
Conclusion	How	How is it resolved?

Practical Applications

Presentation Framework
Introduction · Rationale · Main Point 1 · Support · Main Point 2 · Support · Main Point 3 · Support · Summary · Conclusion

Power of Stories
- Develop Empathy
- Establish Relevance
- Understand Background
- Flexible communication
- Creative expression
- Critical thinking

Get the audience invested
mystery, suspense, concern, worry, curiosity, empathy
...and then what happened?

Cinderella
"A dream is a wish your heart makes..."

Character	Cinderella, sisters, stepmother, prince
Context	Locked attic, palace, Ball
Connection	Empathy
Crisis/Conflict	Bullying, midnight, lost slipper
Conclusion	Happily ever after...

the Rule of 3
$a^2 + b^2 = c^2$ $E \approx MC^2$
- People prefer patterns...
- 3 is the smallest pattern
- Patterns produce persuasion

Research & Critical Thinking

Quotes
"The human species thinks in metaphors and learns through stories."
Mary Catherine Bateson (writer and cultural anthropologist)

"Humans are the only animals that can create and believe fiction."
Noah Yuval Harari (writer and historian)

"Marketing is no longer about the stuff that you make, but about the stories you tell."
Seth Godin (writer, teacher, entrepreneur)

"Stories are memory aids, instruction manuals and moral compasses."
Aleks Krotoski

"Your job is to get your audience to care about your obsessions."
Martin Scorsese

"There is no terror in the bang, only in the anticipation of it."
Alfred Hitchcock

"All the world's a stage, we are merely players...."
Shakespeare

Make a promise
Expectation, hope, thrill, adventure, challenge, victory, triumph, satisfaction
Once upon a time...
A long time ago, in a galaxy far far away...

Goldilocks
"Who's been sleeping in my bed?"

Character	Goldilocks, 3 bears
Context	Cabin in the woods
Connection	Curiosity, tension, thrill
Crisis/Conflict	Bears catch her
Conclusion	She escapes

Academic Writing & Presentation

Support Framework

Statement			
Explanation	Example	Evidence	Expert

Statement: Fast food consumption is directly related to increased obesity.

Imagine · Connect · Inspire · Experience · Promise · Think · Feel · Open · Wonder · Grow · Create · Give · Fill · Transport · Stimulate · Motivate · Teach

Storytelling Stamina
#, Comment, Tweet, Like, Follow, Retweet...

"People have forgotten how to tell a story. Stories don't have a middle or an end any more. They usually have a beginning that never stops beginning."
Steven Spielberg

Shakespeare: Romeo & Juliet
"Romeo, Romeo wherefore art thou Romeo..."

Character	Romeo, Juliet (relatable young lovers)
Context	Inter family conflict
Connection	Forbidden love, empathy
Crisis/Conflict	Relationship doomed, misunderstanding
Conclusion	Tragedy

3 of a kind
3 adjectives add impact
The stranger was tall, dark and handsome.
The castle was damp, cold and mysterious.

3 facts are more persuasive
Disney Sea has better rides, shows and refreshments.
Studying language improves creativity, cognition and flexibility.

3 sources add validity
Journal of Applied Linguistics
Professor Dinosaur
Youtube

Source Validity
ONE WAY
1 - is risky and open to bias
2 - is binary, comparative or contrastive
3 - is complete, exhaustive and reliable

Background
Story telling is the oldest form of communication

amazon
- No PowerPoint presentations
- No bullet points
- Narrative structure
- Dedicated reading time

In the past it was like this...
So now we should do this... Narrative Structure Then something happened...
So the future might be like this...

Winston Churchill
"We will fight on the beaches..."

Character	All Britons, free world vs. tyranny
Context	WWII, Battle of Britain
Connection	Duty, survival, common struggle
Crisis/Conflict	Fear of invasion, Fascism
Conclusion	We will never surrender...

Rule of 3
Watched, judged, detained
Leaked Chinese government records reveal detailed surveillance reports on Uyghur families and Beijing's justification for mass detentions
By Ivan Watson and Ben Westcott

Observation — Source 3
CNN — Interview — Source 2
FOX NEWS / Google — Survey — Source 1

Our brains are naturally programmed to process stories

Elements of a good story
Engage Entertain Educate

Engage — Why should I care?
Entertain — Why should I continue?
Educate — Whats in it for me?

Steve Jobs iMac/iPhone
"Here's to the crazy ones..."

Character	Us
Context	IT Revolution, changing world
Connection	New, amazing device...
Crisis/Conflict	Nobody likes their cell phone
Conclusion	Think different

Thesis Framework
Introduction — Explanation, Background, Support, Method, Goal, Purpose
Chapter 1, Chapter 2, Chapter 3
Conclusion — Summary, significance, impact, connection

Research Framework

Phenomena	Hypothesis	Method
?	Yes/No	

Support and Sources

We process & remember information when it resonates with us

Rationale
Stories have the power to connect and inspire
- Children's Books
- Best Sellers
- Block Busters
- Literature
- Presentations/Speech
- Marketing

Three Act Play
- **Set up:** Introduce Characters, Context, Conflict
- **Conflict:** Subplots, twists, rising tension
- **Resolution:** Showdown, conclusion, denouement

The Three-Act Structure
ACT I · ACT II · ACT III

Story
Thick Description
Blink · Wink · Twitch

Refers to writing in a manner that is rich with variety, and at the same time, very engaging, descriptive, full of voice yet with a strong academic tone.
Clifford Geertz 1973

Triangulation
Confirm
Observe — Question