



The Secret to Driving Inclusion and Engagement: Storytelling

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— Storytelling 101

- What is it?
 - The interactive art of using words and actions to reveal the elements and images of a story while encouraging the listener's imagination.
- Why is it powerful?
 - The power of story is its ability to connect people on an emotional level.



Storytelling 101

- Why
- The
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- Why
- The
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There are 2 ways to
share knowledge
YOU CAN PUSH INFORMATION OUT
YOU CAN PULL THEM IN W/ STORY

reveal
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on an

Storytelling 101

- The science behind it
 - Surprise! We're wired for it
- How you should leverage it
 - Use your own experiences and draw from them
 - Maintain a strong theme throughout
 - Bring it to life



Your turn

- Find a partner and introduce yourselves
- Step 1: Setup
 - Provide context
- Step 2: Build content
 - Build tension. Keep it short and simple
- Step 3: Resolution
 - Release the tension and bring it to a close

Your turn





“Story is where people go to practice the key skills of human life.”
– Michelle Scalise Sugiyama

