

Storytelling for Impact

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**Why do
stories
matter?**



Stories make us human

- Create a connection
- Engage listeners
- Build credibility
- Spur action



HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

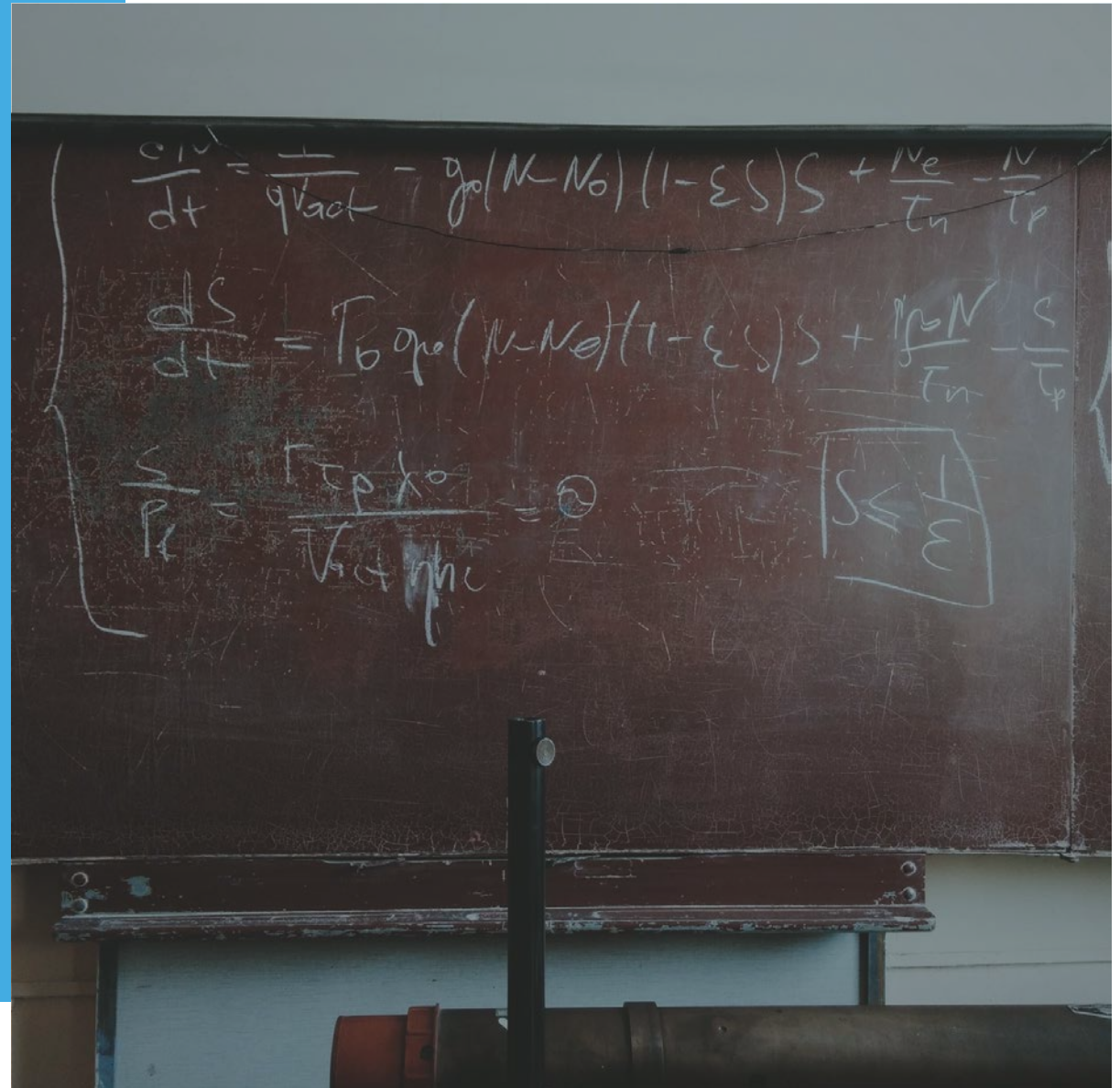
CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.



Aziz Abu Sarah
TED Talk

How does this story make you feel? How does it affect your understanding of his idea?



Great stories:



Think about
audiences first



Grab attention



Have a structure
and stakes





Melissa Marshall TED Talk

Discussion

How can her ideas about communicating for science be applied to other fields?





Sisonke Msimang
TED Talk















EMERGING YOUNG LEADERS AWARD









- TED Talks
- The Moth
- StoryCorps
- StoryCenter
- Story District



The background of the image is a solid blue color with a repeating pattern of the Seal of the United States Department of Education. The seal features an eagle with wings spread, holding an olive branch and arrows, with a shield on its chest. Above the eagle is a circular emblem containing a sun and a gear. The eagle is flanked by two figures, one holding a book and the other holding a torch. The entire seal is encircled by a laurel wreath.

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