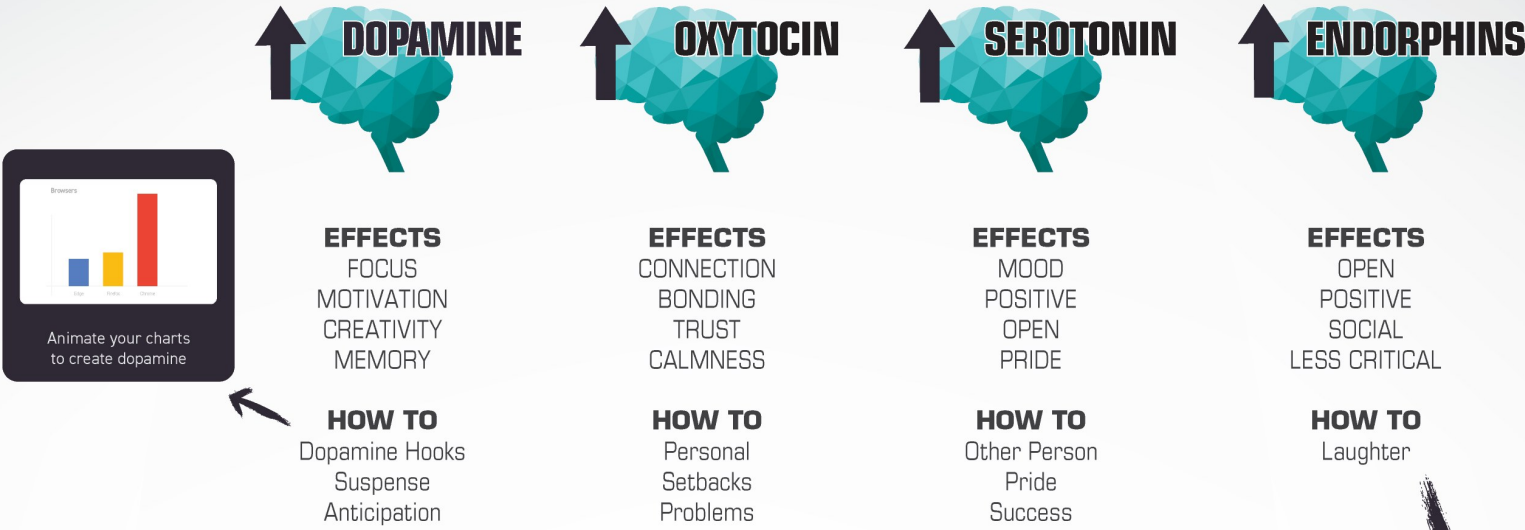


BUSINESS STORYTELLING

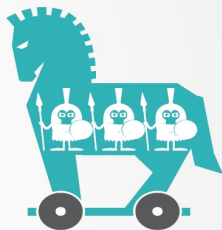
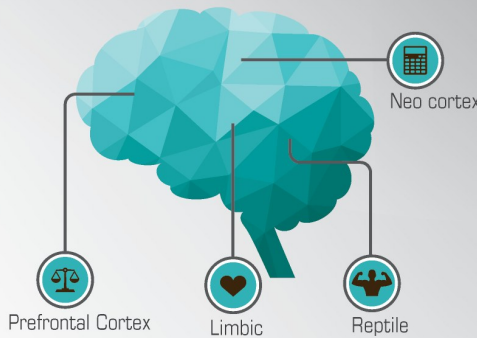
storytelling.com

BUSINESS STORYTELLING WITH DAVID JP PHILLIPS



THE BRAIN

Storytelling reduces the activity of our "Prefrontal Cortex" which reduces critical thinking.



A TROJAN HORSE

In a story you can choose what hormones/substances you want to mix in your listener's limbic system. like a Trojan you influence your listener's logical reasoning.

STORYTELLING STRUCTURE



CASE STUDY TO -> A STORY

1. Pick out the best data and result from the case study. This becomes step **4 CONCLUSION**.
2. Pick out the pieces that describe the context, background and problem. this becomes step **2 BACKGROUND**.
3. Now bridge the gap between STEP 2 and 4 by adding the development, how it all happened. This becomes step **3 DEVELOPMENT**.
4. Now just add a 10 second prep, this becomes step **1 PREP**.

DELIVERY

- ✓ Pause
- ✓ Varied tempo
- ✓ Emphasize
- ✓ Varied Volume

How you use your voice and body language is in turn decisive for how well your story goes. Most importantly, of all! Enjoy the story yourself!

INDEX YOUR STORIES

- What makes people laugh - Endorphins
- What makes people proud - Serotonin
- What makes people connect - Oxytocin
- What makes people motivated - Dopamine

THE ABC'S OF STORIES

ANSWERS

Learn to answer questions with stories.

BOUNCERS

Learn to bounce a story from a comment.

COUNTERS

Prepare stories which you can use as counter arguments.

SIGNIFICANT OBJECT STUDY

+6000% INCREASE BY JUST ADDING A STORY TO AN OBJECT

