YOUR STORY IS YOUR COMPETITIVE ADVANTAGE:

How Storytelling Can Help Flip the Script
Fall 2020 WA Business Week Speaker Series with
Theresa Francomacaro: Chief Storyteller @
Why Story Works

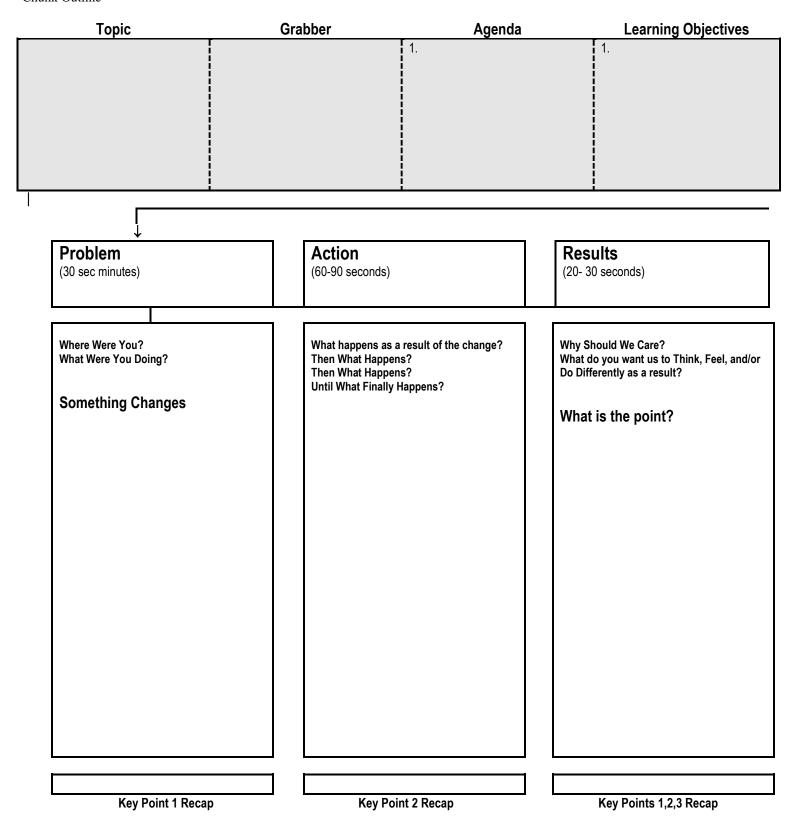
FIVE NEUROLOGICAL RESPONSES

| WE WANT |
|------------|------------|------------|------------|------------|
| FOCUS | LOVE | HOPE | EMPATHY | CHANGE |
| WE FEEL |
| FEAR | LONELY | DESPAIR | DEPLETED | STUCK |
| WE RELEASE |
| CORTISOL | DOPAMINE | SEROTONIN | OXYTOCIN | ADRENALINE |
| WE BECOME |
| CLEAR | HAPPY | PEACEFUL | CONNECTED | 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
	What changes? Then what happens as a result? Until what	
60- 90 Seconds	finally happens?	Middle: Inciting Incident, Plot, Climax
20- 30 Seconds	Why Should we care?	End: Resolution, Moral, Theme





Action Steps: 1.		
1.		