

Takeaway 1: Stories Are Everywhere

Why Stories?

1. Stories inspire empathy and trigger our intuitive minds.
2. Stories deepen understanding of where people are coming from.
3. Stories connect people, while facts can make them shut down and get defensive.

The difference between facts and stories can be a simple question:

"Can you tell me a story that helps me understand how you came to believe that?"



Takeaway 2: Storytelling Criteria

A story that deepens understanding and connection should be a **HIT**:

- **Honest**
- **Important**
- **To the Point**

You don't need to have firsthand experience with something to share a personal story about why you care.



Takeaway 3: Responding to Stories

The way you respond to a person's story can make a big impact on how the conversation continues to go.

DON'T:

- Commiserate
- Compare
- Make it about you
- One-up

DO:

- **Acknowledge** – Pause and communicate that you have heard the person's story.
- **Mirror** – Say something you heard back to the person, word for word.
- **Restate Values & Feelings** – Communicate back the nuances of what you heard.
- **Empathize** – Step into another person's worldview.

