

Whoever Tells the Best Story Wins

Experience is the BEST Teacher...but story is second best.

A “working definition” of story:

Story is a re-imagined experience narrated with enough detail and feeling to cause your listeners’ imaginations to experience the event with their imagination.

Dual Processing in Decision Making

Objective Reasoning	Subjective Reasoning
<ul style="list-style-type: none"> • Quality of Facts • Linear, rational, unemotional • Facts can be tested and proved: • True or False, scientific method • One test and you know for sure. • People use standardized tests for veracity • STATISTICS • Numbers interpreted • FrankenKat • Summary 	<ul style="list-style-type: none"> • Quality of Feelings (like Trust) • Non-linear, irrational, emotional • Paradox – nothing is “true” more than 50-70% of the time. • It depends on your “point of view.” • People trust their gut/intuition. • STORY • Experience interpreted • Kittens • Sensory

Six kinds of stories:

- Who ARE you?
- Why are you HERE?
- Vision
- Values in action
- Teaching
- “I know what you are thinking”