|  |
| --- |
| **Title of Article/Video/Podcast**: Carmine Gallo: “The Storytellers Secret” Talks at Google |
| **Main message**: The author Carmine Gallo in this Google talk video goes over the importance of storytelling in everyday life. He discussed the various situations where storytelling is useful: business presentations, song writing, movie scripts, job interviews. |
| **Concepts/arguments**: Here list the new concepts/arguments that you learned. If you can personally relate to anything that was discussed, point it out here.  I was amazed at the fact that there are actual formulas that songwriters and movie makers use to churn out hit after hit. I always used to wonder how a song writer or director can deliver hit after hit. I learnt that story writing is also useful in interviews and that got me intrigued. I personally don’t like presentations which are word heavy especially if it’s a dry subject. As mentioned in the video, even I enjoyed presentations and remembered them when it had a compelling story attached to the data. |
| **Any AHA moments and further questions** that come to mind:  I liked the 3-point approach to presentations and the fact that even a mundane topic like batteries can be presented in an interesting manner. I also liked the neuroscience perspective regarding the dopamine hit when we are listening to an interesting story. |
| **Concrete Action Step**: Here list one thing that you will do differently based on what you learned from this article/video/podcast:  I will try to incorporate my learnings from this video in my presentations that I do at work. I will try to reduce the use of words and charts and try to introduce some story elements which binds all the data and present it in an interesting manner. |