

# The Ins and Outs of Storytelling for Business





# Story of Your Name

*Step Up. Speak Up. Stay Up.®*

the  
**Bolder**  
company

# FOUR KEYS TO SUCCESS

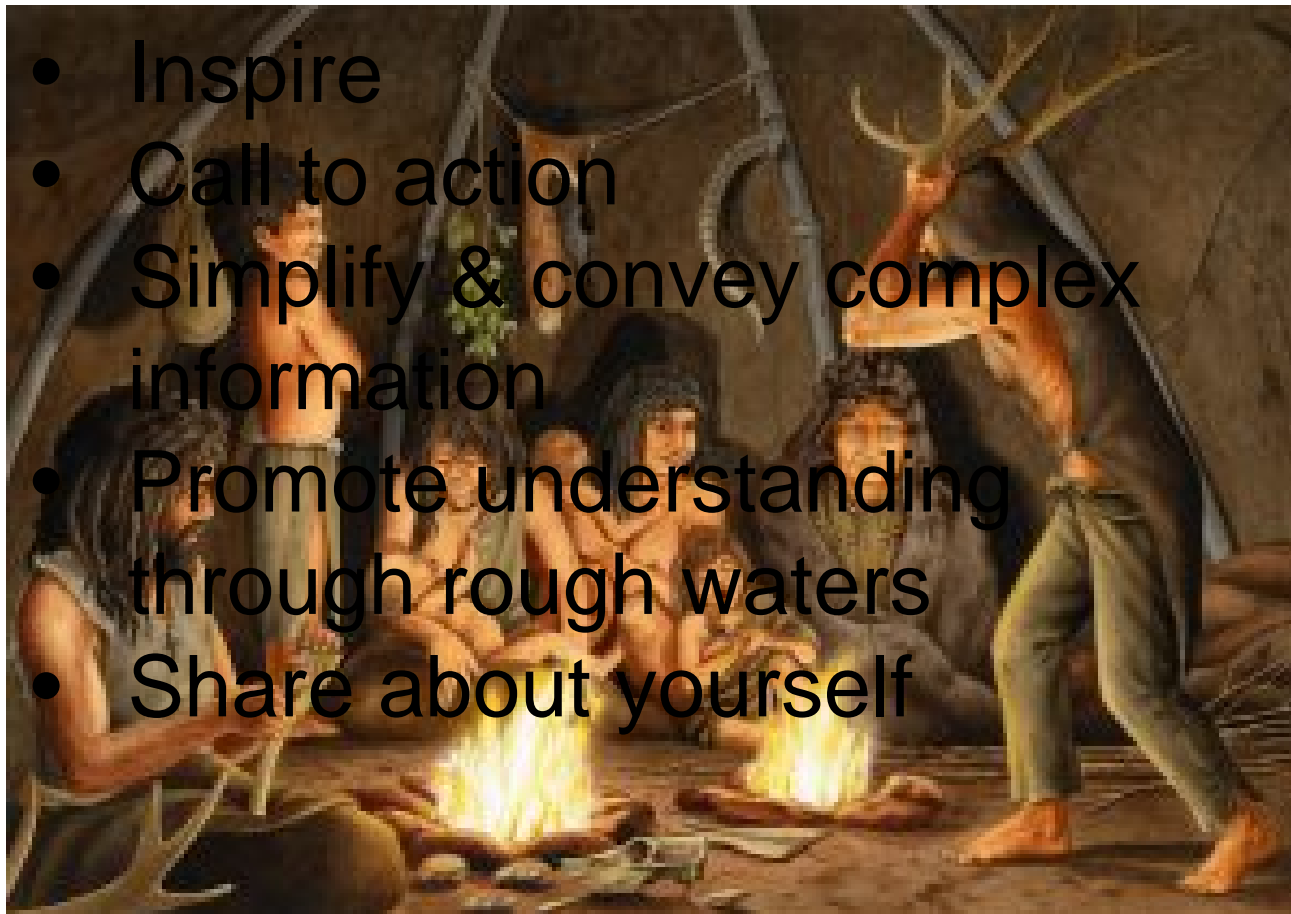


- Speak Up
- Listen
- Take Ownership
- Develop Strong Relationships

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# WHY TELL STORIES?



- Inspire
- Call to action
- Simplify & convey complex information
- Promote understanding through rough waters
- Share about yourself

# STORYTELLING CHANGES BRAIN CHEMISTRY

Your Brain on  
Facts & Figures Only



Your Brain on  
A Great Story



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# STORYTELLING CHANGES BRAIN CHEMISTRY



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A piece of brown cardboard with a hole and a rolled-up piece of cardboard. The hole is irregularly shaped and has a white rectangular label with the text "Story Spine" inside it. The rolled-up piece of cardboard is on the left side of the hole.

**Story Spine**

What's  
Your  
Why?



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What's  
Your  
Why?



Story  
Spine

NAME TWO PLACES WHERE YOU CAN YOU WILL PRACTICE USING STORY.



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Step

Speak UP

Stay



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