

Storytelling

YOUR BRAIN DURING A 4-MINUTE STORY

0:00 1:18 2:36 3:54

CARE

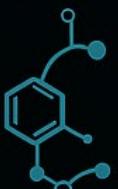
BELIEVE

KNOW

CARE
(ACTION)



Oxytocin



Serotonin
trust



Dopamine
insight

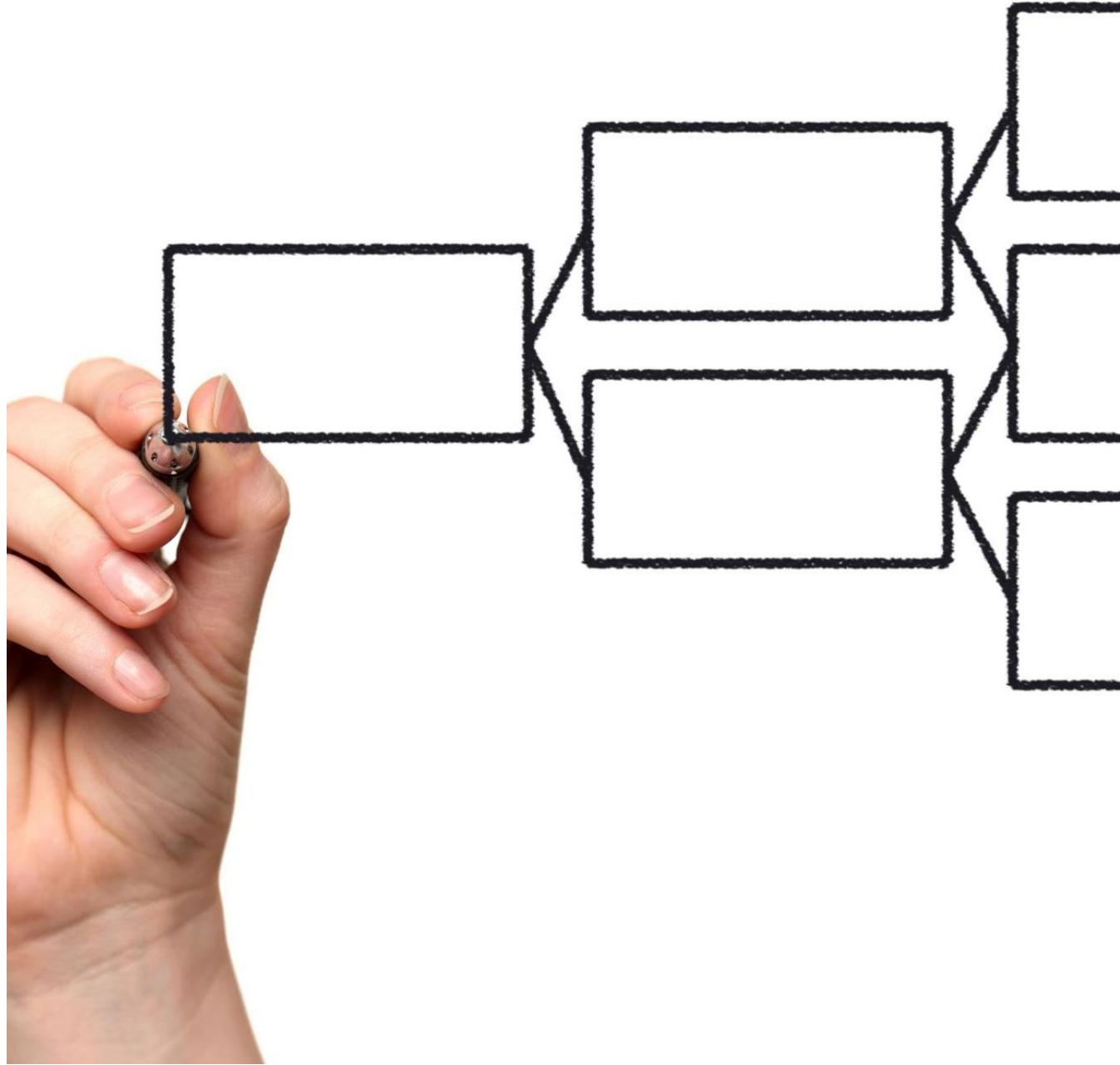


Endorphins
motivation



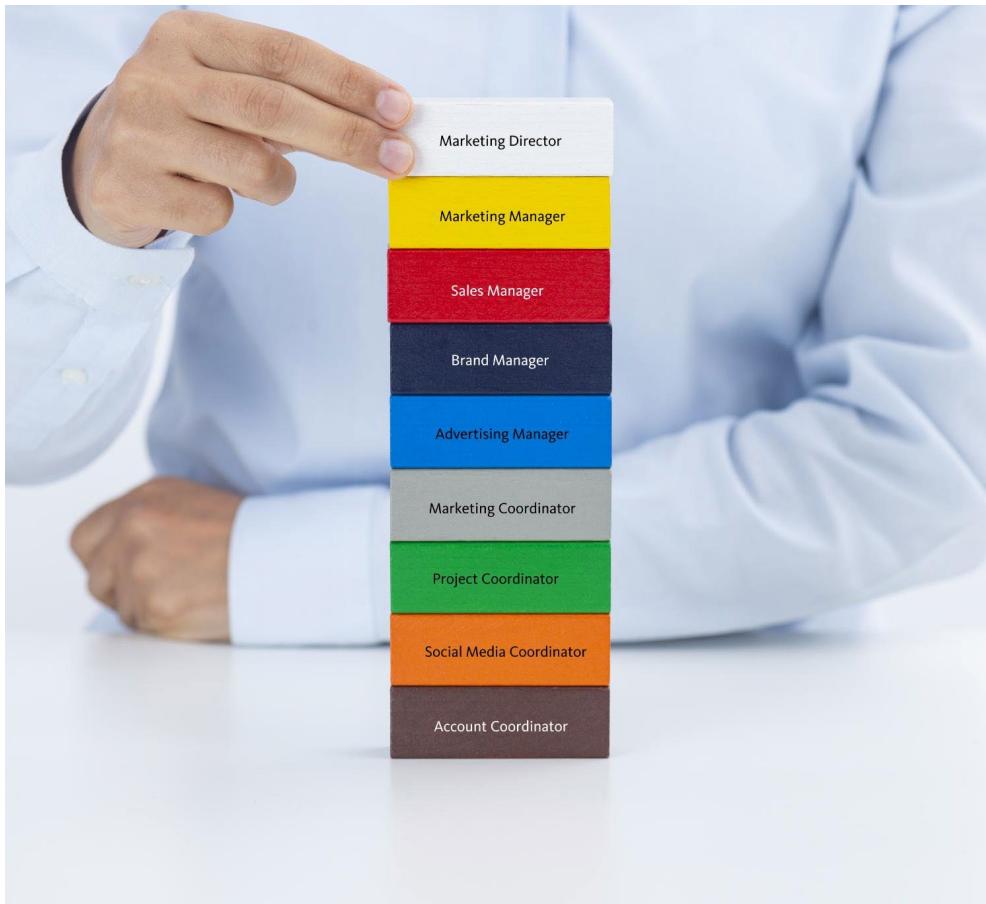
Agenda Items

- Introduction to Storytelling Framework
- 4-Minute Pacing Rundown
- Stage 1: CARE
- Stage 3: KNOW
- Stage 4: CARE → ACTION
- Using PowerPoint Karaoke for Practice



Introduction to Storytelling Framework

Overview of the Care, Believe, Know, Care Method

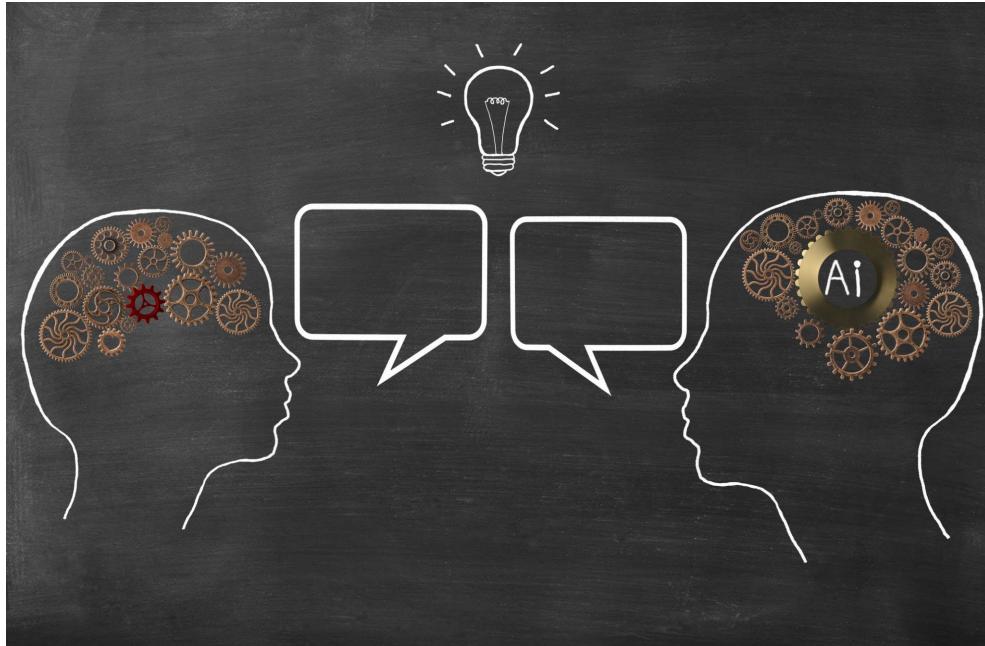


1. Emotional Connection (Care)
2. Building Belief (Believe)
3. Providing Knowledge (Know)
4. Prompting Action (Care Again)

Importance of Storytelling in Communication



1. Powerful Communication Tool
2. Enhances Understanding
3. Increases Retention



Benefits of Using This Framework

1. Organizing Thoughts
2. Enhancing Clarity
3. Increasing Engagement
4. Memorable Experience

Pacing Rundown

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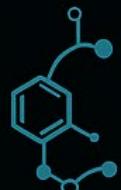
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Breaking Down the Pacing

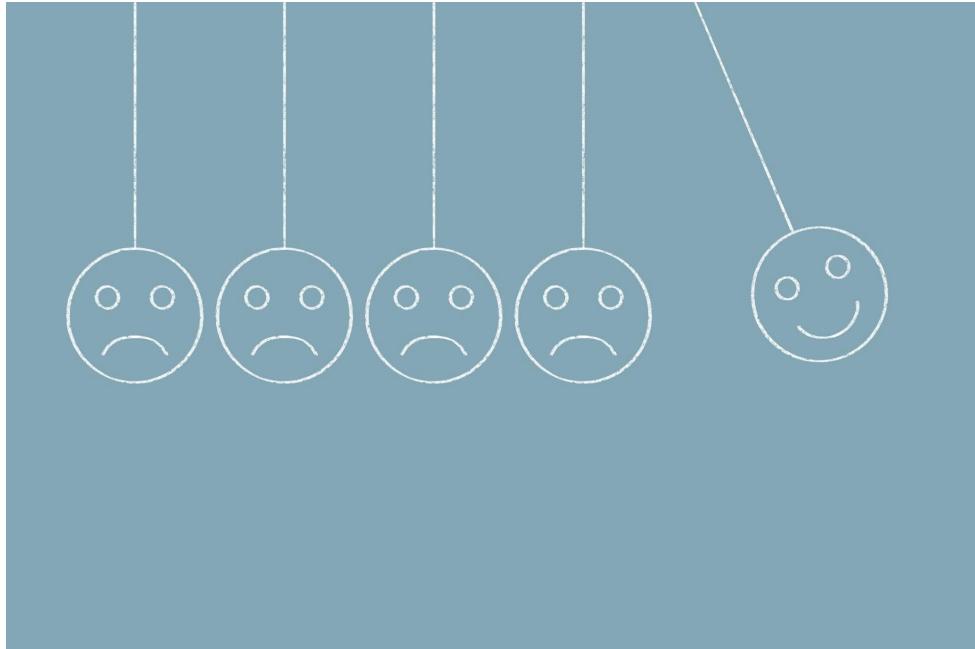
1. Attention-Grabbing
Opening
2. Setting the Tone
3. Establishing Connection



Understanding Brain Chemistry and Audience Engagement



1. Role of Oxytocin
2. Dopamine's Influence
3. Endorphins and Emotion



Detailed Stage-by-Stage Analysis

1. Understanding Pacing Stages
2. Strategies for Engagement
3. Enhancing Storytelling Experience

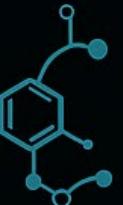
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Stage 1:
CARE

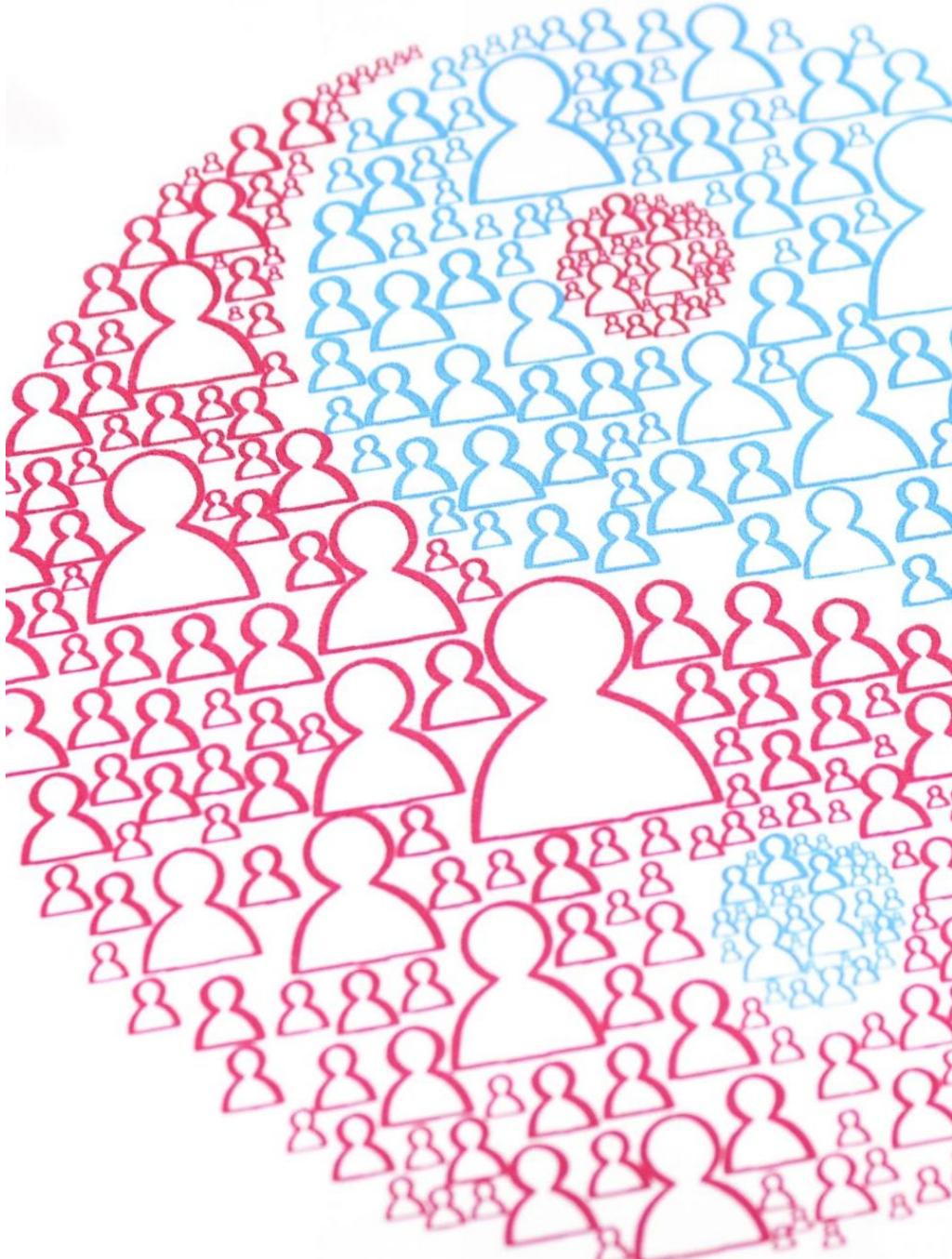


Oxytocin



Why Care?

1. Empathy Hook
2. Relatable Experiences
3. Resonating Emotions



Oxytocin and Its Effects on the Brain



1. Oxytocin as Bonding Hormone
2. Impact on Storytelling
3. Emotional Resonance

Techniques to Evoke Care From the Audience



Personal Stories



Emotional Appeals

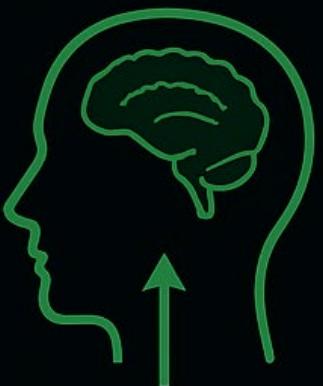


Creating Meaningful Connections

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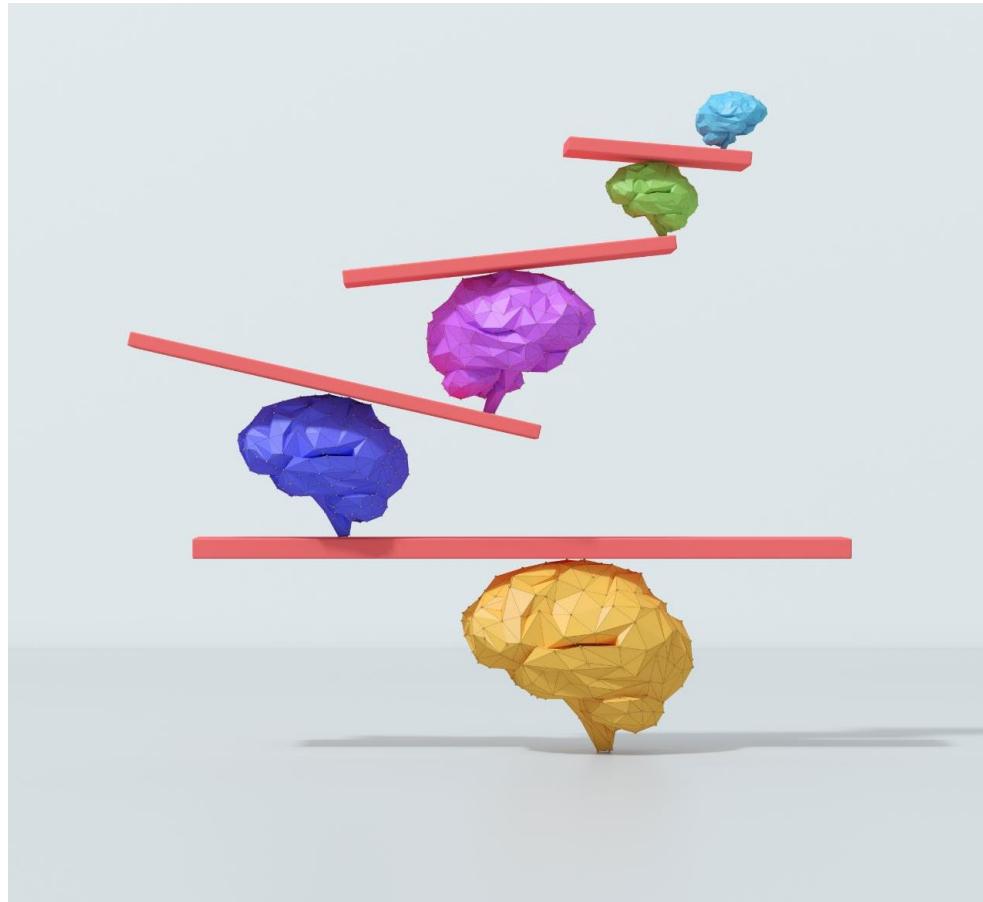
Stage 2:
Believe



Serotonin
trust

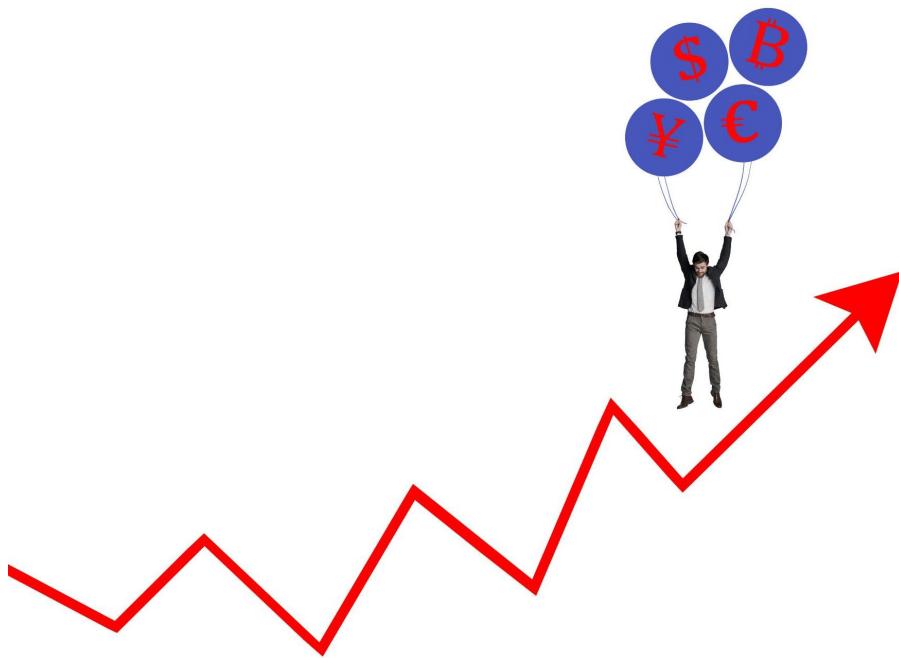


Serotonin & Belief Formation



1. Regulates mood and cognition
2. Shapes emotion and judgment
3. Fosters trust by reinforcing narratives

The Importance of Belief



1. Conviction in Values
2. Driving Motivation
3. Overcoming Obstacles
4. Realizing Objectives

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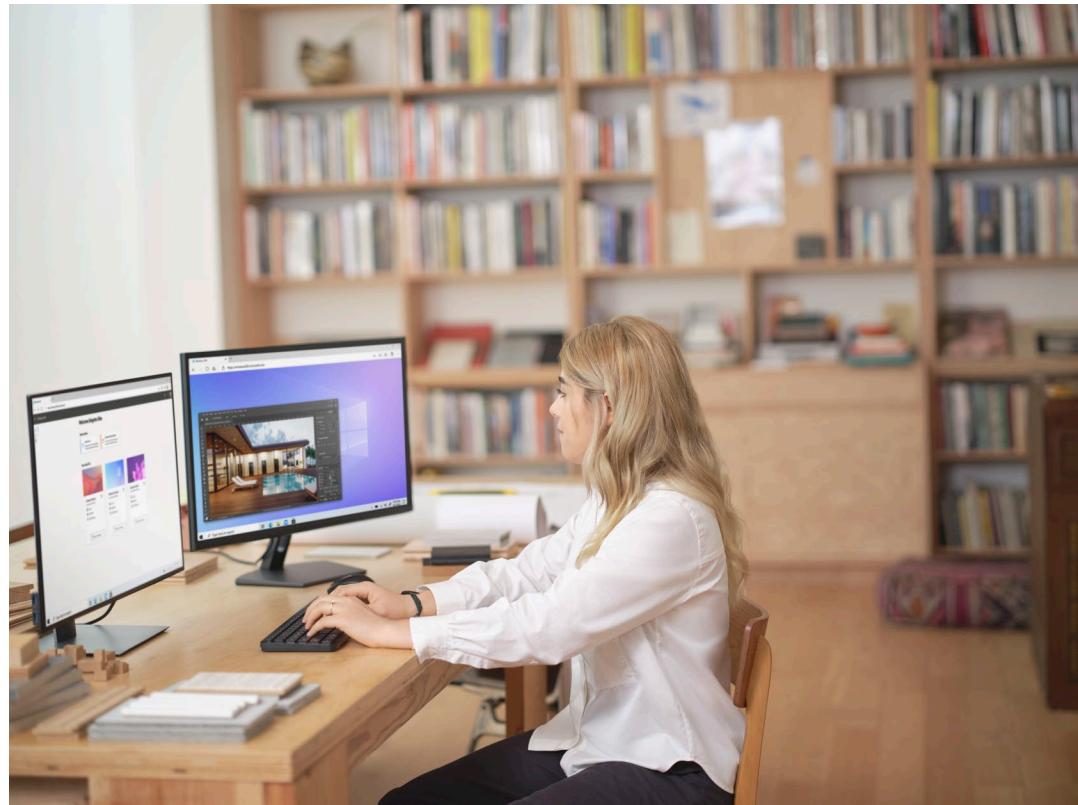
Stage 3:
KNOW



Dopamine
insight



Delivering 'A-Ha!' Moments



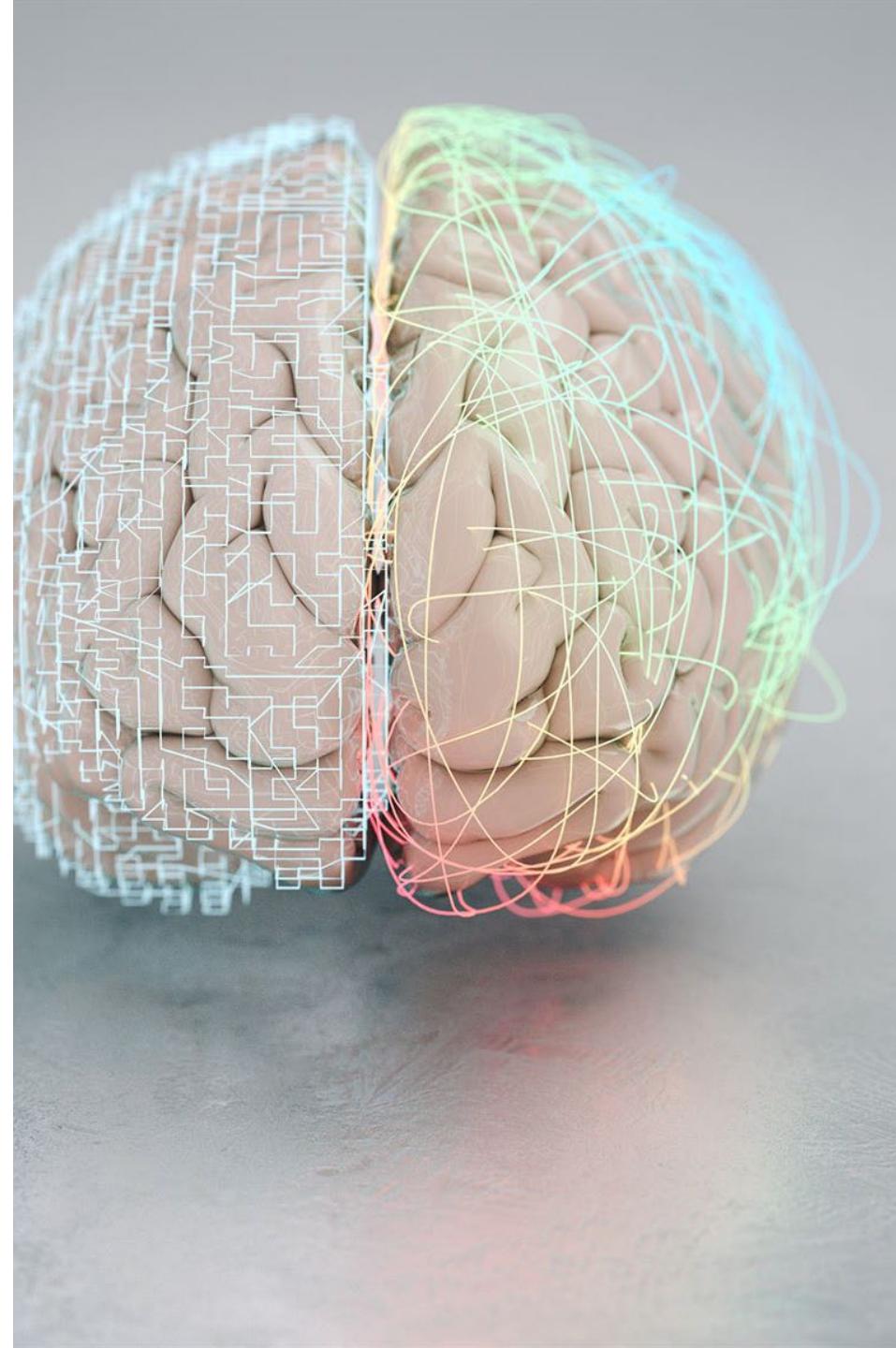
1. Deeper understanding and engagement
2. More compelling and relatable to the audience

Dopamine and the Reward System

1. Role of Dopamine

2. Learning and Engagement

3. Attention Mechanism



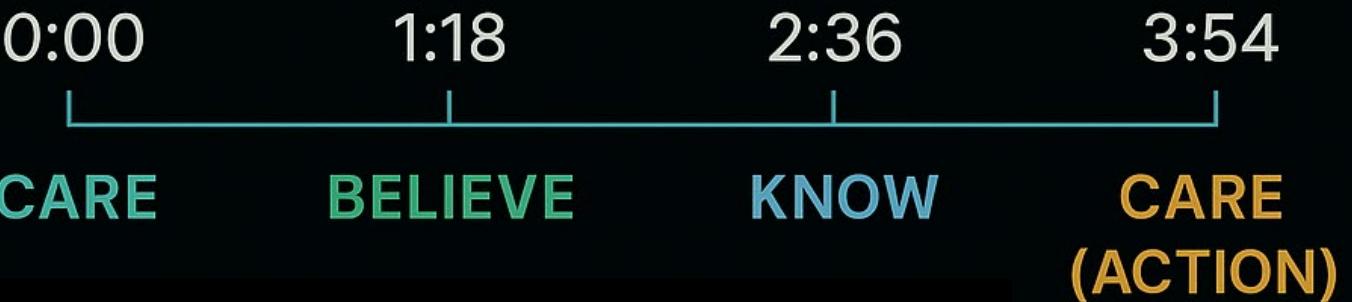


Methods to Provide Insightful Knowledge

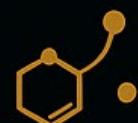
1. Importance of Anecdotes
2. Role of Statistics
3. Expert Quotes

Stage 4: CARE → ACTION

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Endorphins
motivation



Motivating the Audience to Take Action



1. Clarifying Next Steps
2. Encouraging Reflection
3. Sharing Ideas
4. Implementing Ideas



Endorphins and Their Impact on Energy Levels

1. Endorphins and Storytelling
2. Boosting Energy Levels
3. Motivation to Act



Tactics to Encourage Energized Motivation

1. Calls to Action
2. Storytelling Challenges
3. Interactive Elements

Using
PowerPoint
Karaoke for
Practice

What Is PowerPoint Karaoke?



1. Spontaneous Storytelling
2. Quick Thinking Skills
3. Confidence Building

Benefits of Practicing with PowerPoint Karaoke



Improving Public Speaking Skills



Enhancing Creativity



Building Adaptability

Tips for Effective Practice Sessions



1. Focus on Clarity
2. Manage Timing
3. Engage Your Audience
4. Self-Recording

Rules

- Each presenter starts, and every 20 seconds, one of 10 slides automatically advance
- Each slide is filled with unrelated images, graphs, and diagrams
- Tips for PowerPoint Karaoke
- Use your body - Gestures, movement, and acting things
- Just start talking - Say something, even if it's gibberish.
- Pick a style for your presentation and try to keep it up
- Find ways to bring the story, slides, and pictures back to yourself and your audience























 Adventure Works C +

← ⟳ 🔍 <https://www.adventure-works.com/> ☆ ≡ ... b

Backpacker's Paradise!



Welcome to the mystical land of Southeast Asia, where ancient traditions blend harmoniously with vibrant cultures and breathtaking landscapes. Backpacking through this enchanting region is a rite of passage for adventurous souls seeking to immerse themselves in a kaleidoscope of experiences.

Chat Compose Insights ⋮ X

Welcome back. I'm happy to see you again. What can I help you with today?

I'm planning a backpacking trip through Southeast Asia. What are some recommended routes and budget-friendly accommodations?

Hi, this is Bing. I'm glad you're planning a backpacking trip through Southeast Asia. It's a beautiful and diverse region with many attractions and cultures to explore. 😊 There are many possible routes you can take depending on your preferences, budget and time.

- One popular route is called the Banana Pancake Trail ¹, which covers Thailand, Laos, Cambodia and Vietnam in a logical way ¹
- Another option is to start from Thailand and take a slow boat to Laos, then travel down to Cambodia and cross over to Vietnam. ²
- You can also include other countries like Indonesia, Singapore, Malaysia or the Philippines if you have more time. ³

How long do you plan to stay in Southeast Asia? Which countries are you most interested in visiting?

Learn more: 1 of 20





Karaoke Conclusion

Conclusion

- Care, Believe, Know, Care Framework
- Engage Your Audience
- Inspire Action

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