

Manage the Story, Manage the Change:

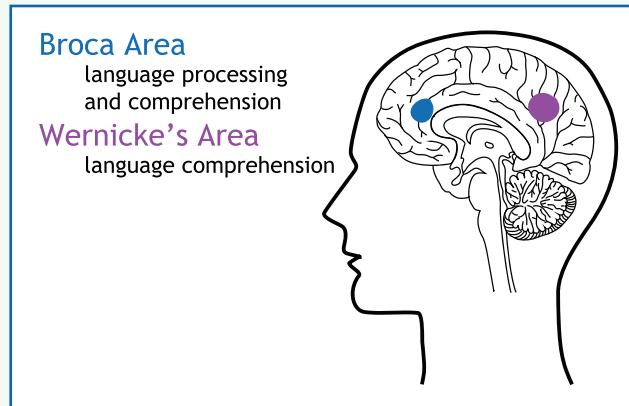
How Neuroscience Informs the Management of Change through Storytelling

Why Story?

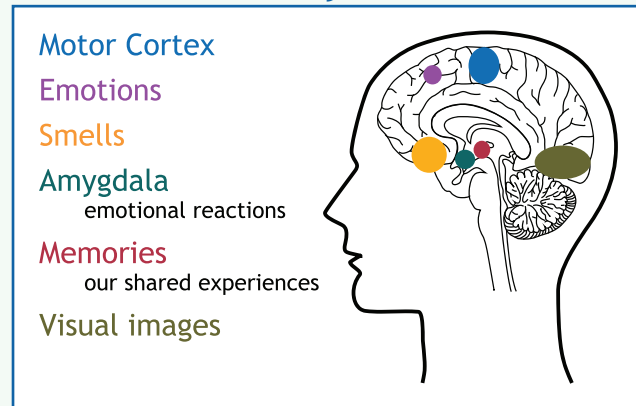
“A story does what facts and statistics never can: it inspires and motivates.”

(Taylor, 1996)

Your Brain on Facts and Stats



Your Brain on Story



Using neurostory activates 7 centers in your brain!

What is the Neuro Story Net?

“The NSN is part of the brain that holds the task of initially making sense out of this stream of incoming visual and audio information.”

(Haven, 2014)

The Neural Story Net [NSN] uses story structure to:

- » Provide superior retention (memory & recall)
- » Provide improved understanding
- » Create context and relevance
- » Create empathy
- » Provide superior engagement
- » Better induce listeners/readers to pay attention
- » Enhance the creation of meaning

Getting started:

Story invites the listener to make a connection with the teller and validate their own story or beliefs, values, attitudes and behaviors.

- » Listen fully to others when they tell their story
- » Tune into the storyteller's values, attitudes and beliefs
- » Determine which values, attitudes and beliefs create motivation
- » Link this motivation to the new outcome

References:

Haven, K (2014). Story Smart: Using the science of story to persuade, influence, inspire and teach. Santa Barbara: Libraries Unlimited

Taylor (1996). The Healing Power of Stories. New York: Doubleday.