- **Jeff Gothelf: the power of storytelling**
[Jeff Gothelf: The Power of Storytelling](#)

Basic structure storyline: the story arc or the narrative
3 components
    Situation
        Paint the picture
        Why was I there
        Who did I meet
        What were the circumstances
        What did I learn
    Complication
        What is the challenge
        What is the obstacle
        What do we have to get through
    Solution

How do we make you a better version of yourself through this story
    (Apple)
Difficult to get people to pay attention to what it is we are trying to tell them
    Because nowadays people are already flooded with stories and different narratives. (from
    friends, family, brands, advertisements, social media)
How convince people to listen?
    People don't care about your story
    More important stuff to do
    They've heard it all before
    Other priorities
    Already know it

Make them care. Make them the hero and the centre of the story and the solution
Take them on the journey with me

Design your story with intent

    Who are you speaking to? (target audience, how old, what do they already know etc, what is it
    that they know that you could help them become better, relevant to them, what do they care
    about and is it the same thing you also care about, language/how get them to pay attention)
        What makes them hero? What is it to help them become the narrative of the story and
        be the hero. How to help them in this? To get them to become a better version
    Tell them where you're taking them (signposting).
        I'm going to tell you how to tell a compelling story
        Here is how your tell a compelling story
        Recap: here is what I told you about how to tell a compelling story
        Set their expectations and nail them every single time while moving through the
        narrative
    Has to have an opinion
        Makes people pay attention, this is what I think and this is what people take away from
        it. maybe trying to inform, trying to sell, trying to laugh etc.
        Cause and effect
        Don't make them do the work
        Grabbing attention
    Give them something to take away
        Give them something they can walk away with

At the end people should be able to answer the question what did you learn?
Keep it practical
Know your punchline!
It is stand-up comedy
Know where you are headed with the story and know how you are taking the people with you
Landing the ending

The fundamental human experience is that of compassion (Joseph Campbell the hero's journey)
It makes people care and that is the power of storytelling

- **Will Storr: the science of storytelling**
  [Will Storr: The Science of Storytelling](#)

Scientist and storytellers started at completely different stages, but ended up discovering the same things.
Stories emerges from brains as naturally as breath emerges from human lips
Hacks on storytelling based on science
1.All stories change
Brains are obsessed with brains

- **James Hurman: the simple story every company can tell**
  [James Hurman: The simple story every company can tell](#)

It encages our emotions and brain chemistry in a way it doesn't get old

3 act story

Something happens to the founders that sets them off to a new story/ something happens
Creation of a product that is better of different
Adoptions of the product, change for the better everybody lives happily ever after

History and how/why you came to be
Product how it is different or better
Ambition to change the world
They make you care

Story is already there no need for a big advertising company

Not only buying the product but also the course

- **Kelly Parker: Business storytelling made easy**
  [Business Storytelling Made Easy | Kelly Parker | TEDxBalchStreet](#)

Stories are one of the most powerful forces on the planet to connect, persuade and influence our mindset, believes and behaviour
Storytelling is therefore one of the most powerful things there is

Facts are 20 times more remembered if they are in within a story
Stories are proven to affect behaviour

1 Problem and the pursuit

Before you tell a story you must know who you are talking to
You have to understand your audience, their problem and pursuit
 Problem is where they are now and how they feel about it
 Pursuit is where they want to be, its who they want to be in this future perfect world

Take time to understand this

Good story listening always becomes before good storytelling

2 paint them a picture (they can remember and repeat)
Show that you understand their problem but also shows a better future

Specific person, specific challenge, specific imitary, specific feelings
 Be specific! --> include something they can relate to

3 propose
Stories get the timing right
Don't expect your audiences to buy too soon
Make them say he I've been waiting for this and it's about time

- **David JP Phillips: the magical science of storytelling**
  The magical science of storytelling | David JP Phillips | TEDxStockholm
Tricked by a story
Emotional investment
 Falling in love resembles a good story and the biggest emotional investment
  Falling out of love things get annoying
 13 months
 Objective skills out of the window, hormones rushing in
Storytelling --> same thing can happen
 Hormones and neurotransmitters can be released because of a story

Dopamine
Build suspense and launch a cliff hanger (all storytelling is dopamine creating because it is always something were waiting on or something we are expecting to come)
 Dopamine levels go higher and people have more attention, are more focused and you have a better memory/remember things more

Oxytocin
You become more generous, you trust a person more and bond to a person or story
 You feel more human and more relaxed
In storytelling you create empathy

Endorphin
You make people laugh, they become more creative, more relaxed and more focussed

Bad part is high levels of cortisol and adrenalin
Feel like being (schrikken)
 High concentrations of this get to:
  Intolerant
  Irritable
  Uncreative

Critical
Memory impaired
Bad decisions

Functional storytelling
1-everybody is a good storyteller, you do have to believe in it
2-write down your stories
3-index those stories

You pick the story you want to release the hormone you want to and the person you're talking to how you want it to get the results you want.