

YOUR STORY IS YOUR COMPETITIVE ADVANTAGE:

How Storytelling Can Help Flip the Script

Fall 2020 WA Business Week Speaker Series with

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Why Story Works

FIVE NEUROLOGICAL RESPONSES

WE WANT FOCUS	WE WANT LOVE	WE WANT HOPE	WE WANT EMPATHY	WE WANT CHANGE
WE FEEL FEAR	WE FEEL LONELY	WE FEEL DESPAIR	WE FEEL DEPLETED	WE FEEL STUCK
WE RELEASE CORTISOL	WE RELEASE DOPAMINE	WE RELEASE SEROTONIN	WE RELEASE OXYTOCIN	WE RELEASE ADRENALINE
WE BECOME CLEAR	WE BECOME HAPPY	WE BECOME PEACEFUL	WE BECOME CONNECTED	WE BECOME ACTIVE

HOW TO DO IT: 2 MINUTE STORY

TIMING	QUESTIONS	STORY STRUCTURE
20 - 30 Seconds	Where are you? What Were you doing?	Beginning: Character & Setting
60 - 90 Seconds	What changes? Then what happens as a result? Until what finally happens?	Middle: Inciting Incident, Plot, Climax
20- 30 Seconds	Why Should we care?	End: Resolution, Moral, Theme



Topic	Grabber	Agenda	Learning Objectives
		1.	1.



Problem
(30 sec minutes)

Action
(60-90 seconds)

Results
(20- 30 seconds)

Where Were You?
What Were You Doing?

Something Changes

What happens as a result of the change?
Then What Happens?
Then What Happens?
Until What Finally Happens?

Why Should We Care?
What do you want us to Think, Feel, and/or
Do Differently as a result?

What is the point?

Key Point 1 Recap

Key Point 2 Recap

Key Points 1,2,3 Recap

Action Steps:

1.