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# The journey...

Why we  
should care  
about story



The story  
smarts



Workplace  
storytelling



The story  
shape



Story for  
inclusion





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# Why story?

- Meaning making
- Empathy
- Insight



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# The story brain

- Empathy and experience
- Connections
- Close the gaps



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# Workplace story

- Narrative
- Stories
- Storytelling



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Storytelling

Transactional  
Transformational

Communication

Stories

Connection

Creativity

Collaboration

Narrative

Confidence

Change-readiness

Clear-minded



# At its core...



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1

A 'hero' wants something

Beginning  
Challenge

2

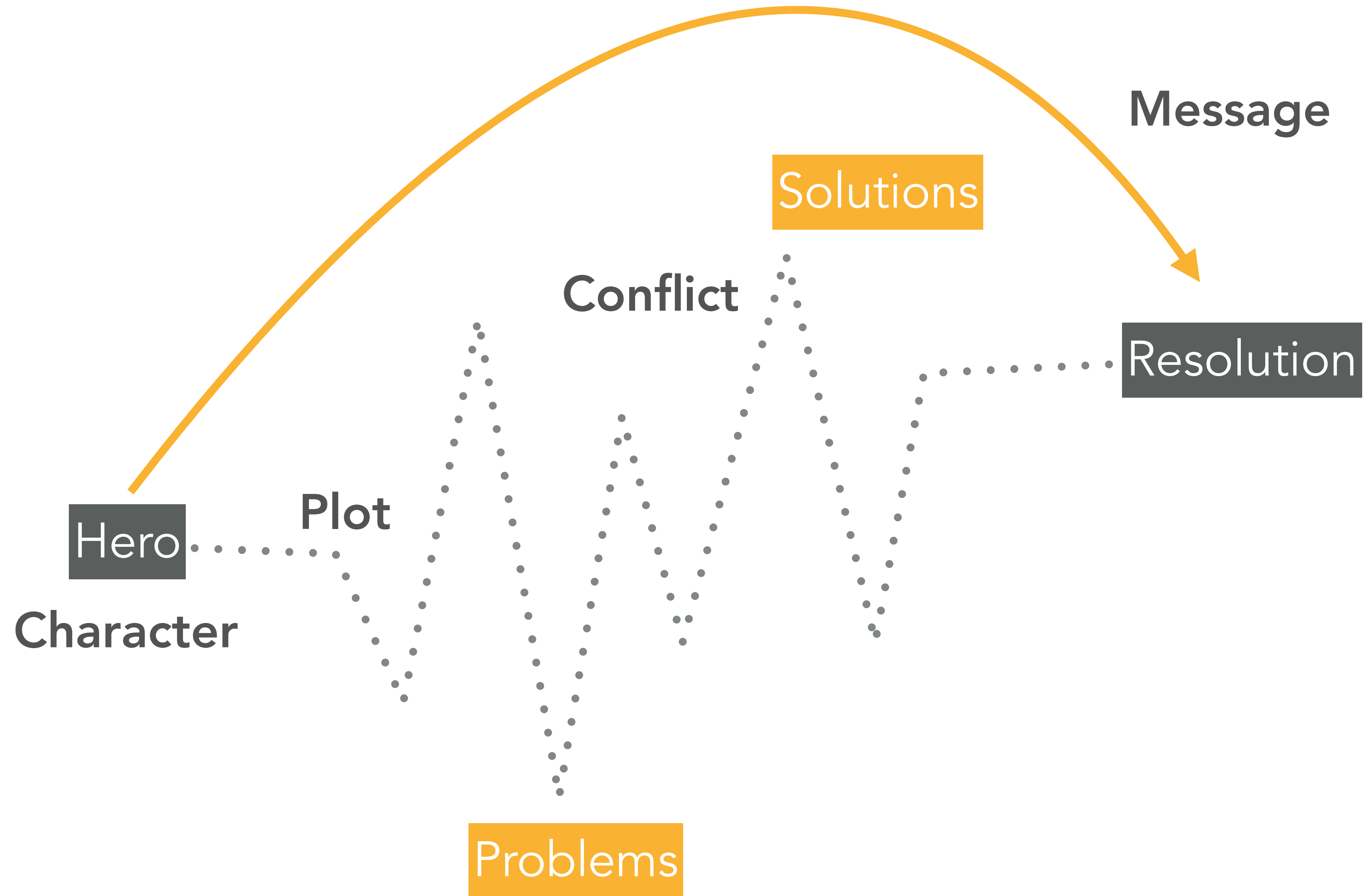
Something gets in her way

Middle  
Struggle

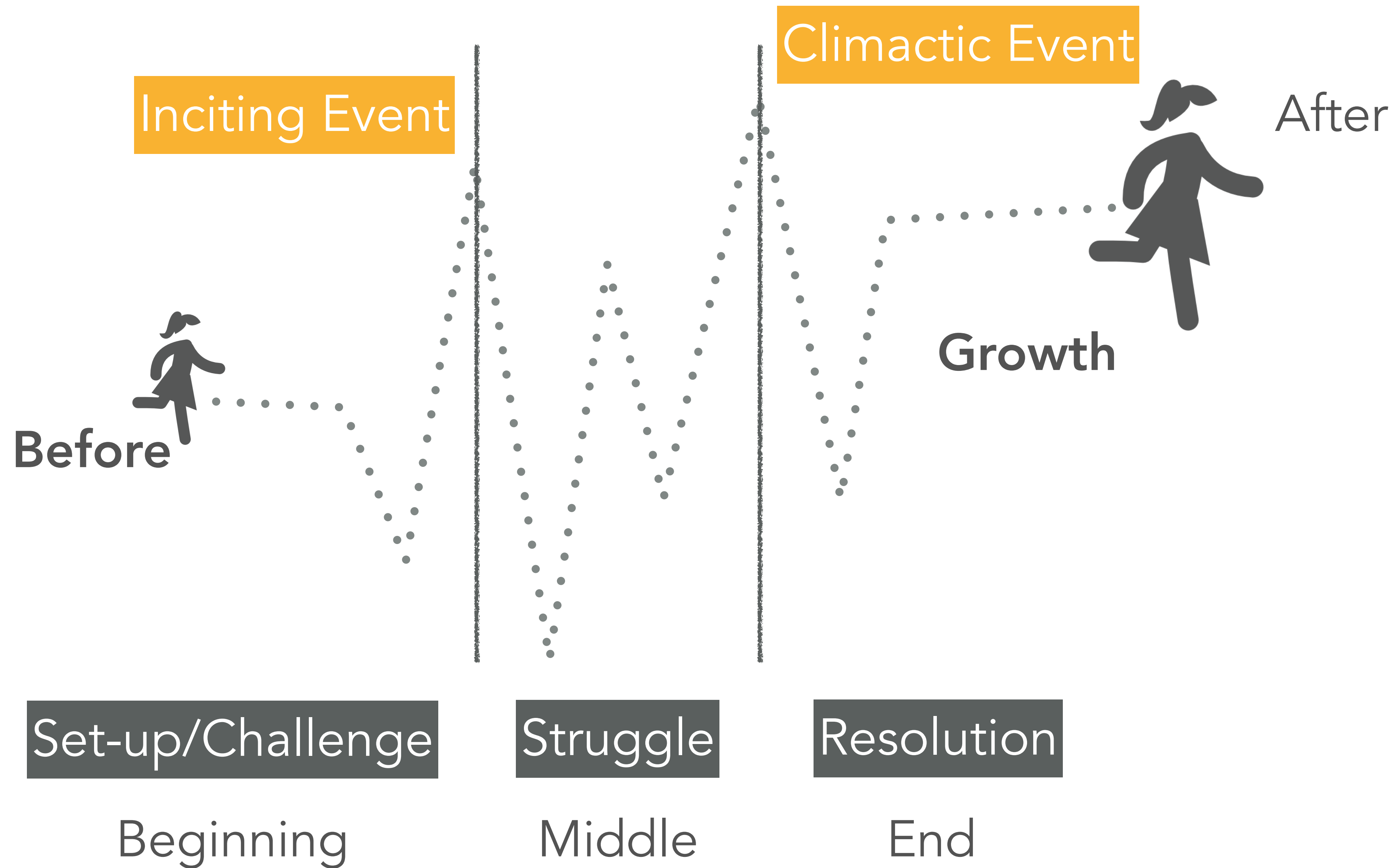
3

By taking action she overcomes the obstacle

End  
Resolution









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# Pixar's Story Method

- Once (upon a time)... set up
- Every day... challenge
- One day... inciting event
- Because of that... struggle
- And because of that... climax
- Until finally... resolution



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# Story for inclusion

- Clarity
- Connection
- Compassion





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# Inclusion tools

- Character and conflict
- Tone and pace - safety
- Space



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# Inclusion tools

- Openness and biases / binary check
- Listening tools