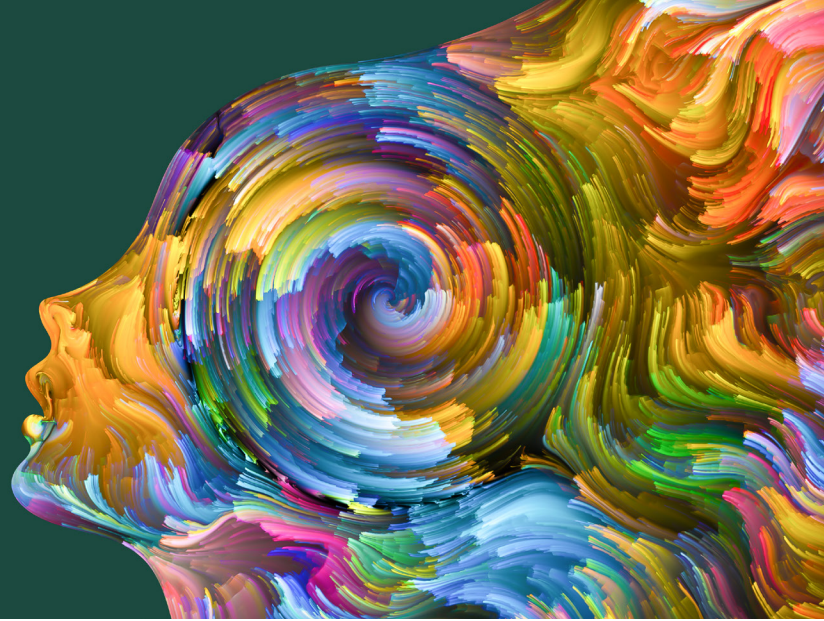


The Power of Story



When you are creating a story or a presentation, you need to define a question or a sentence that thematically captures what you want your audience to experience and take away.

The power of story is the most important tool in your arsenal. If done well and done correctly, the power of a great story can have a massive effect on the audience and define you as an influencer. It can inspire, enliven and create instant rapport. It can move an audience to take action and it can change lives.

Why are stories so powerful?

Stories provide structure and order. They make ideas and experiences familiar, predictable, and comforting. Stories trigger our imaginations, tapping into creativity, discovery and exploration.

Stories are universal, conveying meaning and purpose that help us understand ourselves better and find commonality with others.

How do stories change the world?

Nothing can be transformed without effective storytelling. Stories inspire us and catalyze us to act. Stories can create an emotional connection, generate the next big idea, reshape our most vital systems. Facts tell; stories sell.

What happens to your brain when you hear a story?

When you listen to a story, your brain waves actually start to synchronize with those of the storyteller. And reading a narrative activates brain regions involved in deciphering or imagining a person's motives and perspective, research shows.

Why do humans enjoy stories?

Stories let us share information in a way that creates an emotional connection. They help us understand information and each other and make the information memorable. Because stories create an emotional connection, we can gain a deeper understanding of others' experiences.

Depending on the story you're reading, watching or listening to, your palms may start to sweat, scientists find. You'll blink faster, and your heart might flutter or skip. Your facial expressions shift, and the muscles above your eyebrows will react to the words — another sign that you're engaged.

Learn to use stories to build persuasive presentations that inspire. Increase engagement with communication that matters to your audience.

