

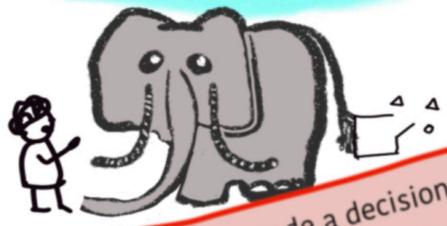
THE POWER OF STORY TELLING

TO INFLUENCE & CONNECT US



Dr. Brin Hodgskiss

GO SMALL
not always needing to be big



'No one ever made a decision because of a number. They need a story'
Daniel Kahneman (Nobel Prize Laureate)

LEARN HOW TO RECOGNISE WHEN STORIES ARE BEING TOLD & HOW?



TIME: last tuesday
PLACE: When I was in Blackpool



DIALOGUE: "and she said, and I said, so we did"

SERIES OF CONNECTED EVENTS: "and then... and so"



What would your audience be asking?

find the relevance

What's the relevance statement?

emotions are good! but they won't work alone you need

"I have a Son" Connect

& link to emotions

Once you have hooked them in



HIT THEM WITH THE FACTS

& remember that

SHARED VULNERABILITY What is most vulnerable is often most universal



CONNECTION & CLARITY Releases oxytocin - known as the

If we pay close attention to one thing... the ball
We often miss out the very obvious things in our field of vision... the gorilla



#itsnotpinkorfluffy #HopeNetwork