CONVEY COMMUNICATIONS

Welcome!

Thank you for attending today!

CONVEY
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Tell Your STORY

What is wrong with the way we tell stories in our public discourse today?

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1. STORY TELLING
   History, sociology, and even the biology of storytelling.

2. KEY COMPONENTS
   Hero an other characters, the setting, the challenge, a choice, the outcome and moral.

3. BE BETTER ACTORS!
   How emotion, authenticity, and acting are all essential.

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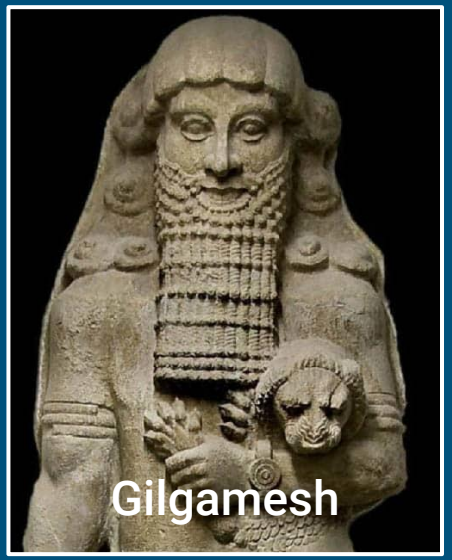
Story in historical Context



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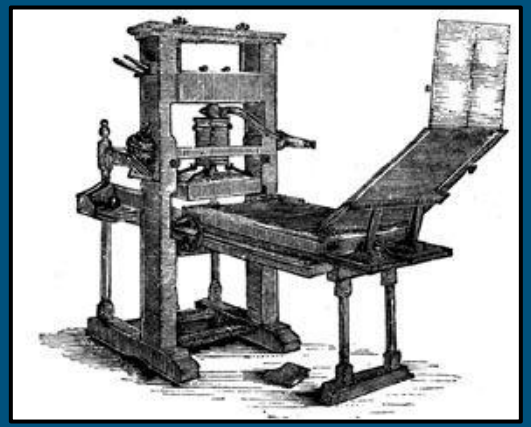

TED TALKS

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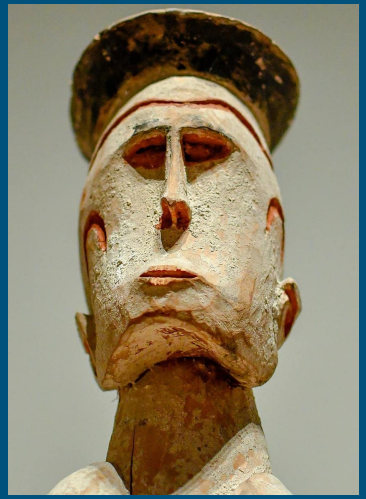
Stories Endure

Story in Social Context

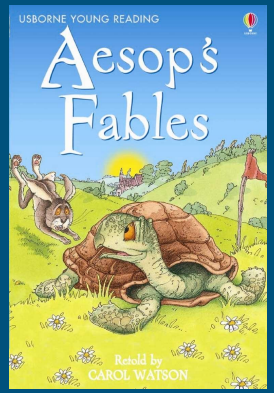
Myths



Religion

Family Lore

Fables



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Story in Social Context

Morality

Identity

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Laura Packard

One Story

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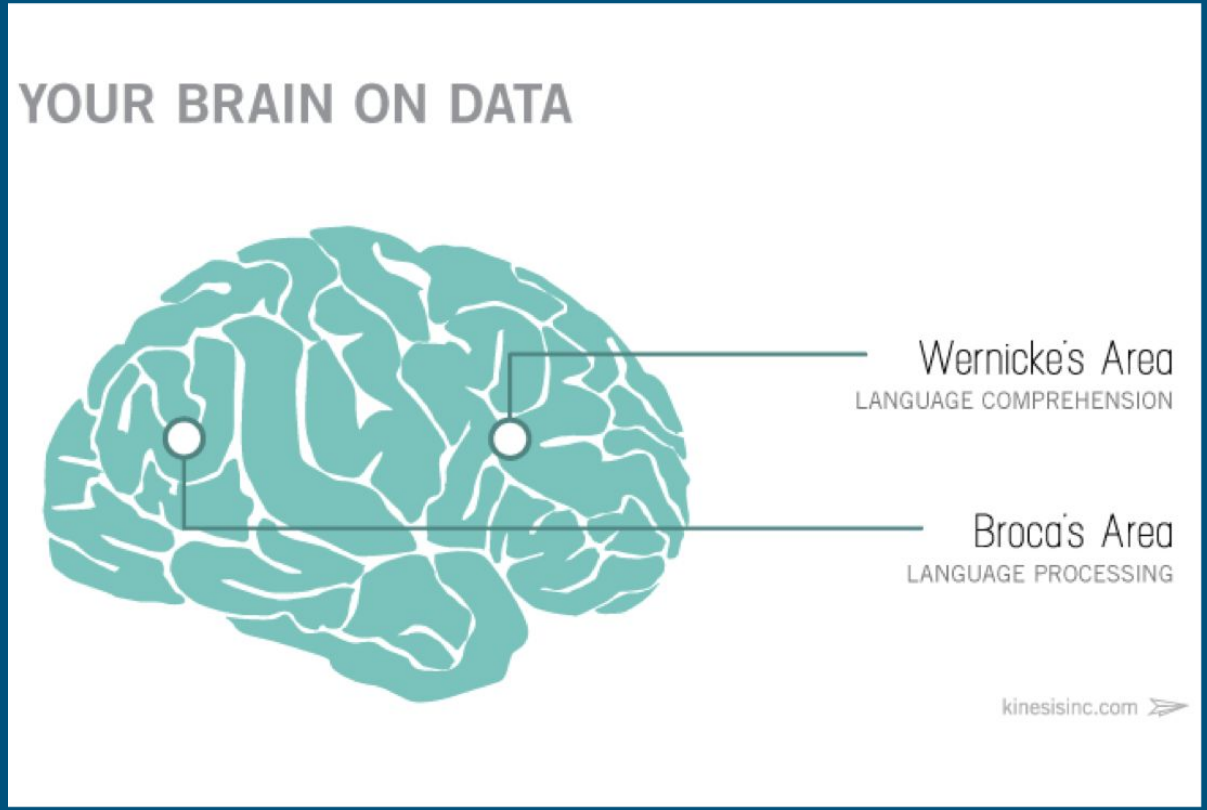
Story in Biological Context



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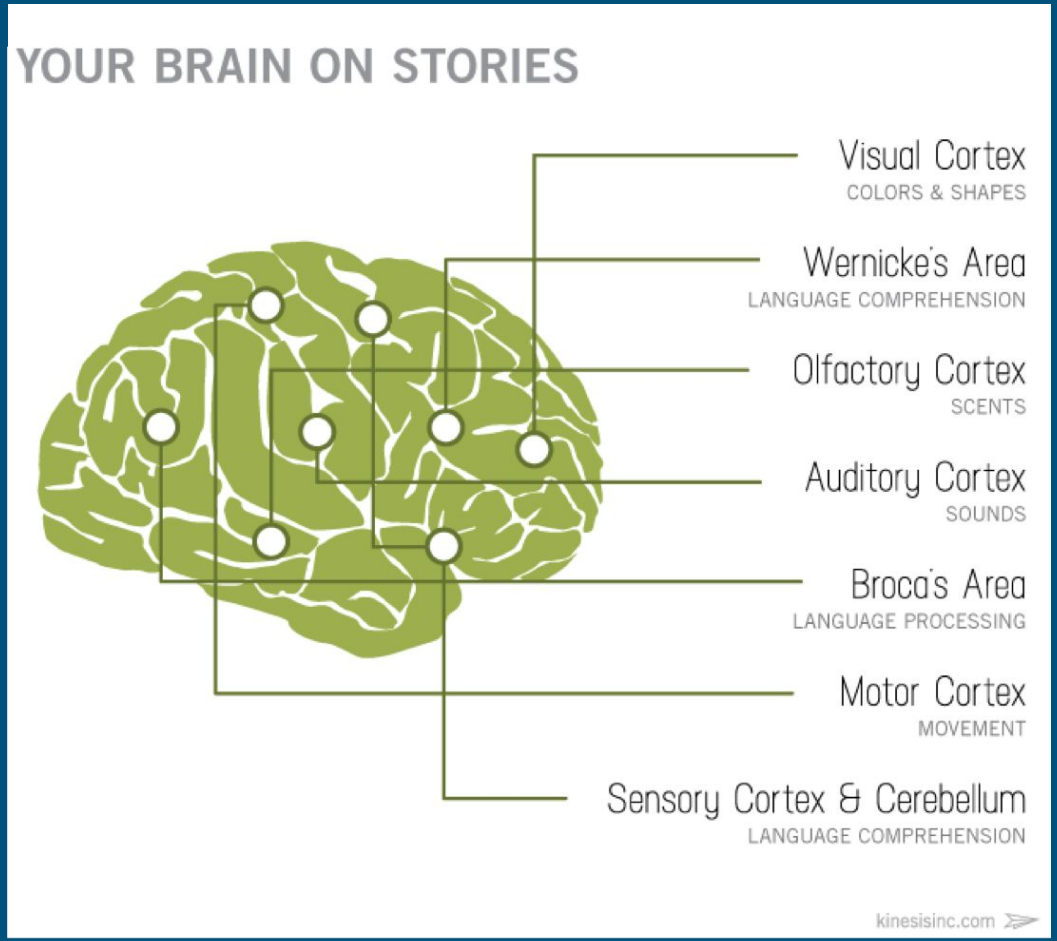
Story in Biological Context



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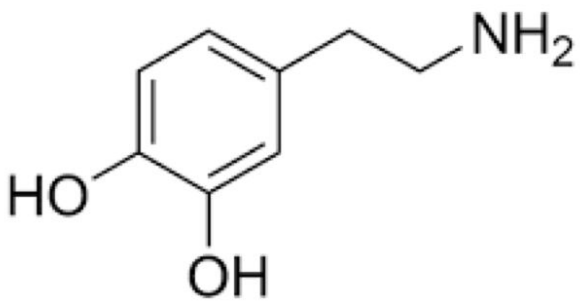
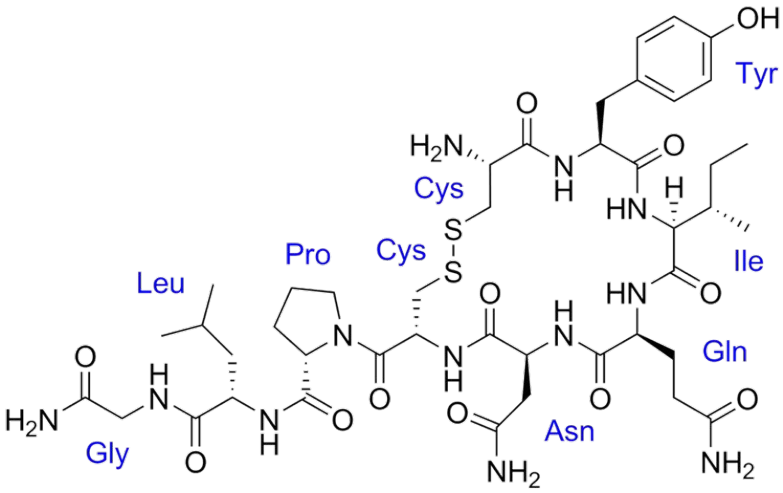
Story in Biological Context



Dopamine



Oxytocin

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Questions?

5-minutes max

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Anecdote

vs

Story

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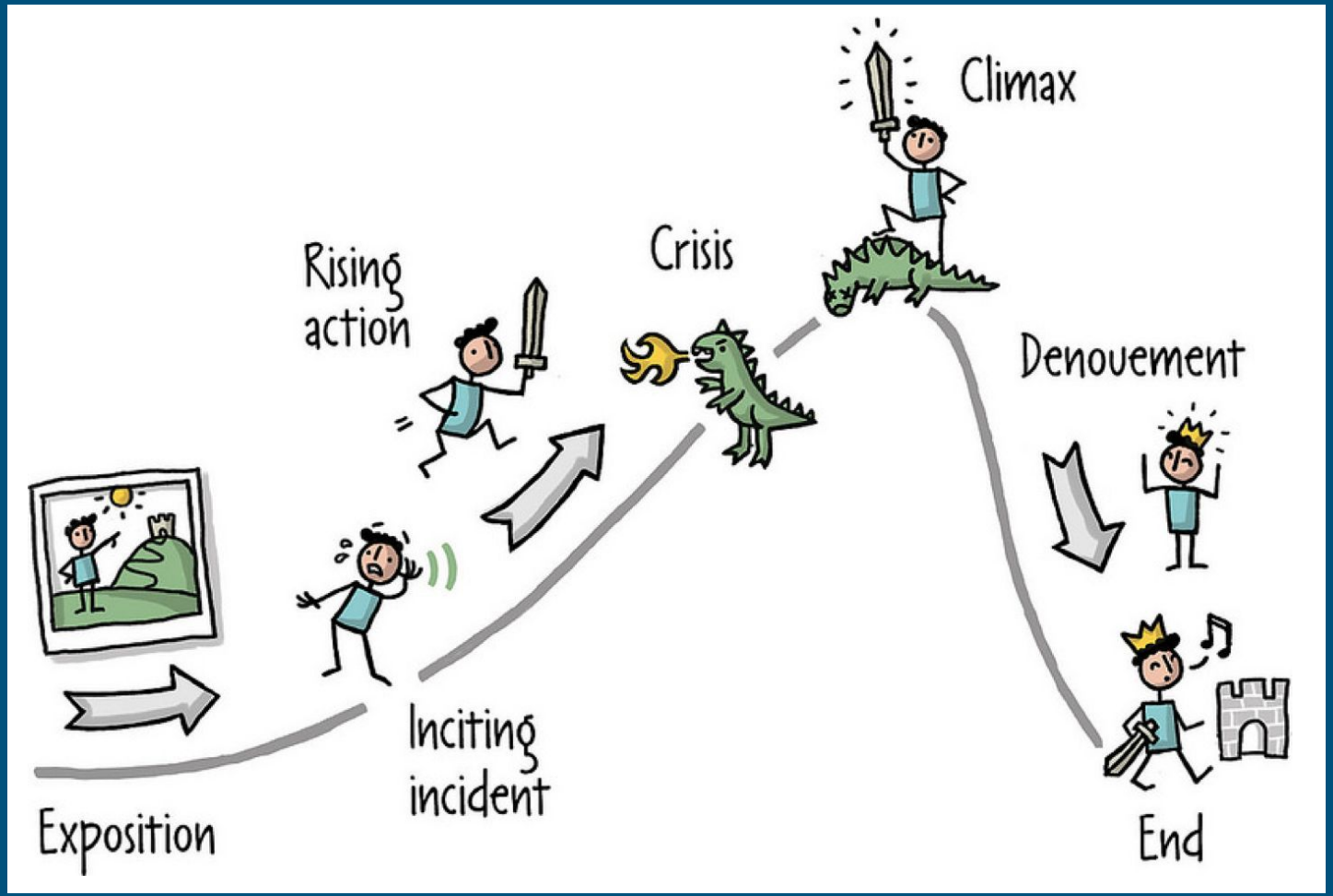
Story Structure



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- Hero
- Setting
- Challenge
- Choice
- Outcome and Moral

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Components of a Story

HERO

Person With Aspirations

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SETTING THE SCENE

Vivid - Engage the senses
Foreshadow - Tension

CHALLENGE

Inciting Moment

Doubt

Tension:

The world as it *ought* to be

vs the world *as it is*

CHOICE

Hero has agency

Hero has aspirations

OUTCOME AND MORAL

Not just what happened, but what did we learn?

An Example of Story with Structure

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1. Who is hero?
2. What is challenge?
3. What choice was made?
4. What is the moral

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You want your audience to be

Interested
Engaged
Convinced

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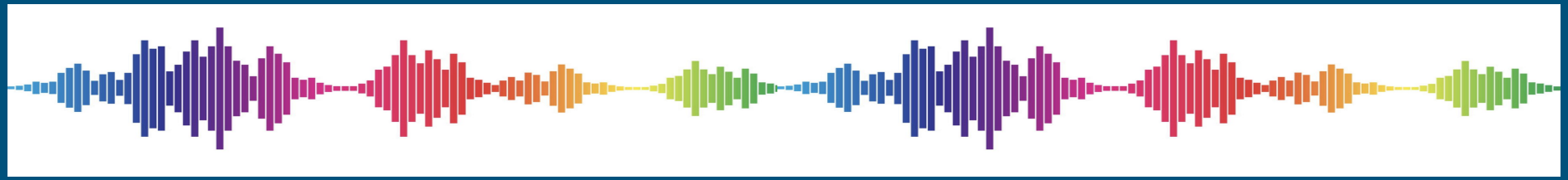
Color your words



The very same words

can have very different implications

BASED ON HOW WE MAKE THE WORDS SOUND.

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Cookies & Cream

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The weather outside is...

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That puppy is a little...

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Today, my healthcare situation is...

Cookies & Cream

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If you want your audience to be

Interested
Engaged
Convinced

You must be

Interesting
Engaging
Convincing

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Questions

As time permits

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