STORIES: THE WAY TO OUR HEART, AND THE KEY TO DESIGN STRATEGY.
You go to work.
Maybe one day
maybe if you get one day...
with an interview like me, with my record...
Regardless of how long I've been out, it makes no difference...
Once you tell ‘em, it’s pretty much over with.
Oh, you been to prison?
Yes
How much time you do?
12 years.
Oh, well.

We no longer need you.
Regardless of how your skills are,
how your work ethic are,
it makes no difference.
I guarantee
if you needed five hundred workers today
I can get five hundred workers
today.
And I’m talking about
less than five hours.
And they want to work, though!
You know, they want to apply themselves.
It’s not that
it’s not that they don’t want to.
It’s like the same, sad song.
I’m not no Martin Luther King.
Never will be.
Don’t wanna be, neither.
But I can rally my people.
But
once you don’t get nothin’ done
they feel like
we just got to give up.
If you commit a crime, you should be punished.

No second chances.
But what about Ricky?

If you commit a crime, you should be punished.

No second chances.
But what about Ricky?

“"A man with a conviction is a hard man to change. Tell him you disagree and he turns away. Show him facts or figures and he questions your sources. Appeal to logic and he fails to see your point.""

Leon Festinger, Henry Riecken, Stanley Schachter
When Prophecy Fails
Me and my belief system
The ongoing formation of beliefs

Me and my belief system
Things told to me

Poor people are lazy.

The ongoing formation of beliefs

Me and my belief system
Things told to me

*The system is fair.*

The ongoing formation of beliefs

Me and my belief system
We always volunteered to feed the homeless on Thanksgiving.

Rituals I believe in

The ongoing formation of beliefs

Me and my belief system
Rituals I believe in

My family and I pick up trash at the park on the weekends.

The ongoing formation of beliefs

Me and my belief system
The experiences I've had

I read a lot of Ayn Rand.

The ongoing formation of beliefs

Me and my belief system
The experiences I've had

I went to a great school and learned a lot.

The ongoing formation of beliefs

Me and my belief system
The ongoing formation of beliefs → Me and my belief system → My behavior
action-opinion theory

The ongoing formation of beliefs

Me and my belief system

My behavior
Ricky and his friends want to work hard, but their criminal records hold them back.

The ongoing formation of beliefs

Me and my belief system

My behavior
Ricky and his friends want to work hard, but their criminal records hold them back.
Ricky and his friends want to work hard, but their criminal records hold them back.

The ongoing formation of beliefs

Cognitive dissonance

My behavior
Ricky and his friends want to work hard, but their criminal records hold them back.

The ongoing formation of beliefs

Cognitive dissonance

“The existence of dissonance, being psychologically uncomfortable, will motivate the person to try to reduce the dissonance and achieve consonance.”

Leon Festinger
A Theory of Cognitive Dissonance
Ricky and his friends want to work hard, but their criminal records hold them back.
Cognitive dissonance

The ongoing formation of beliefs

My behavior

Change beliefs
Change behavior
Reinforce beliefs
Stories provoke cognitive dissonance.
Oh, so I went to college
for electronics engineering
And then ITT tech closed down.
So there goes that one.
So I got 96 college credits
That are basically useless
That won't transfer, nothing.
They closed, like
they’re done
they’re bankrupt.
They went out of business
because they're a for-profit college
And none of their credits transferred
to any other college
And I didn’t know that at the time
when I was going to school there
so all of my college credits are just
friggin useless.
And I only borrowed 8 grand
And I think I’m up to like
with interest and everything
it’s like $37,000 now.
And I only borrowed 8.
It's just spiraling
Every year
they compound it monthly
like based on the market
between 7 and like 14 percent.
Fill cock with H₂O until comes out other side.

Rock device to ensure no entrapped air.

Pump up to Initial Mark.

Tap gauge.

3.445 Kg Empty Bucket

19.953 Kg Full Bucket

2.75% Air

3.445 Kg Empty Bucket

187

4.5 Slump

2492 F³
And, uhm, was there for two years
we had a son
and then we had a daughter.
And
and she passed away
two months after she was born.
And then life just sort of
crumbled
from there. So.
Basically rebuilding now.
So.
I just kinda
blew my retirement,
just kind went off the rails,
had a DUI
so I lost my job.
went back to Prescott
Got a job
as a building inspector there
but
My boss jacked
all kinds of stuff up
with lying on contracts
so he ended up losing all the work
so I’m back down here
trying to find work here.
There are lots of good jobs.

If you want one, go get one.
But what about Tim?

There are lots of good jobs.

If you want one, go get one.
But what about Tim?

“Well crafted stories sustain attention and produce emotional resonance in listeners, a neurologic state we call ‘immersion.’”

Paul Zak
The Heart of the Story: Peripheral Physiology During Narrative Exposure Predicts Charitable Giving; email communication
STORIES | THE WAY TO OUR HEART, AND THE KEY TO DESIGN STRATEGY.

Me
Attention

A well-crafted story

Me
“We found that character-driven stories do consistently cause oxytocin synthesis. Further, the amount of oxytocin released by the brain predicted how much people were willing to help others; for example, donating money to a charity associated with the narrative.”

Paul Zak

How Stories Change the Brain
Chemical reaction

A well-crafted story
Empathy and Sympathy

A well-crafted story

Me
Empathy and Sympathy

A well-crafted story

Me
Immersion

Me

A well-crafted story
Stories immerse us.
STORIES | THE WAY TO OUR HEART, AND THE KEY TO DESIGN STRATEGY.
THE WAY TO OUR HEART, AND THE KEY TO DESIGN STRATEGY.
Do you know how many people I know
STORIES | THE WAY TO OUR HEART, AND THE KEY TO DESIGN STRATEGY.

with
THE WAY TO OUR HEART, AND THE KEY TO DESIGN STRATEGY.

four
they've been to college
for five
even one guy I know
went to school for
eight years
and he doesn’t have
a job.
Because he picked an
esoteric subject.
The Way to Our Heart, and the Key to Design Strategy.

Medieval
STORIES | THE WAY TO OUR HEART, AND THE KEY TO DESIGN STRATEGY.

Philosophy
and Art.
Which is about as useful as
a fart in the wind.
And like
Social studies.
The Way to Our Heart, and the Key to Design Strategy. Or Psychology.
Or stuff like that.
I get it.
It’s romantic concept.
And it’s a great idea.
But it’s not very functional.
Psychologists
Psychiatrists at least can give you meds.
F*cking psychologists
can’t do sh*t.
STORIES | THE WAY TO OUR HEART, AND THE KEY TO DESIGN STRATEGY.
And even then sometimes I get
chemical burns
if I don’t put it on correctly.
It’s not as bad.
Originally it circled both wrists.
Because if you get any
rips and tears
in your suit
or your gloves
especially when you use
the Boost, or
the Chem 3.
You have to be
extra careful.
Because this stuff
I seen it
melt, like
Take plastic off.
Chrome off.
Higher education is fundamental to success.

If you want a high paying job, just go get a degree.
But what about Maria?

Higher education is fundamental to success.

If you want a high paying job, just go get a degree.
“Transportation is likely to create strong feelings toward story characters; the experiences or beliefs of those characters may then have an enhanced influence on readers' beliefs.”

Melanie C. Green and Timothy C. Brock
The Role of Transportation in the Persuasiveness of Public Narratives
A well-crafted story

Me
A well-crafted story
A well-crafted story
“The resulting transportation may be a mechanism for narrative-based belief change…

The belief positions implied by the story might be adopted regardless of whether they corresponded with reality.”

Melanie C. Green and Timothy C. Brock
The Role of Transportation in the Persuasiveness of Public Narratives
Stories transport us.
My agenda...

To persuade my audience to change their beliefs and behavior.
I’ll accomplish this by...

Giving regular people a voice and acting as their advocate.
Their stories will...

Shape a strategy.
And, their stories will...

Sell the strategy.
STORIES | THE WAY TO OUR HEART, AND THE KEY TO DESIGN STRATEGY.
Shown
STORIES | THE WAY TO OUR HEART, AND THE KEY TO DESIGN STRATEGY.

Shown

Emotional
STORIES | THE WAY TO OUR HEART, AND THE KEY TO DESIGN STRATEGY.

Shown

Emotional

Transportive

Curated
<table>
<thead>
<tr>
<th>Shown</th>
<th>Emotional</th>
<th>Transportive</th>
<th>Curated</th>
</tr>
</thead>
<tbody>
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Sympathetic
STORIES | THE WAY TO OUR HEART, AND THE KEY TO DESIGN STRATEGY.

Shown | Emotional | Transportive | Curated

Challenging | Sympathetic | Ethical
STORIES | THE WAY TO OUR HEART, AND THE KEY TO DESIGN STRATEGY.

- Shown
- Emotional
- Transportive
- Curated
- Challenging
- Sympathetic
- Ethical
- Real
STORIES | THE WAY TO OUR HEART, AND THE KEY TO DESIGN STRATEGY.
STORIES | THE WAY TO OUR HEART, AND THE KEY TO DESIGN STRATEGY.
I feel like
if I want to start
you know to start a
a genuine job.
Your own business.
You know
where you pay yourself.
You know
it's really just work.
Yea I plan on it.
Well
mainly just
selling clothes mainly.
Cause it’s basically
the main thing
down here.
But it's basically
the main thing.
Selling clothes,
you can make it.
They’ll buy anything.
Stories provoke cognitive dissonance.
Stories immerse us.
Stories transport us.
Stories shape and sell a strategy.
- thanks!

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