

# Your Optimised Systems, For Business Growth



# SHARE YOUR STORY



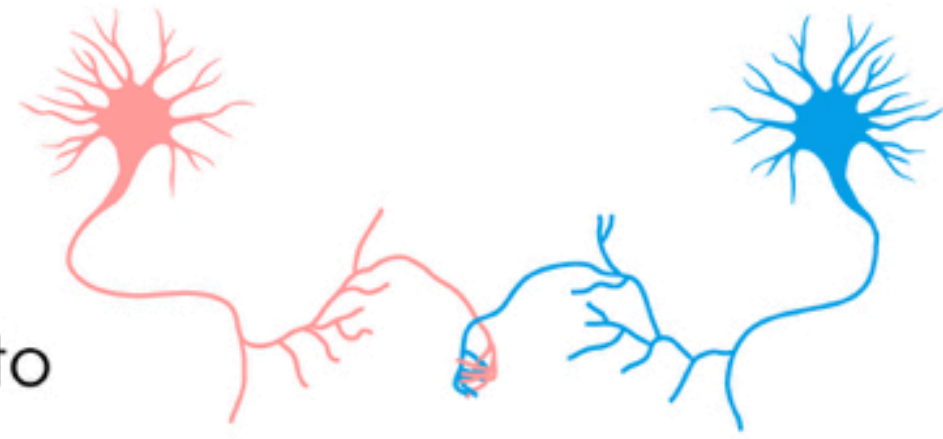
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# HOW STORYTELLING AFFECTS YOUR BRAIN

## NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story into their own ideas and experience thanks to a process called neural coupling.

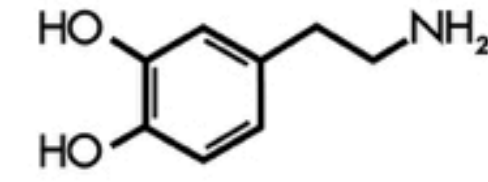


## MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



## DOPAMINE



The brain releases dopamine into the system when it experiences an emotionally charged event, making it easier to remember and with greater accuracy.

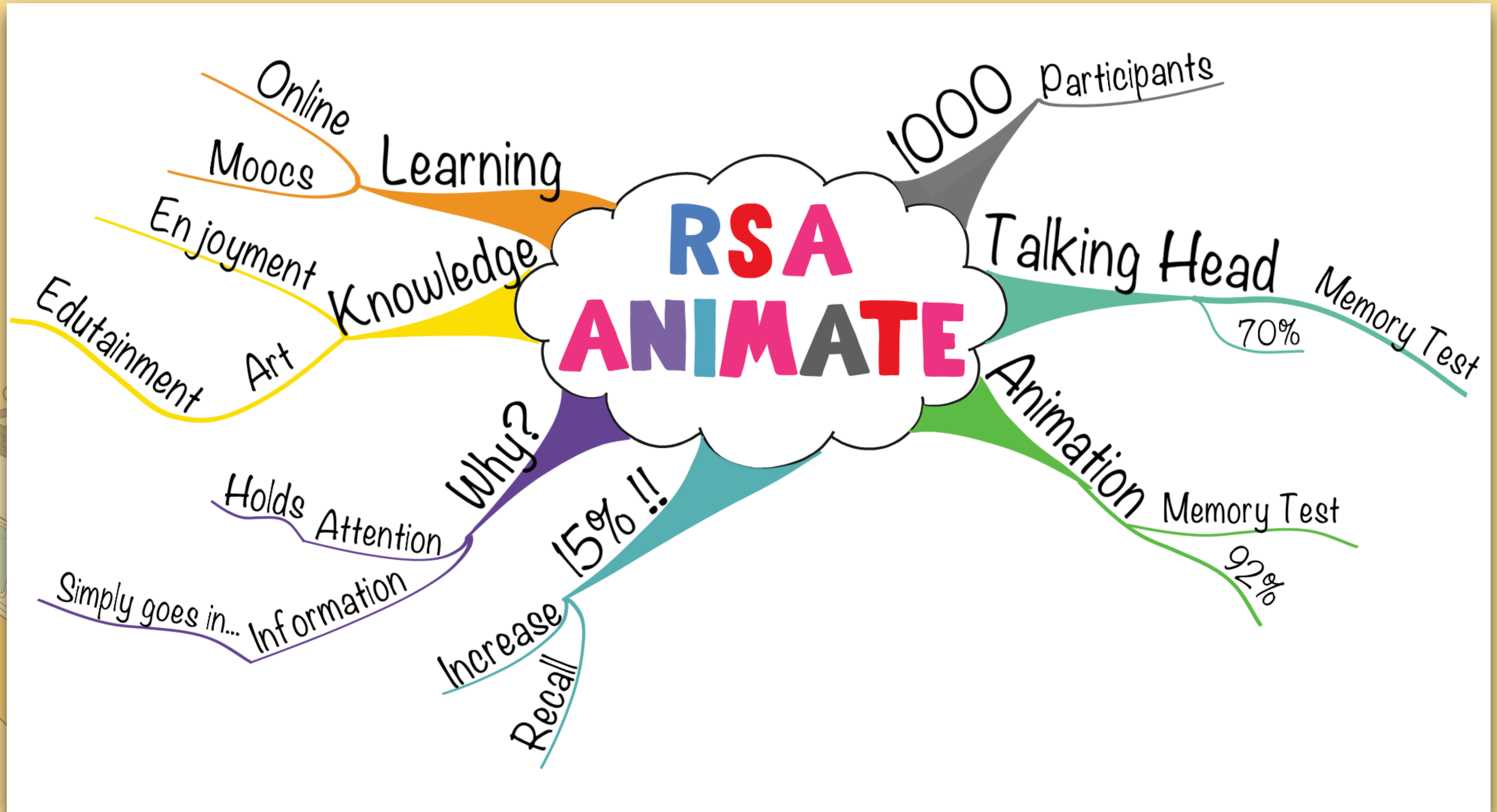


## CORTEX ACTIVITY

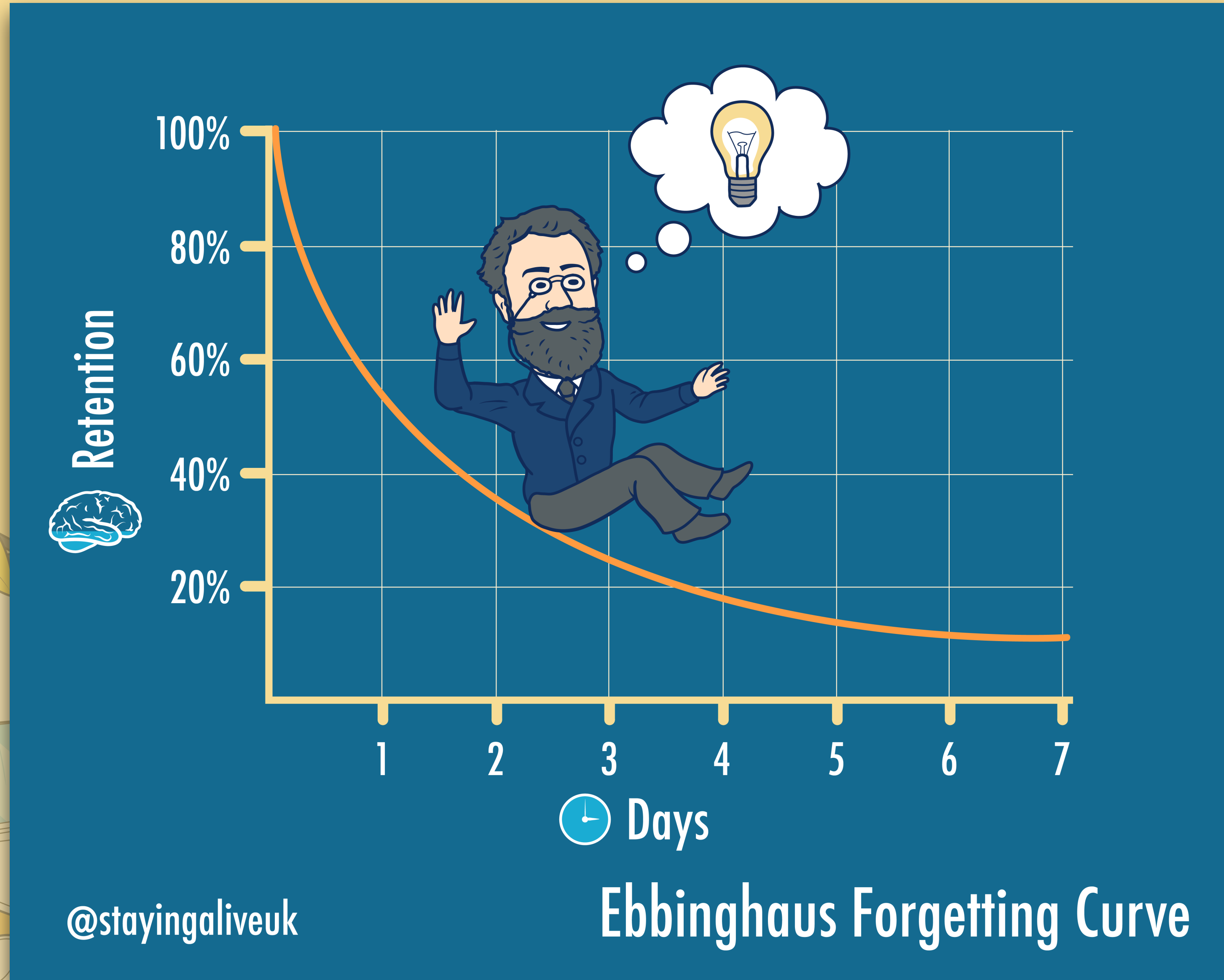
When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.



# RESEARCH BY PSYCHOLOGIST RICHARD WISEMAN FOR RSA ANIMATE



# RESEARCH BY PSYCHOLOGIST HERMANN EBBINGHAUS

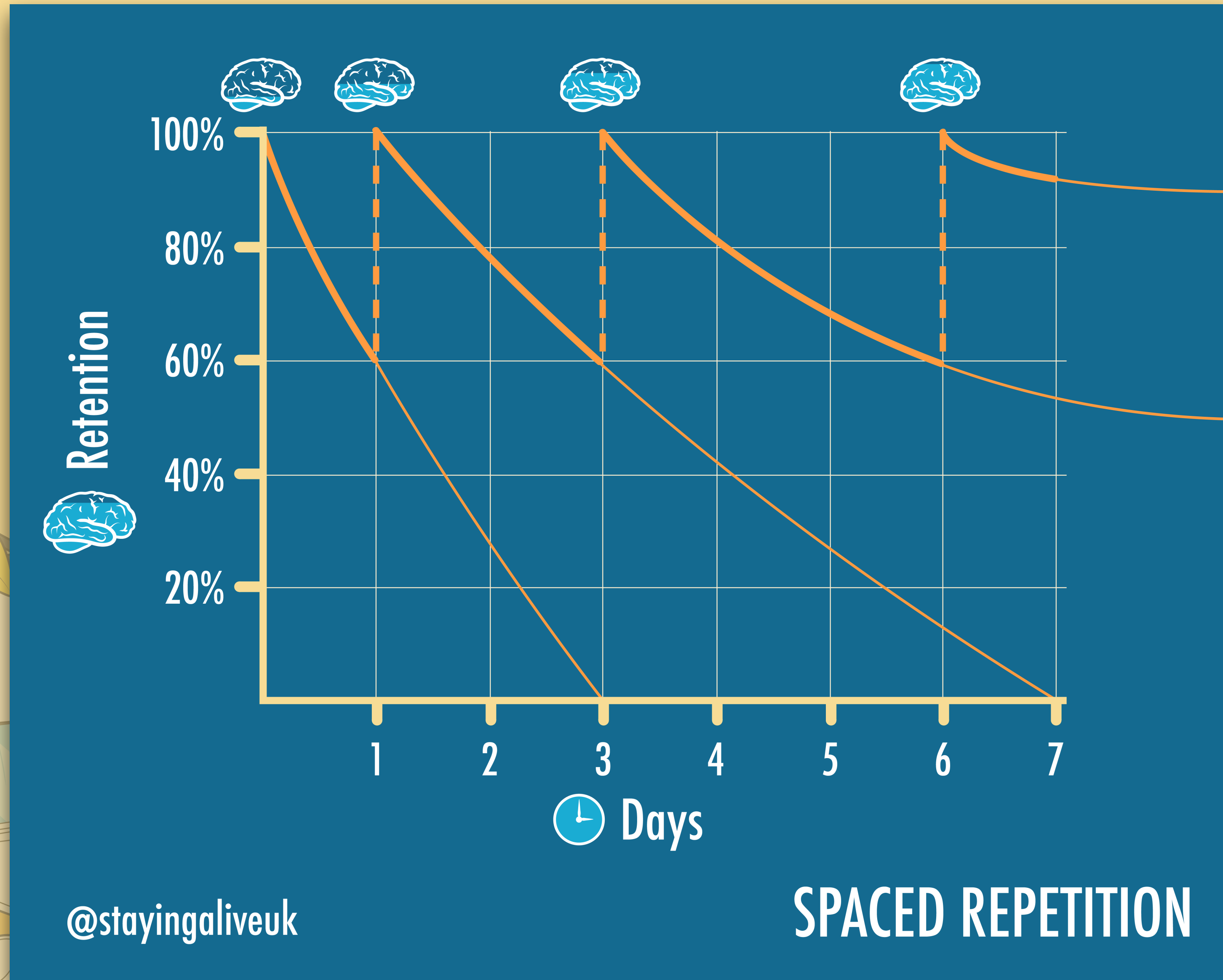


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Ebbinghaus Forgetting Curve

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# RESEARCH BY PSYCHOLOGIST HERMANN EBBINGHAUS



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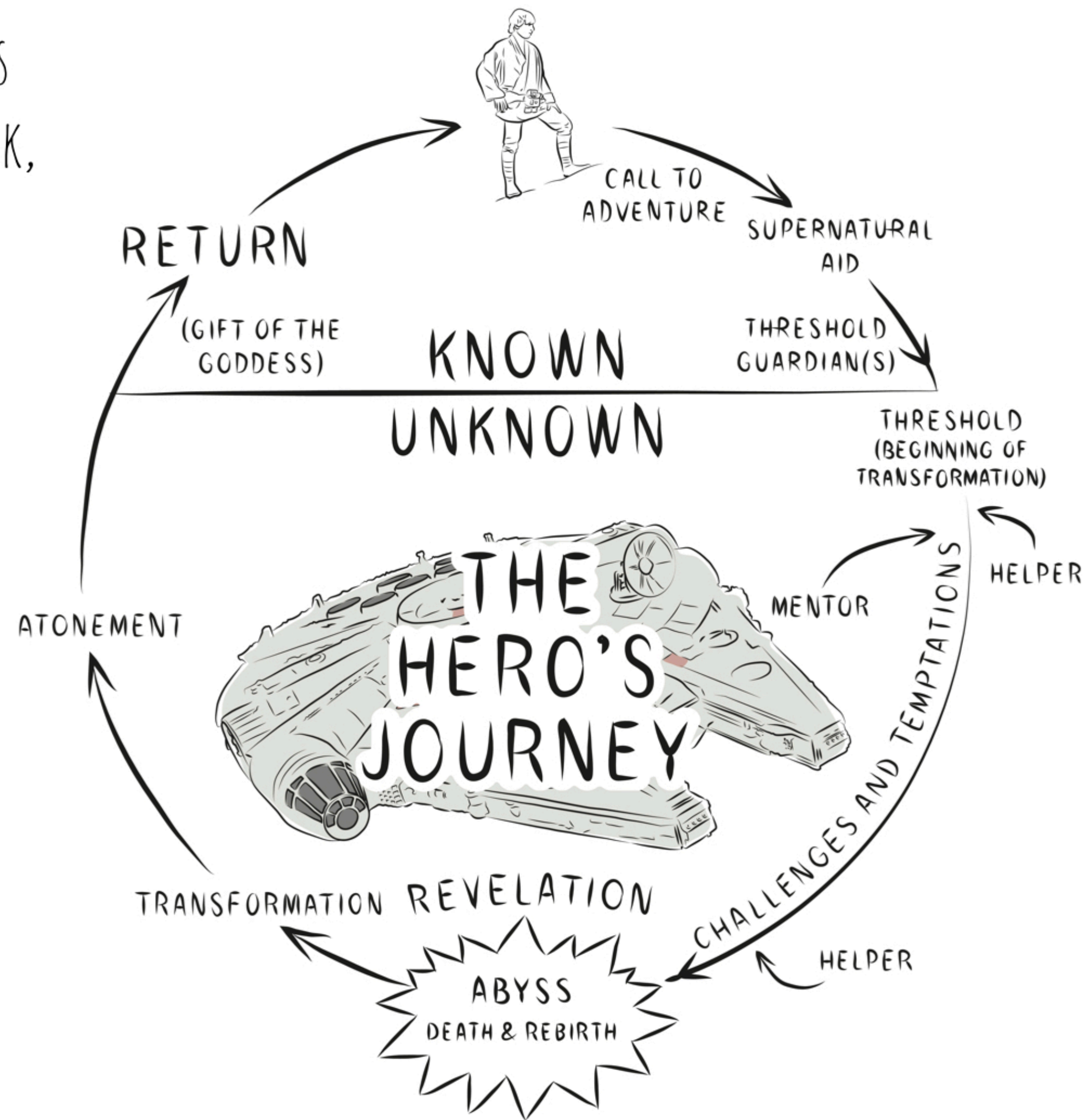
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# THE HERO'S JOURNEY

FACTOID: WHEN GEORGE LUCAS CAME ACROSS CAMPBELL'S WORK, HE MODIFIED STAR WARS EPISODE IV TO MAP MORE CLOSELY TO THIS MODEL.



JOSEPH CAMPBELL'S  
THE HERO'S JOURNEY

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# SHARE YOUR STORY



WHAT YOU CAN DO  
DIFFERENTLY FROM TOMORROW

1. STORYTELLING WORKSHOP
2. RE-WRITE YOUR LINKEDIN
3. WRITE YOUR BIO (STORY)