

# instructor-led *agenda*

## ▶ memorable storytelling

### MORNING

#### Introduction

- The neuroscience of storytelling
- Debunking the myths of storytelling to find what makes a story memorable
- *EXERCISE*: Use an everyday object to build a short story
- Overview of the three components of memorable storytelling – perceptive, cognitive, and affective

#### Perceptive

- Use sensory impressions (sight, touch, etc.) to impact memory
- Build relevant context – where and when the story takes place
- Show action across time
- *EXERCISE*: Use Perceptive elements to build and tell a story that convinces a customer to do something different

### AFTERNOON

#### Cognitive

- Use facts and commands wrapped in perceptive elements to improve recall
- Clarify and control the meaning that makes your story worth remembering
- *EXERCISE*: Define the meaning for an action you want a customer to take

#### Affective

- Add emotion, value, and motivation to stories, paving the way to memory
- Learn the importance of integrating cognitive and affective elements

#### Capstone Exercise

- Continue to apply the lessons of the course to improving the stories you've been building across the day; receive coaching and feedback

