

Using Stories to Inspire and Drive Change

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**Stories build connection and
inspire us to think and act
differently.**



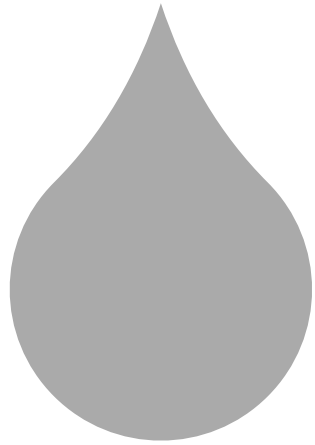
**6.7 million Americans
are currently living
with Alzheimer's**



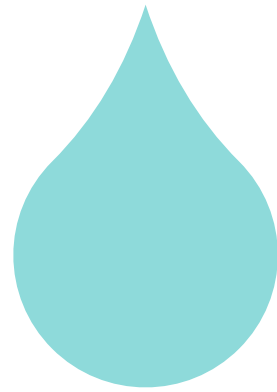
An estimated 1.2 million additional care workers will be needed between now and 2030 – more than in any other single occupation in the U.S



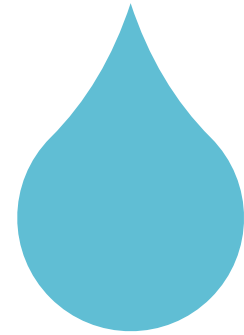




Mirror Neurons



Oxytocin



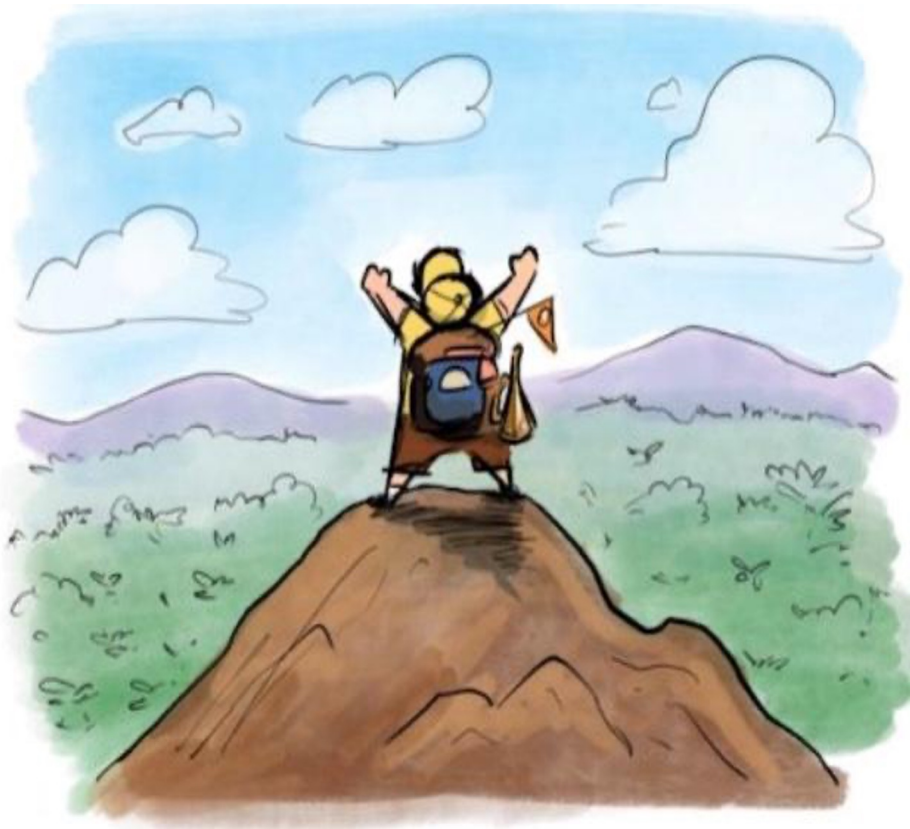
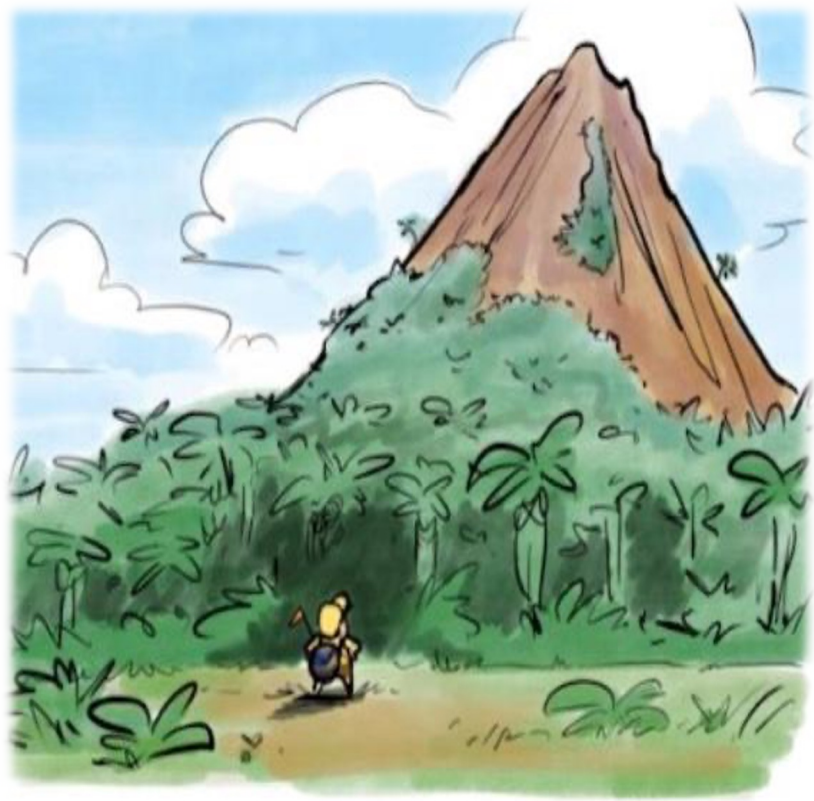
Cortisol



Build trust and connection

Bring meaning to your organization's values

Inspire during hard times



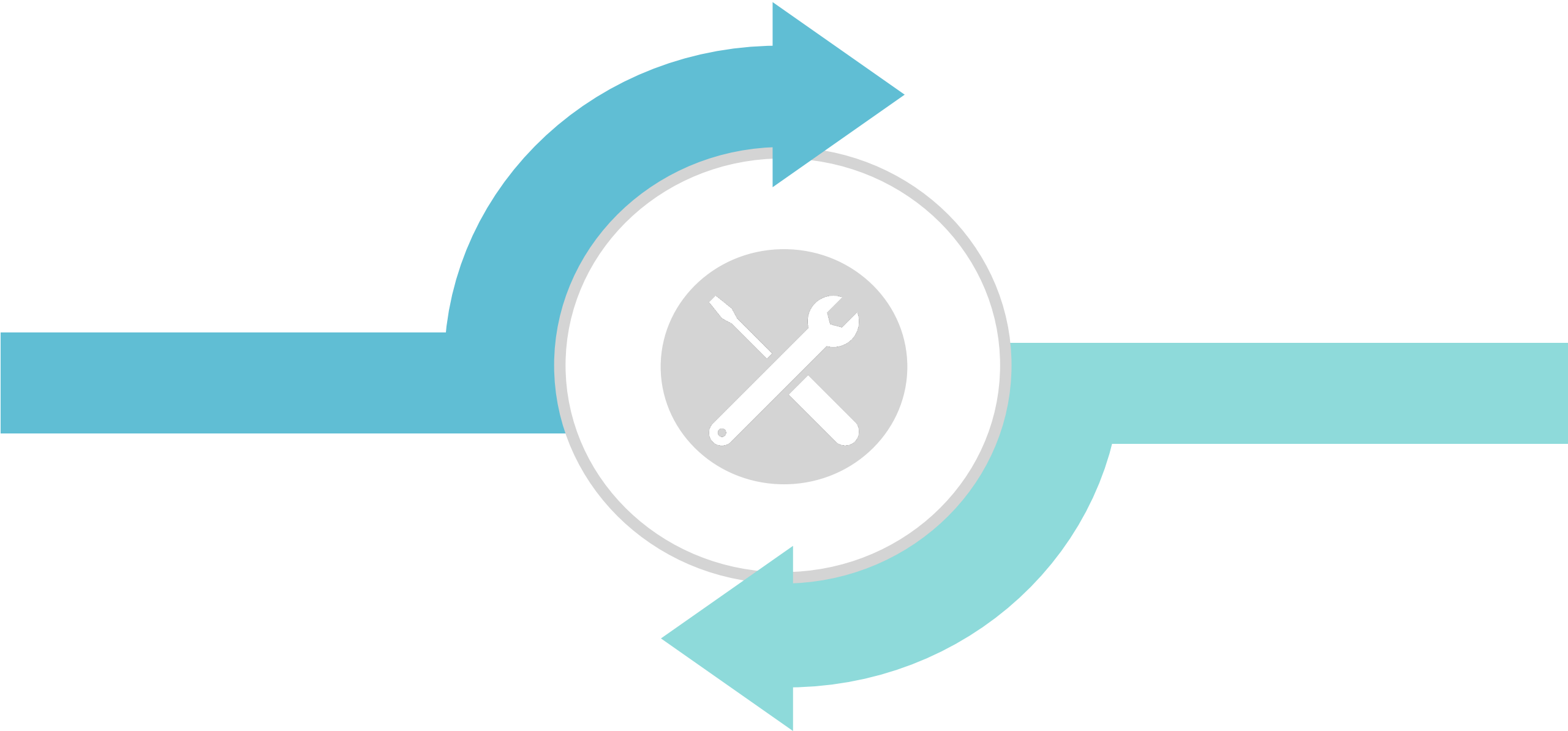
Act One

Act Two

Act Three

**Think about a pivotal moment in
your life that was challenging,
but informs who you are today.**

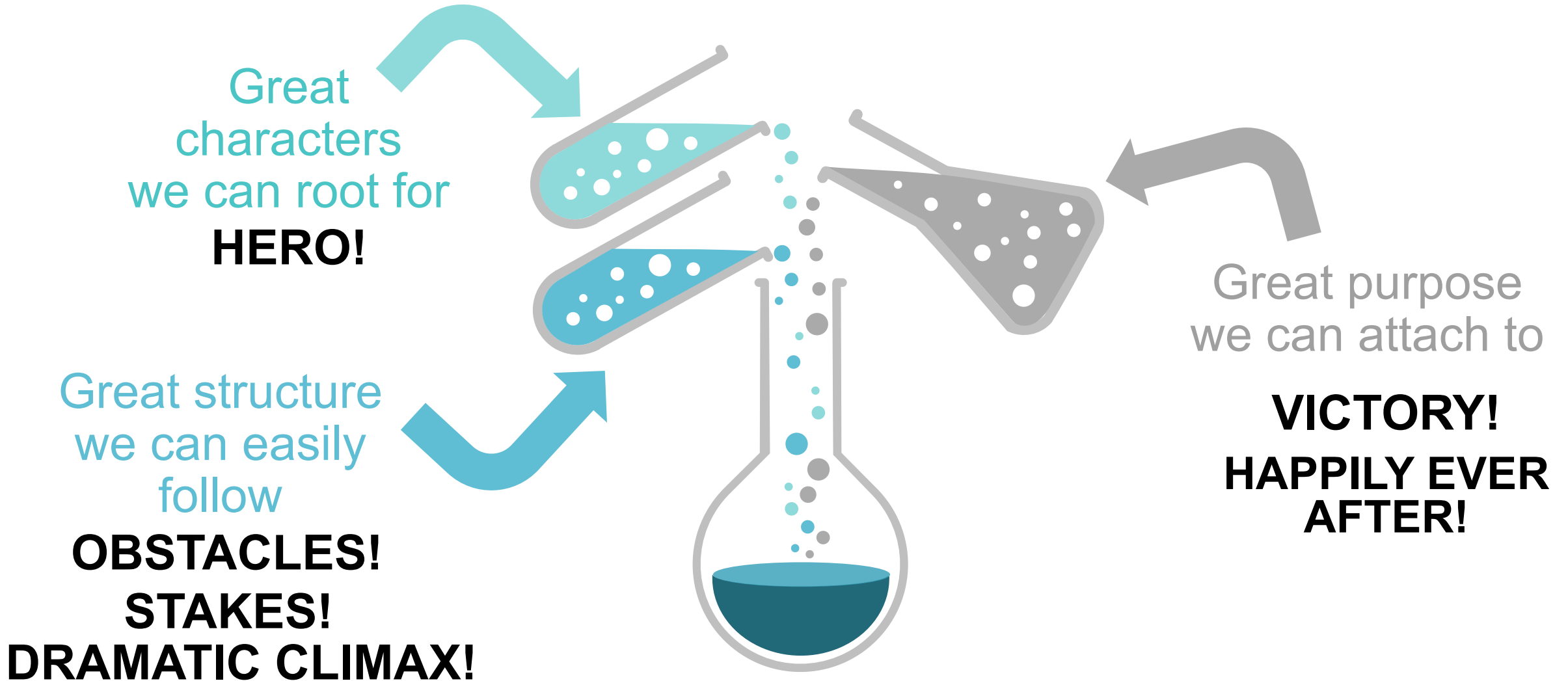
Let's talk about mechanics.





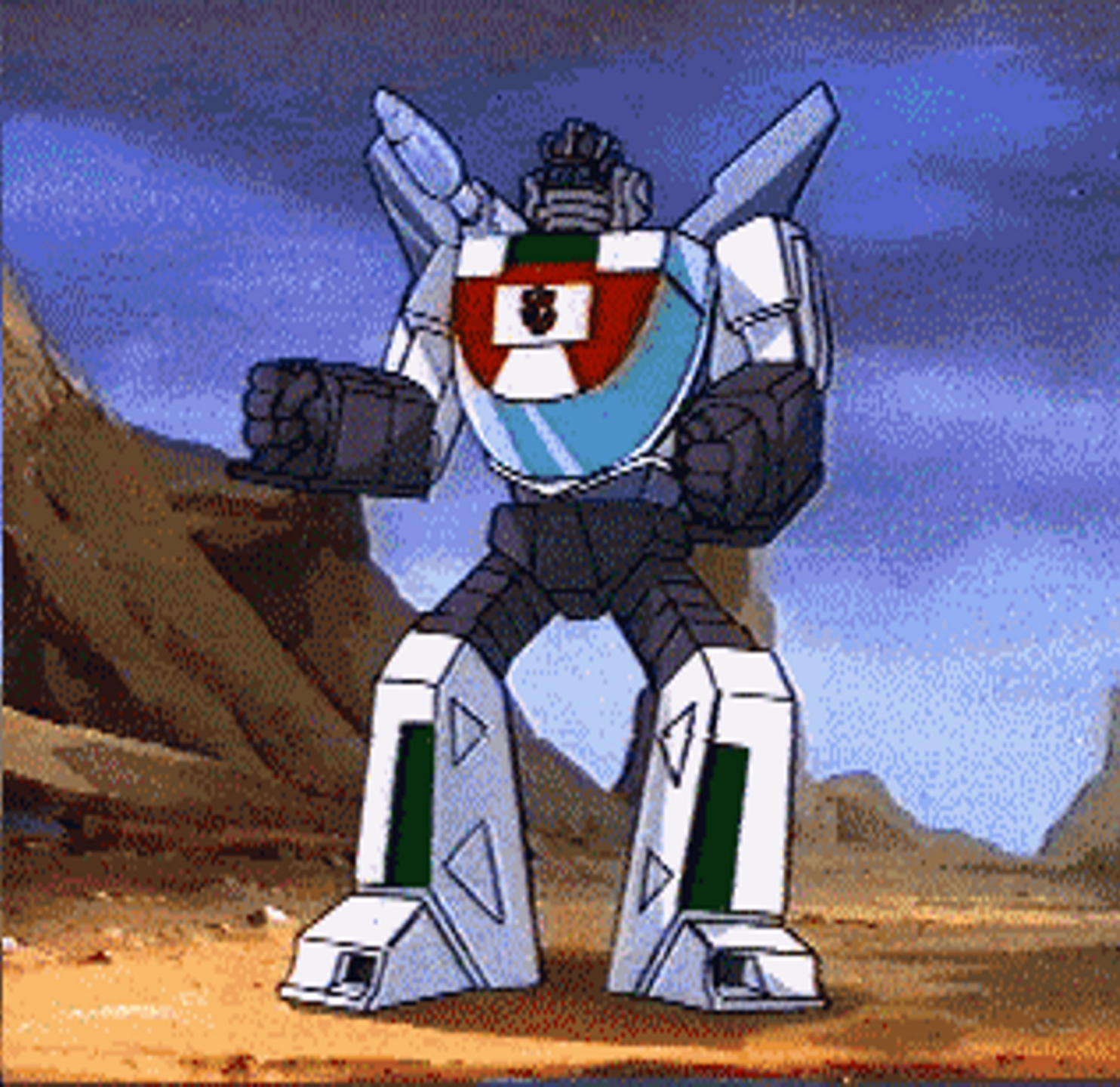
Stories can be built like Legos.

What makes a good story? What does a listener want?

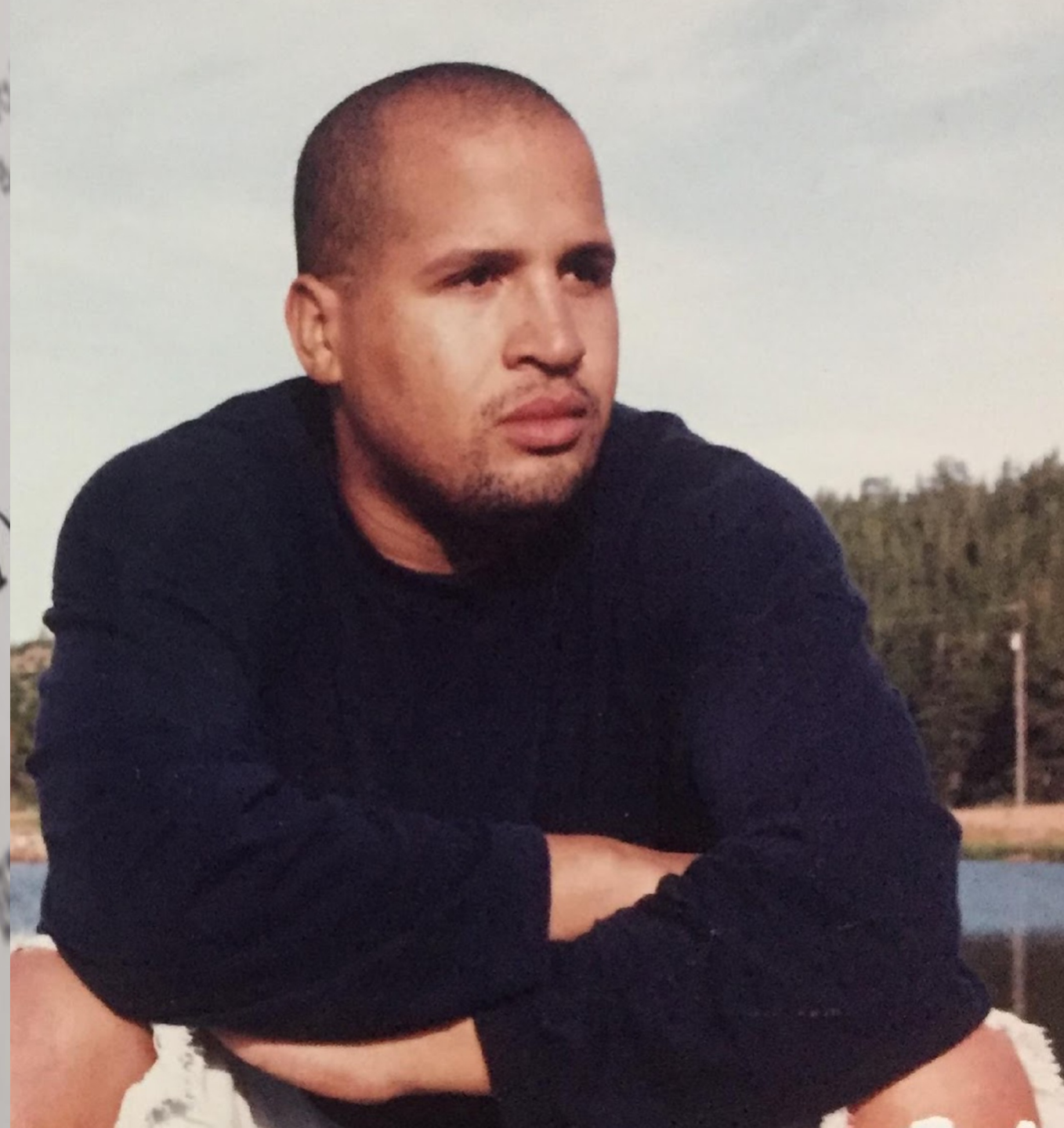


Seven Questions for a Solid Story





hope
sheets,
ex begins his usual
ting a bowl of cereal,
EXT. ALEX'S HOME - DAY
Alex walks out his front door to begin
work. Every now and then he passes
words spoken in his world.
Hello. ALEX
(pleasantly)







1,322,409 views | Christopher Bell • TEDxColoradoSprings

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Bring on the female superheroes!

[Read transcript](#)

Why is it so hard to find female superhero merchandise? In this passionate, sparkling talk, media studies scholar (and father of a Star Wars-obsessed daughter) Christopher Bell addresses the alarming lack of female superheroes in the toys and products marketed to kids -- and what it means for how we teach them about the world.

Disney · PIXAR



FROM THE STUDIO THAT
BROUGHT YOU *INSIDE OUT*

Apple tv+

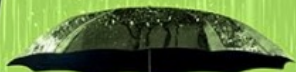


An Apple Original Film

by

SKYDANCE
ANIMATION

Luck



"An irresistible adventure."—Rick Riordan

The SEARCH FOR WONDLA



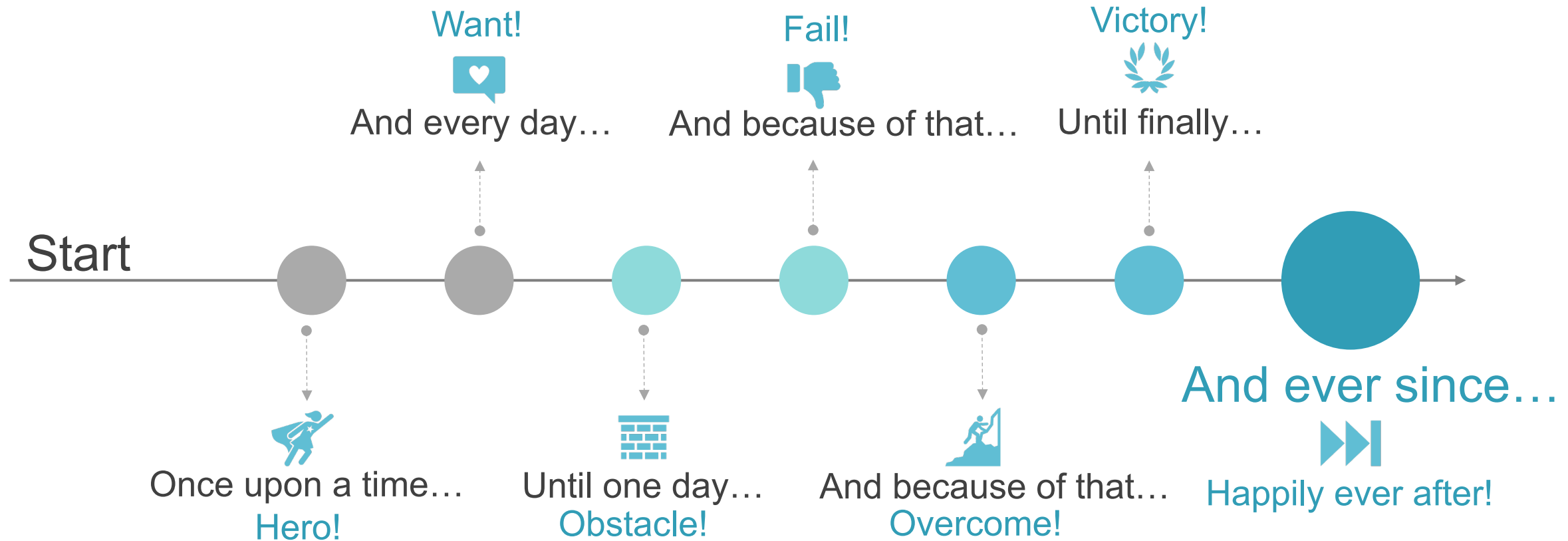
Written and Illustrated by #1 New York Times Bestselling Author

TONY DITERLIZZI

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How is that story constructed?



Now you.

Answer the seven questions.

Use those answers to construct the seven sentences.

Let's tell each other some stories.