

# MOZAI C

## The power of storytelling to engage audiences and shift mindsets: 3 key take-aways

### 1. Stories build trust and empathy

- Great stories build empathy – releasing the ‘feel-good’ chemical oxytocin.
- The more oxytocin; the more trustworthy we view the speaker.
- Stories activate neural coupling: the listener’s brain lights up and mirrors the storyteller’s; building empathy and creating an ‘AI’ experience.

### 2. Data doesn’t change our emotions, stories do

- Data processing uses 2 small parts of the brain, does not connect emotionally and is easily forgotten; stories light up the whole brain, connect emotionally and are memorable.
- Decisions are made in the amygdala – the emotional ‘epicentre’ of the brain – and subsequently rationalised with logic.

### 3. Create a power ballad

Storytelling and data is NOT either/or – they work together to create a power ballad.

- Stories allow us to connect to information differently.
- Stories and data come together to help us:
  - build ideas
  - see things that can’t be unseen
  - communicate what’s valued
  - tap into the emotional way we all make decisions.

*Don't wait for the perfect story – take your stories and make them perfect.*