

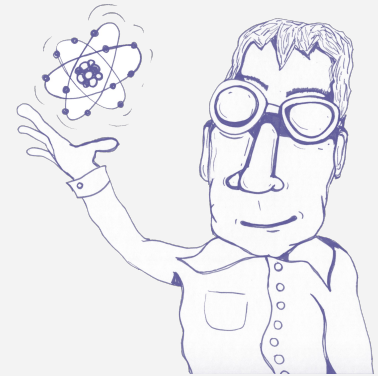


OnYourFeet

The Science & Joy of Story

December 1st Summary Slides about the “elemental” parts and structures of story.

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About Host

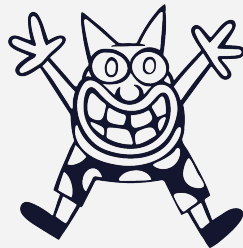
Dr. Troy Campbell is our Chief Scientist and a highly influential academic researcher in psychology. His tagline is “scientific mind, artistic heart,” and he has a behavioral science PhD from Duke University, is a former marketing professor at the University of Oregon, and former Disney Imagineer.

[OYF's science-led workshops](#) by Troy.

[OYF's story](#) trainings, workshops and consulting.



MORE JOY. LESS FEAR. BETTER RESULTS.



We are a collision of business, art, and science that designs and delivers the most interactive and impactful *experiences* for the world's most innovative brands.

The mission is to bring more joy, less fear, and better results to *Ideation, Culture, Teams, Meetings, Conferences, and Training.*



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Story Summary



Why Story?

What is Story?

How to tell Story?

Why Story?



Meaning

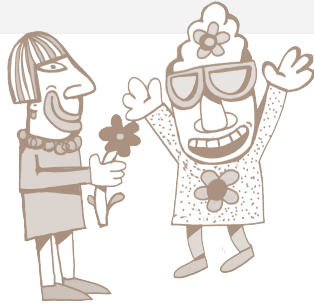
Story gives meaning to things. Without story, words are just words.



Memory

Story is the way the brain most easily processes and remembers information.

What is story?



Cause

A story is made from the causal linkages between moments.



Character

Characters create and respond to causes.

Story Forms

are *how* to reliably tell powerful stories, and these are three of the most widely useful forms.

Goal→Insight→Action

A story told in three parts with a goal that drives the need for insight and action.



Multi~Narrative

Telling a story of a concept by telling multiple, often complimentary, narratives.

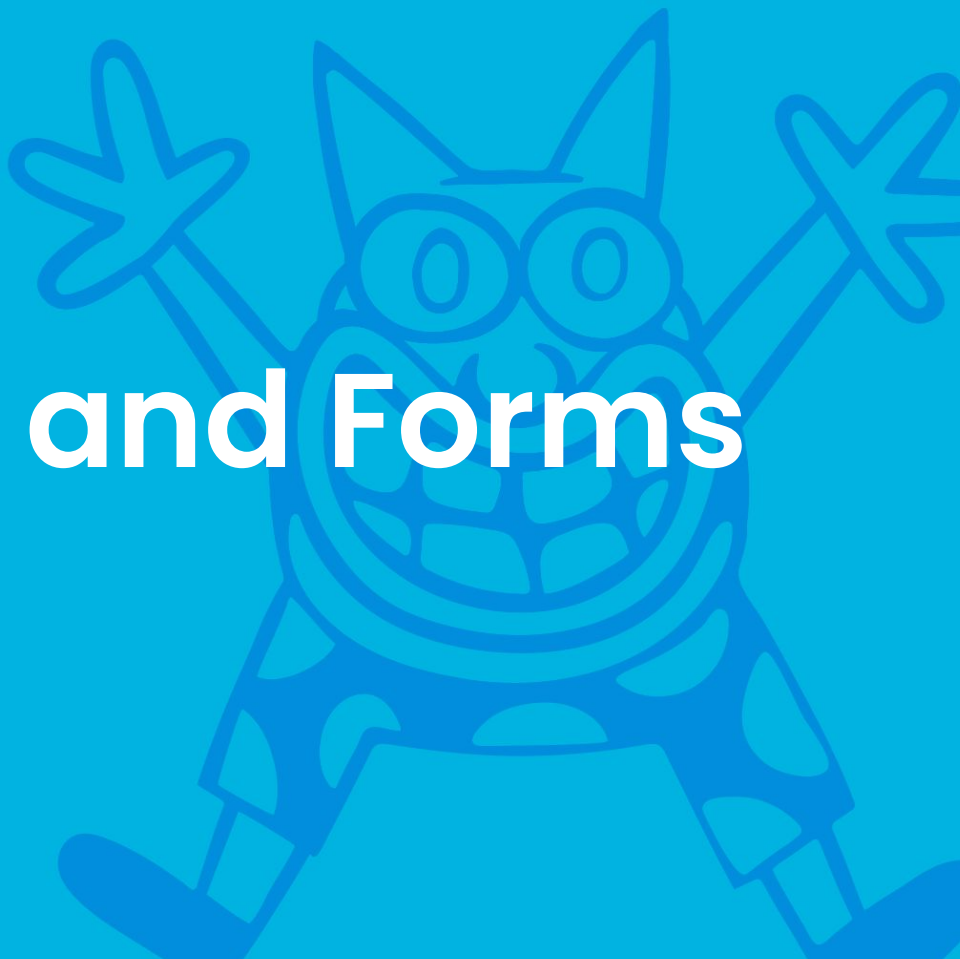


Destiny*

A story where a character changes into who they were always meant to be.



Story Tools and Forms





TOOL

Cause & Character

and the Many C's of Story

Stories can be many things, but all stories have at their base:
cause and character.

And then a lot of different words that start with C.



The Many C's of Story

- ~change (what's different across time)
- ~concrete (detail)
- ~context (location)
- ~conflict (difficulty, barriers, problems)
- ~comedy (joke)
- ~change (the bigger the more powerful)
- ~culture (reference to a culture, a pearl of wisdom)
- ~chronology (more info on timing)
- ~continuation (story is ongoing)
- ~conclusion (goal achieved, end of period)
- ~color (anything fun, dramatic, spices it up)
- ~curiosity (hints at something you want to know)
- ~charm (personality)

TOOL

Goal Insight Action

(GIA)

A story form for communicating the value of an idea in three distinct parts that is habitually used by great speakers.

If you've ever told a good business story you've most likely intentionally or accidentally used this form.



. Goal .



. Insight .



. Action .

. Goal .



. Insight .



. Action .



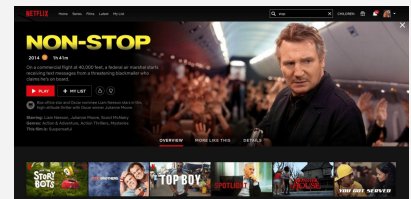
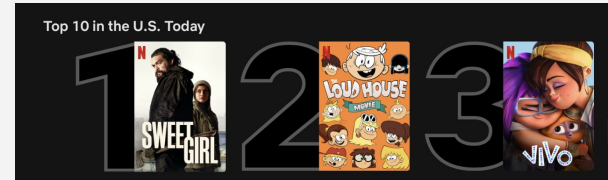
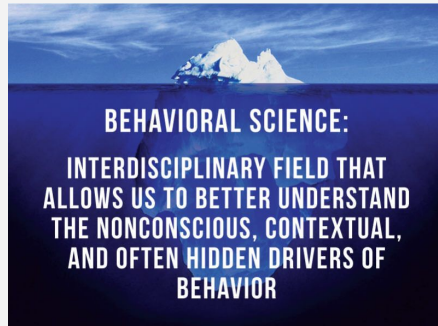
. Goal .



. Insight .



. Action .



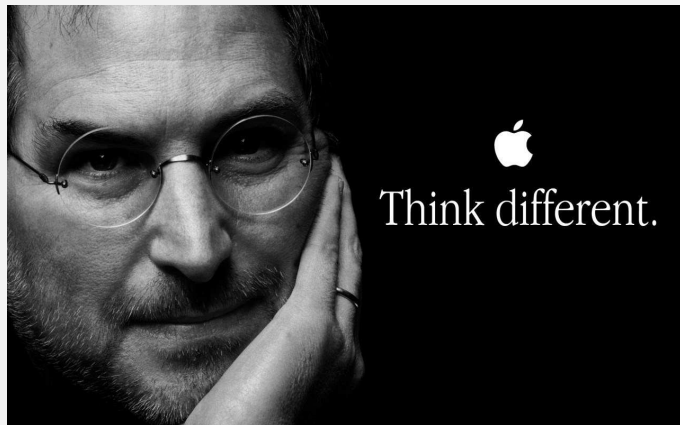
TOOL

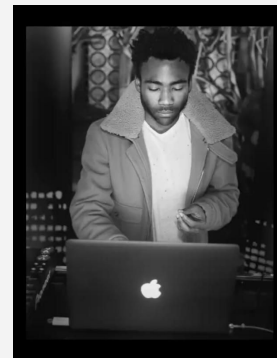
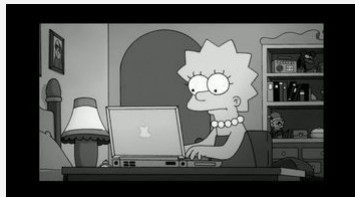
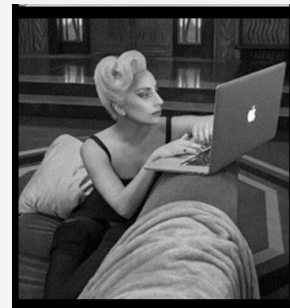
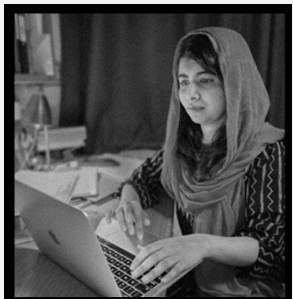
Multi Narrative Storytelling

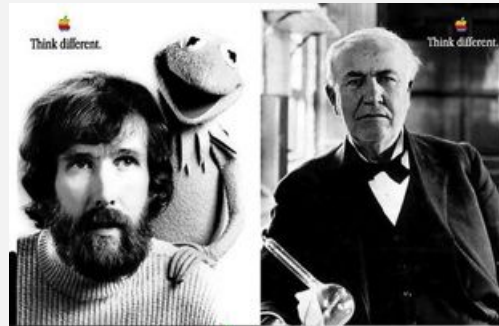
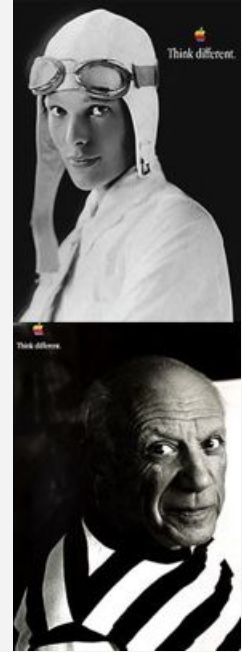
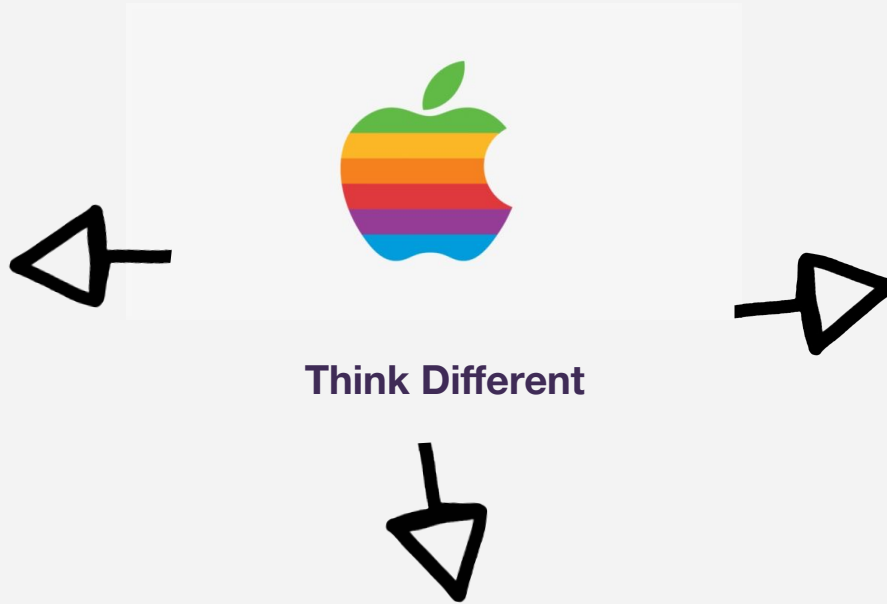
Telling a story of a concept by telling multiple, often complimentary, narratives that collectively give a fuller meaning to the concept than any one narrative could.

(aka the “core phrase” or “chaos to clarity” approach)













daddyfit

TOOL

THE DESTINY NARRATIVE

A story where a character changes into who they were always meant to be.

A model for amazing stories and possibly the best story form to persuade a person to change.





ALWAYS



STRUGGLE

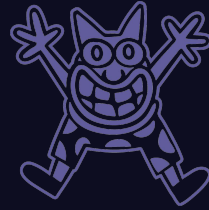


DISCOVERY

Tell people they **already are** the people you want them to be.

So, now, **changing** or improving **feels** not like something foreign, but a **natural** part of their **always**, their **identity**.





More Joy. Less Fear. Better Results.

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