



TO INFINITY AND BEYOND

Tap into the power of storytelling to create positive change for 2021

Advantage

An Advantage Performance Group webinar on **12.10.20**
in partnership with **Kelly Dozois and Ocean Beach Consulting**

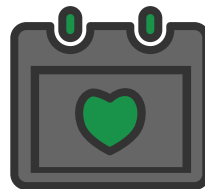
From our series on Pivoting Together in Challenging Times



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Please answer the popup POLLS and use the buttons on your Zoom toolbar. In CHAT, please send to ALL PANELISTS AND ATTENDEES.

CHAT RAISE HAND Q&A

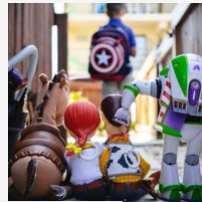
"To infinity and beyond..."

Tap into the power of storytelling to create positive change for 2021

Introduction - **Jonathan Hodge**, president and CEO, **Advantage Performance Group**
Presenter – **Kelly Dozois** of Ocean Beach Consulting

ANSWER IN CHAT: *What compelling story has inspired you to change or buy into a change?*





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To infinity and beyond! The power of storytelling

 SOUNDCLLOUD

Multitasking? Listen to the audio from the webinar while you go about your business.



Listen now!

The history of story ...

- A **36,000**-year-old tool
- Teaches and **inspires**
- Has predictable rules and **patterns**



WE CAN BE HEROES
JUST FOR ONE DAY

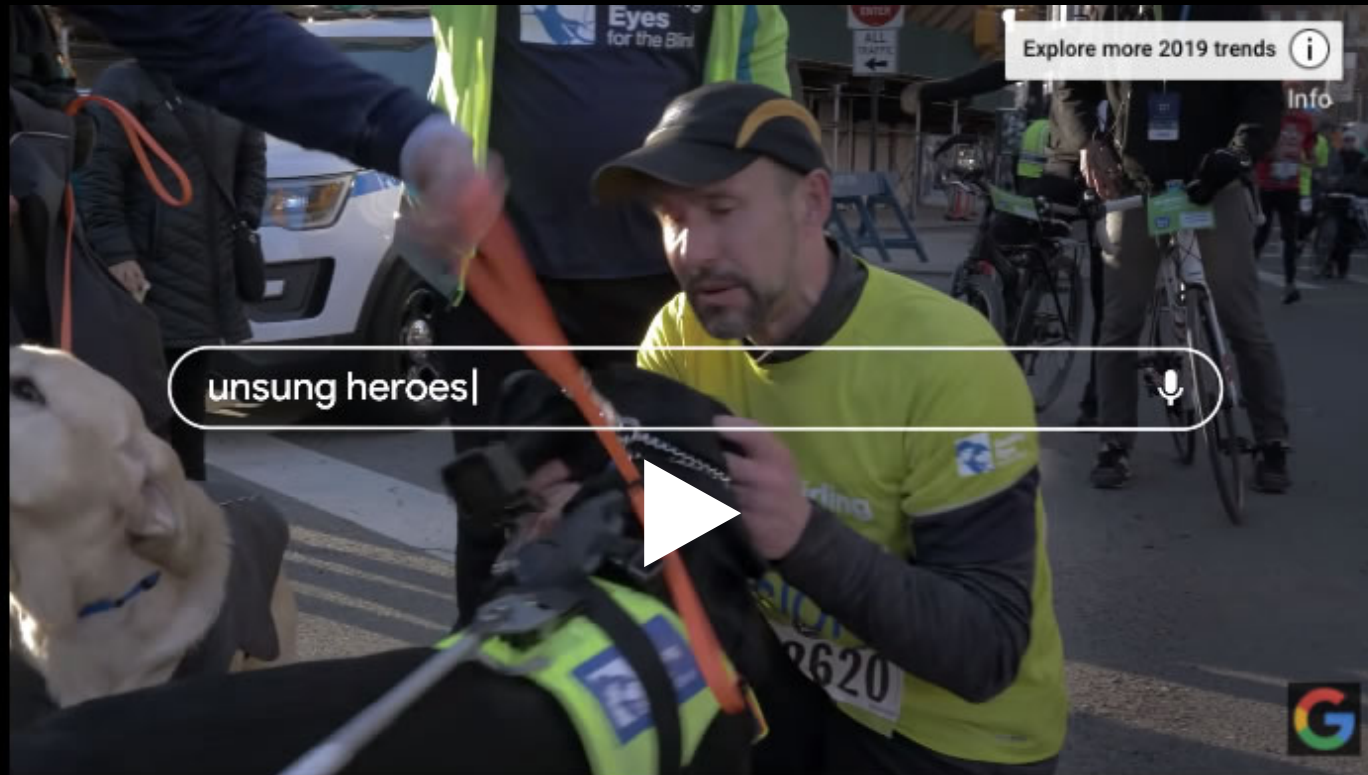
Definition of story ...

“A detailed narration of a character’s **struggles** to **overcome obstacles** and reach an important goal”

The Hero's Journey

INSPIRATION

We all love a good hero's journey!



Why story works ...

Stories affect the brain both **neurologically** and **chemically**

Neurologically more of our brain is at work so we are more **focused**.

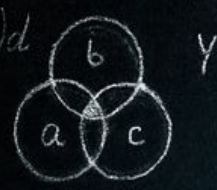
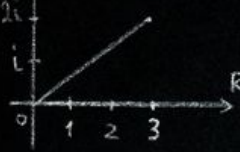
Chemical impact is a release of **oxytocin**, which is the hormone that allows us to care about another person, to feel like we are living it right along with them.

When we hear facts, two areas of our brains light up: language processing and language comprehension. But when we listen to stories, **neural activity increases fivefold**—we're using our motor cortexes and our emotion and visual image processing centers. We're imagining sensations, and we're processing emotional reactions.

We're more focused on the story and **more likely to retain it later**.

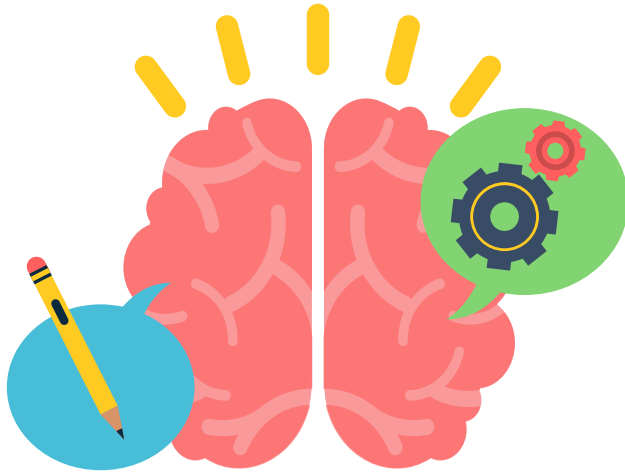


$\sin(x+y) = \sin x \cos y + \sin y \cos x$ $(\ln(x))' = x^{-1} = \frac{1}{x}$ $\sin d = 0,5$ $\int \frac{dx}{\sqrt{x^2+a^2}} = \ln|x|$
 $3+2i$ $(1+x)^d = 1 + \sum_{n=1}^{\infty} \binom{d}{n} \cdot x^n$ $\frac{a}{\sin A} = \frac{a}{\sin B}$ $e^{i\pi} + 1 = 0$ $\pi =$
 $\text{Re} \binom{d}{n} = C_n^d = \frac{n!}{(n-d)!d!}$ $\begin{vmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{vmatrix} = - \begin{vmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{vmatrix} + \begin{vmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{vmatrix}$ $\sin^2 d + \cos^2 d = 1$
 $+f(x_{n-1})\Delta x$ $x \in (-\infty; -2)$ $(e^x)' = e^x$ $\lim_{x \rightarrow 0} \frac{\sin x}{x} = 1$
 $a^2 = b^2 + c^2 - 2bc \cos A$ $y = \sin x$ $\begin{pmatrix} a_1 & b_1 \\ a_2 & b_2 \end{pmatrix} \cdot \begin{pmatrix} c_1 \\ c_2 \end{pmatrix} = \begin{pmatrix} a_1 c_1 + b_1 c_2 \\ a_2 c_1 + b_2 c_2 \end{pmatrix}$
 $\mathcal{D} = b^2 - 4ac$ \int
 $\frac{1}{2^n} = 2$ $e^x = 1 + \sum_{n=1}^{\infty} \frac{x^n}{n!}$
 $\sin x = \text{Im}\{e^{ix}\}$
 $\cosh(x) = \frac{e^x + e^{-x}}{2}$
 $X=1$ $\log_a^p x = \frac{1}{p} \log_a x$
 $x! = 1 \cdot 2 \cdot \dots \cdot x$ $\lim_{n \rightarrow \infty} \left(1 + \frac{1}{n}\right)^n = e$
 $a \cap b = \emptyset$ $\cos 2d = 2 \cos d$
 $y = x^2$



For example...

When people were asked to memorize 12 words on **flash cards**, their retention rate was only...



13%

When they were asked to memorize 12 words **wrapped in a story format**, their retention rate went up to ...



93%



4 primary types of stories

- Brand/product stories
- Customer stories
- Leadership stories
- New idea stories

A leadership story ...



Sebastian Thrun
Google's driverless car

How story works...

Every compelling story has a **predictable pattern** and set of **rules**.

A good story isn't just a narration of events in **chronological** order. The best ones have a series of **twists and turns**, struggles the hero encounters along the way.

Even better stories can effectively influence change when the storyteller establishes the 4C's of influence: **credibility**, **common ground**, **compelling details**, and an emotional **connection**.

Story Spine

We are all heroes on our own journeys. You can either let your story unfold or you can create a story that inspires you to move in a new direction.

Hope is our superpower for creating positive change, and the story we envision is our roadmap and inspiration to deliver on that change.





A story tool for you ...



Download an interactive PDF you can use as a tool to create your own story based on the Story Spine from *Influencing with Story*TM.

Influencing with StoryTM Story Spine



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DIRECTIONS

Use the structure below to create your story!

1 Once upon a time...
Introduction to setting and characters

Until finally...

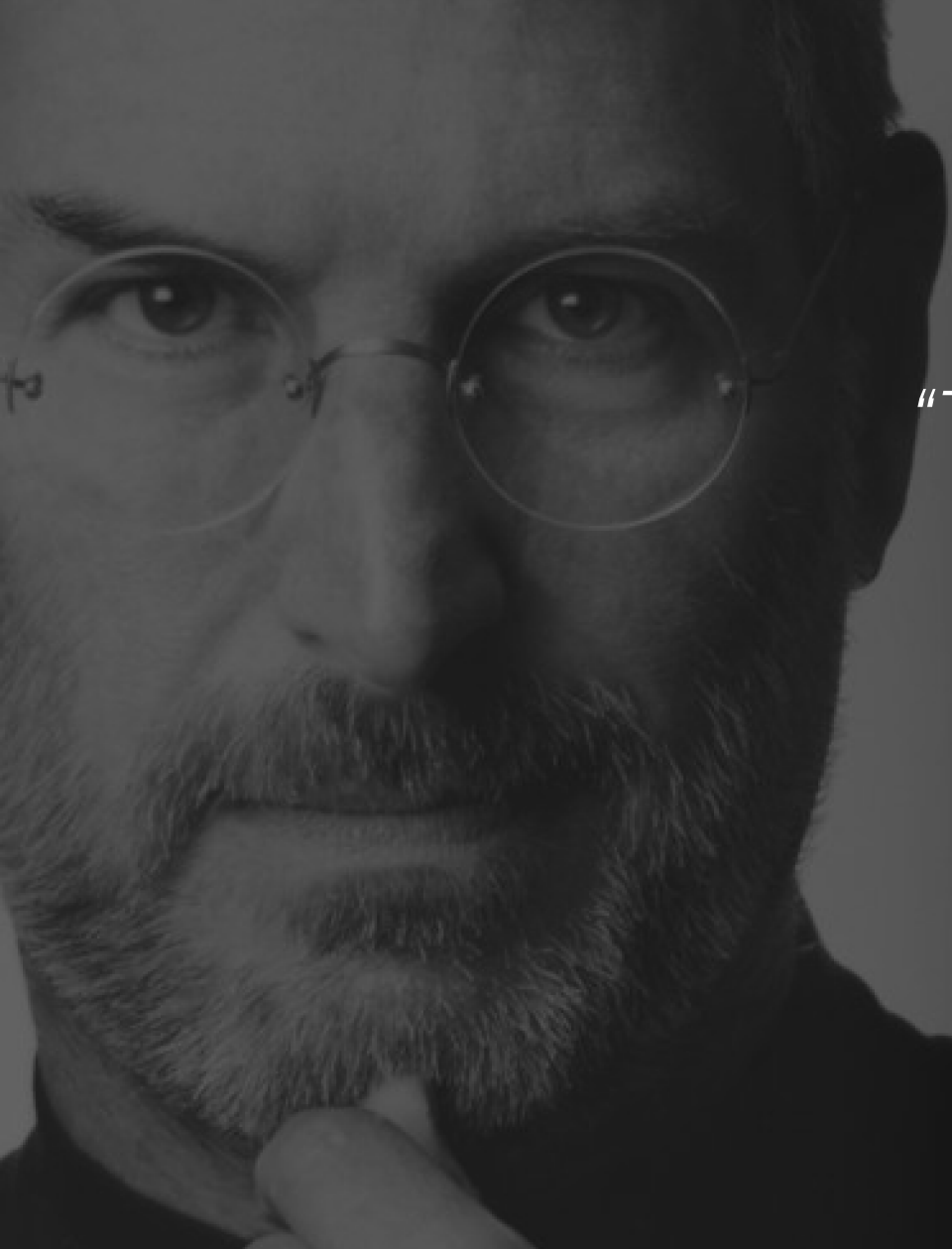
2 Every day...
The Current State

3 BUT ONE DAY...
Inciting Incident, the moment that sets the hero on a new path

4 Because of that...
This is the heart of the story, the struggle that ensues from the inciting incident and the resolutions to those struggles

STRUGGLE
Because of that...





"The most powerful person in the world is the storyteller. The storyteller sets the vision, values, and agenda of an entire generation that is to come."

- Steve Jobs

What will ***your*** story be?

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More replays & takeaways: **apg1.us/pivot**

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Advantage Performance Group

We help organizations develop great people.



Special thanks to, our thought leader partner **Kelly Dozois**, of **Oean Beach Consulting**.