

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

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You go to work





I betcha



*If you commit a crime,
you should be punished.*

No second chances.

But what about Ricky?

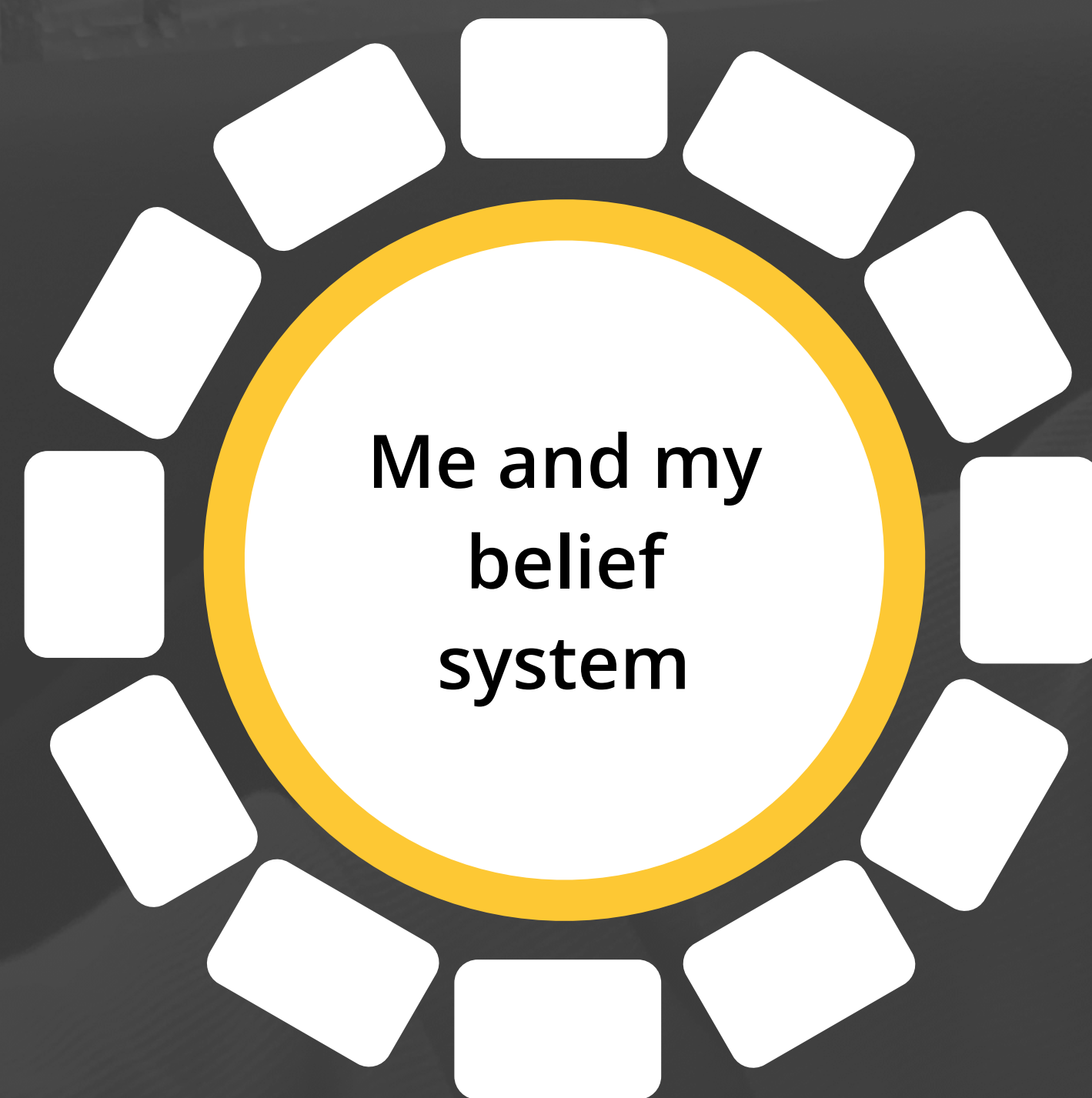
*If you commit a crime,
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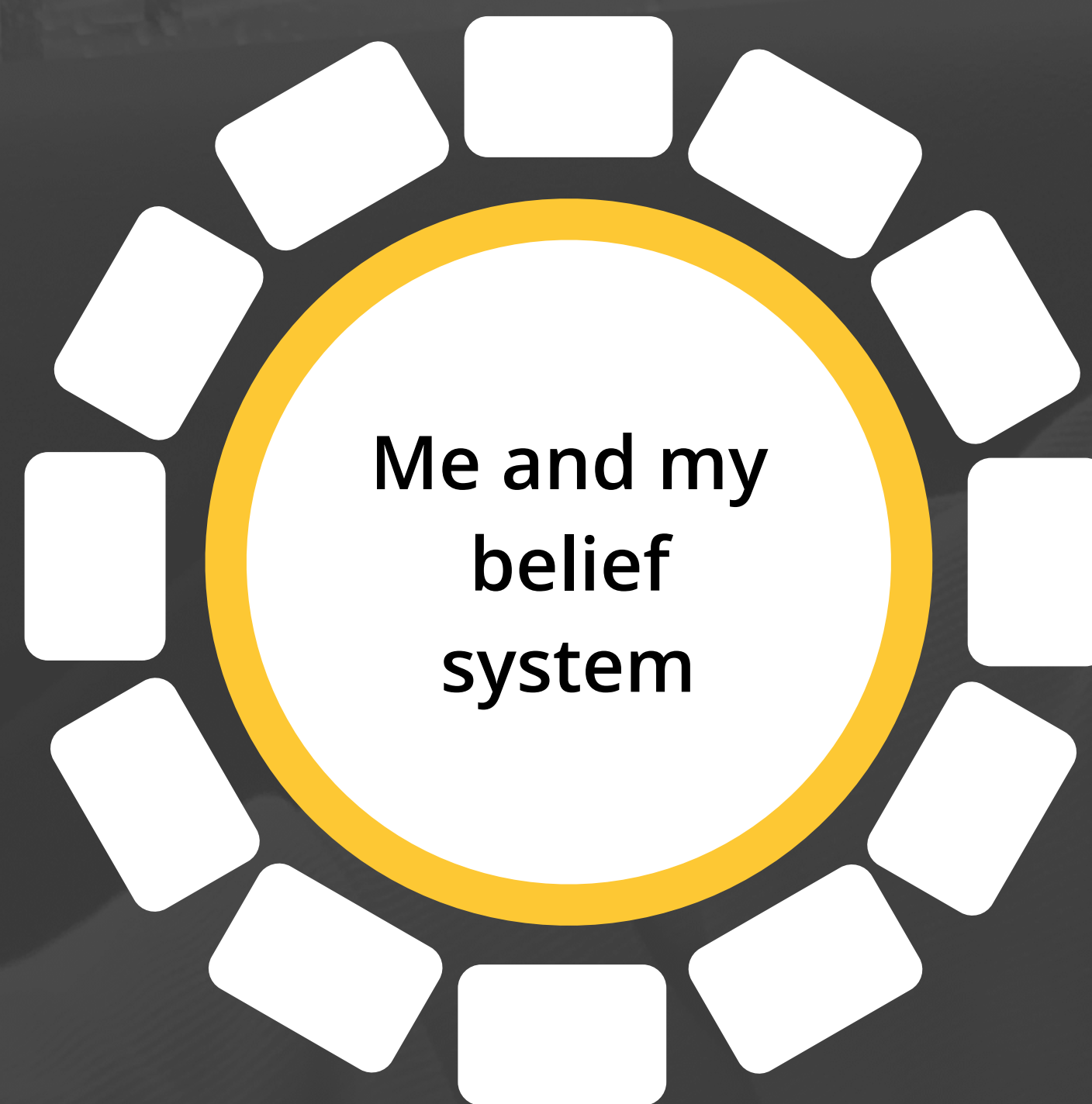
But what about Ricky?

“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*



The ongoing formation of beliefs



Things told to me

Poor people are lazy.

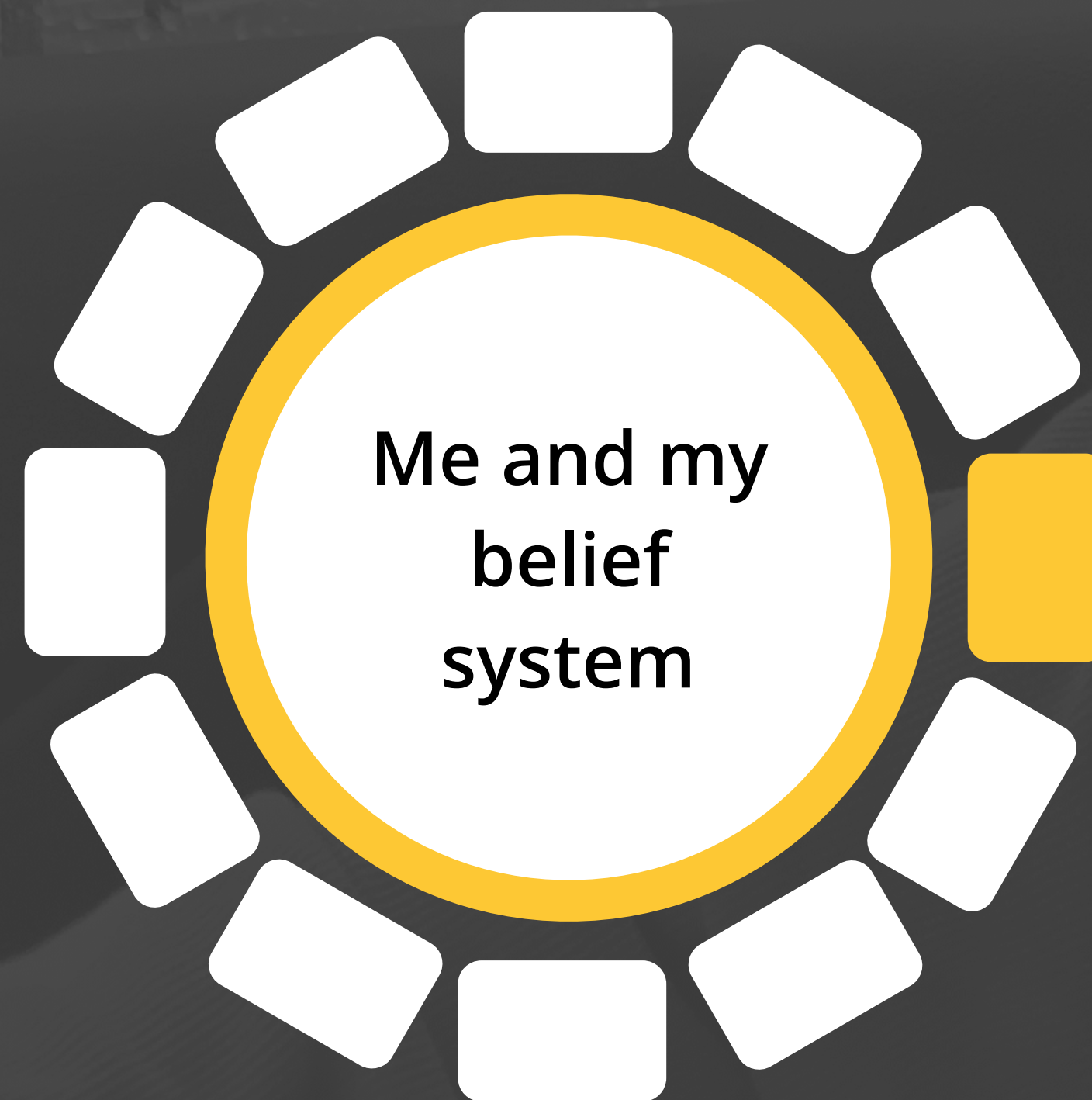
The ongoing formation of beliefs



Things told to me

The system is fair.

The ongoing formation of beliefs



Rituals I believe in

We always volunteered to feed the homeless on Thanksgiving.

The ongoing formation of beliefs



Rituals I believe in

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

The ongoing formation of beliefs



The experiences I've had
I read a lot of Ayn Rand.

The ongoing formation of beliefs

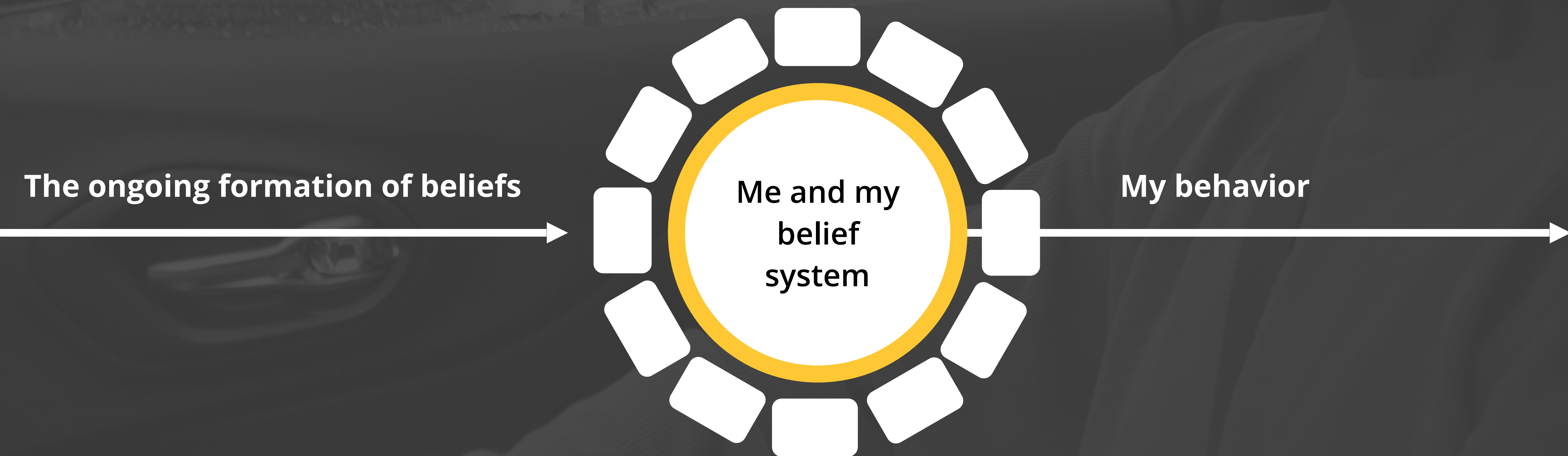


The experiences I've had

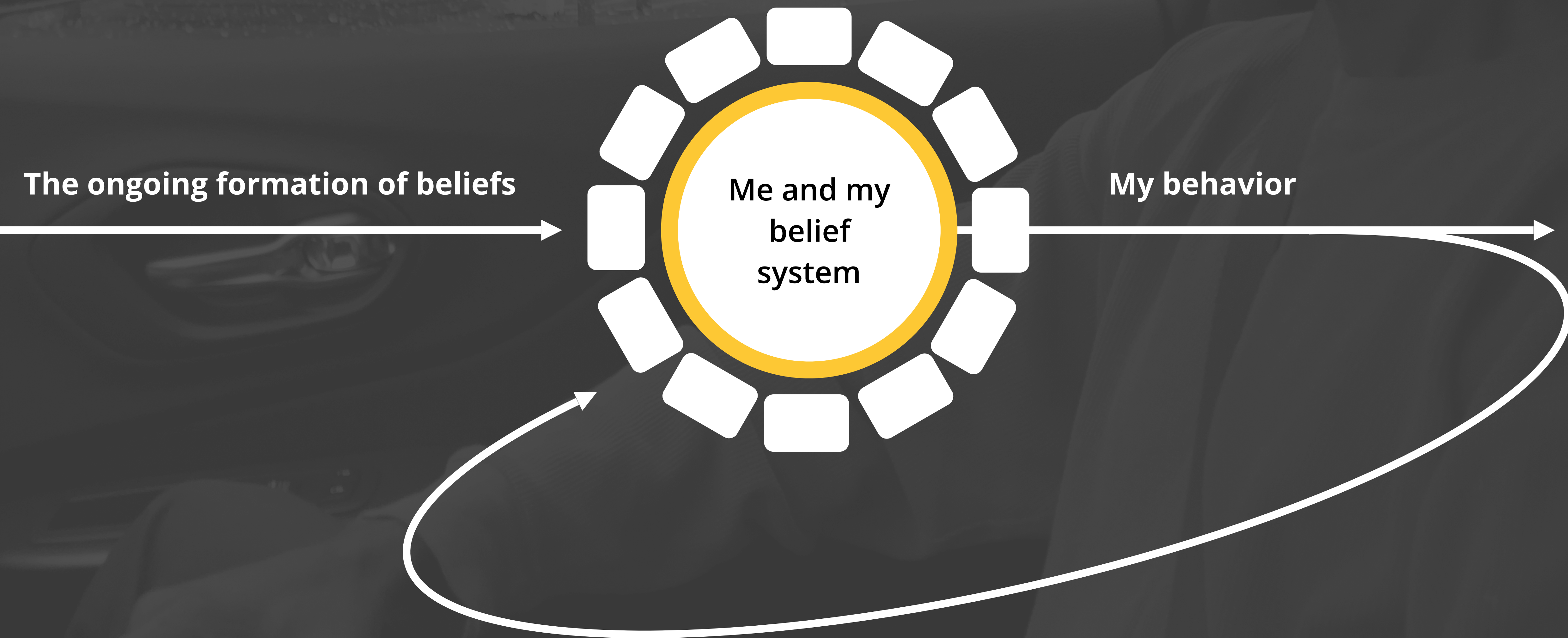
I went to a great school and learned a lot.

The ongoing formation of beliefs

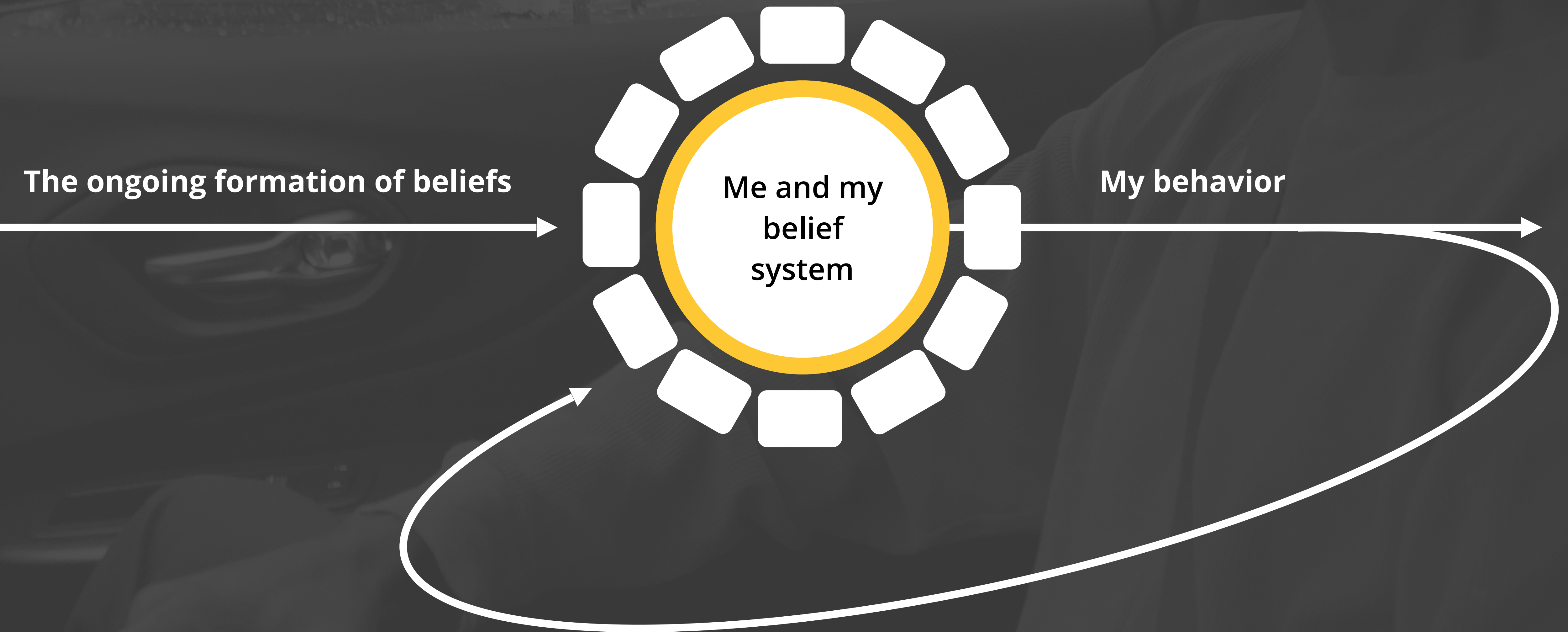




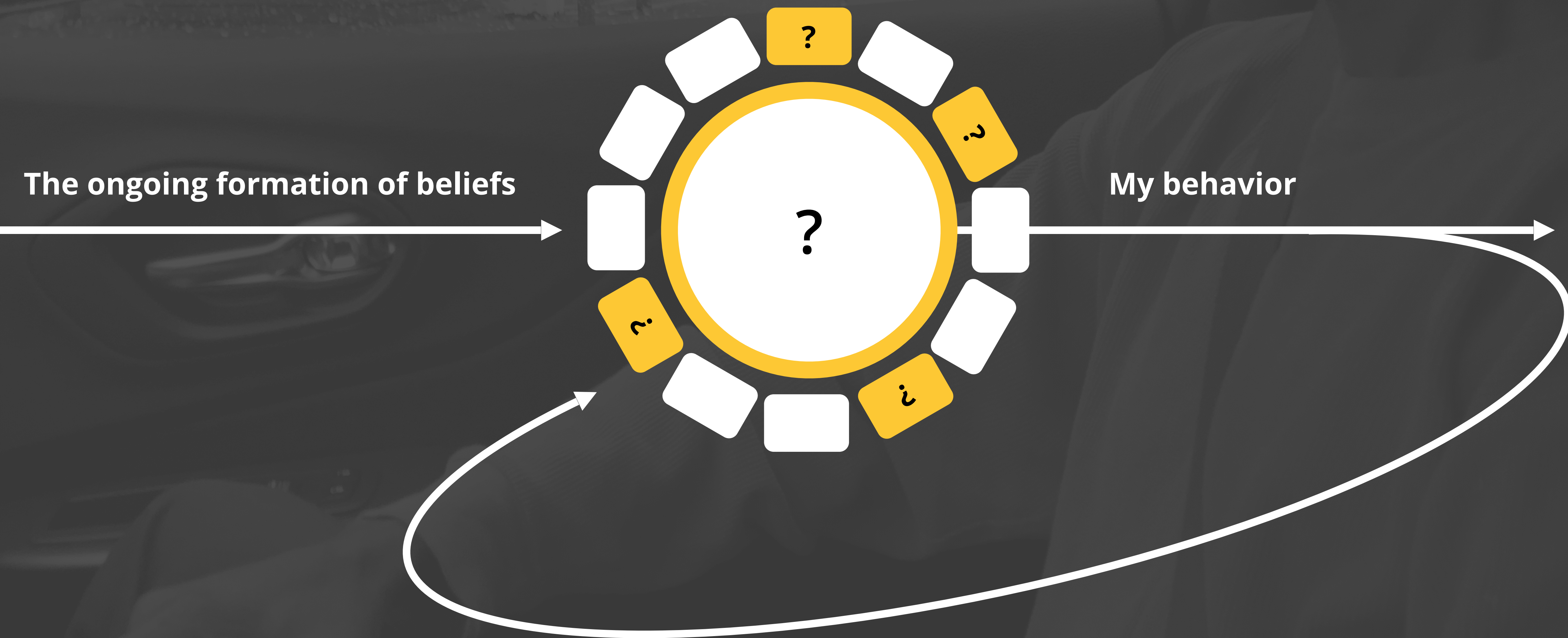
action-opinion theory



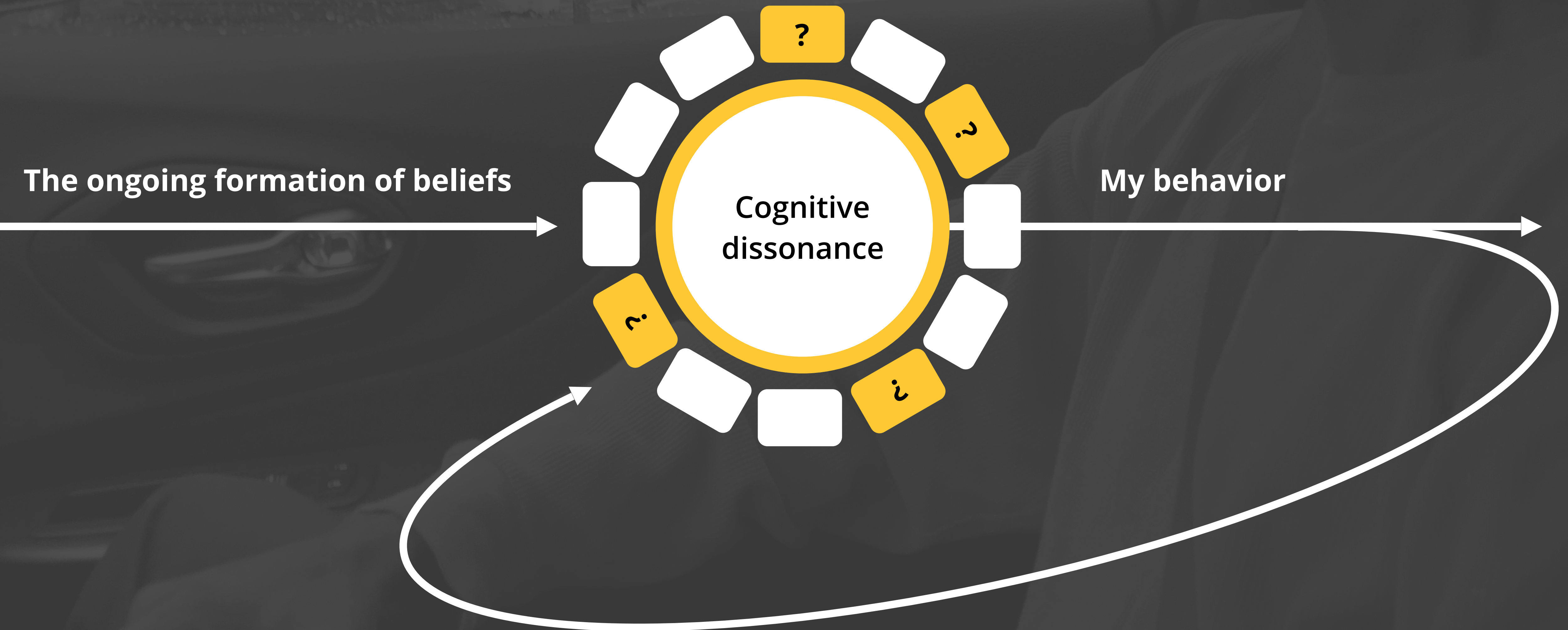
*Ricky and his friends want to work hard,
but their criminal records hold them back.*



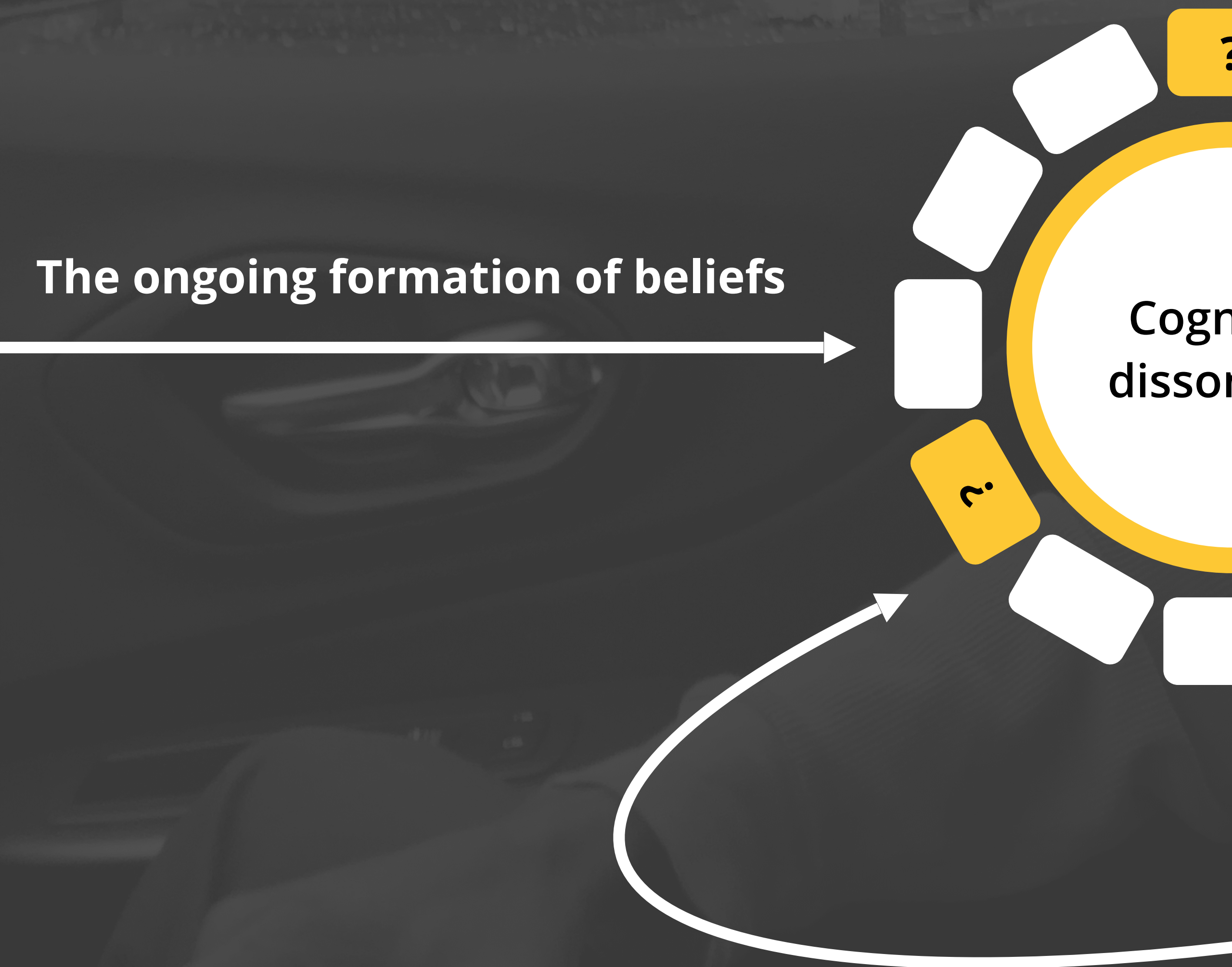
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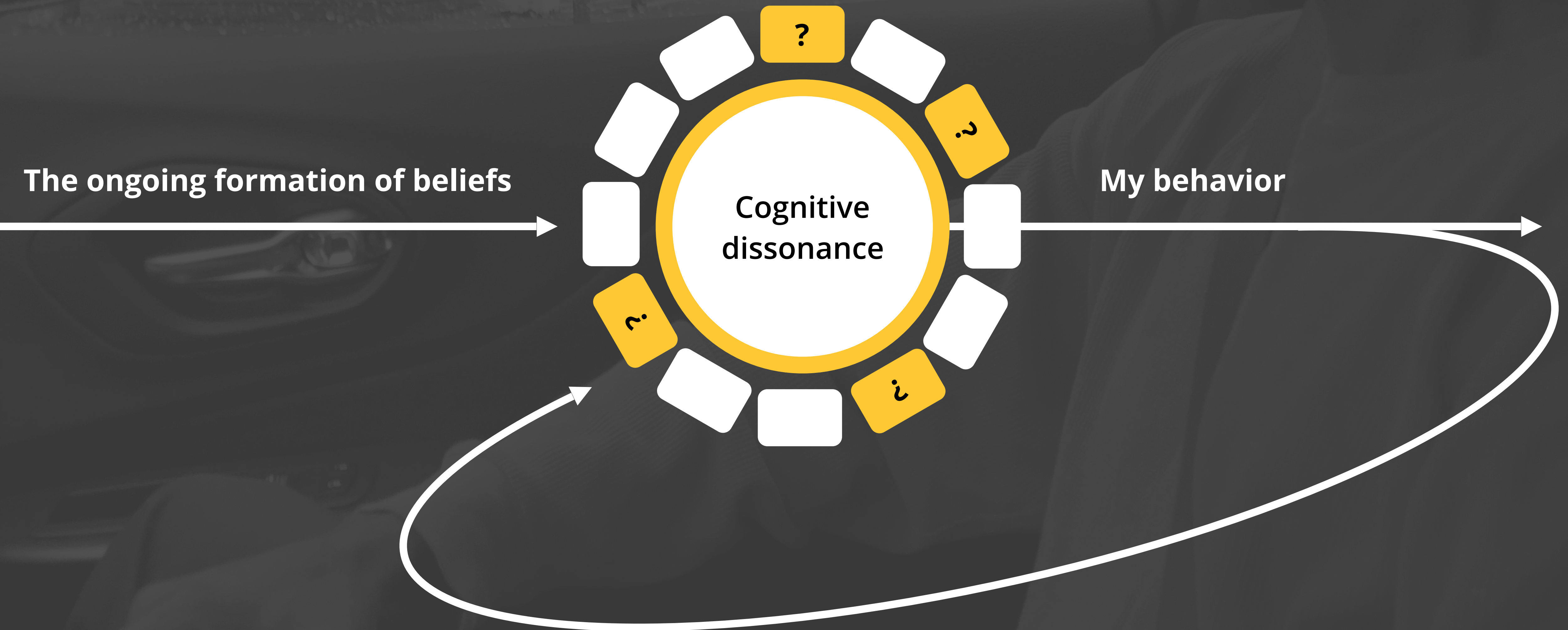
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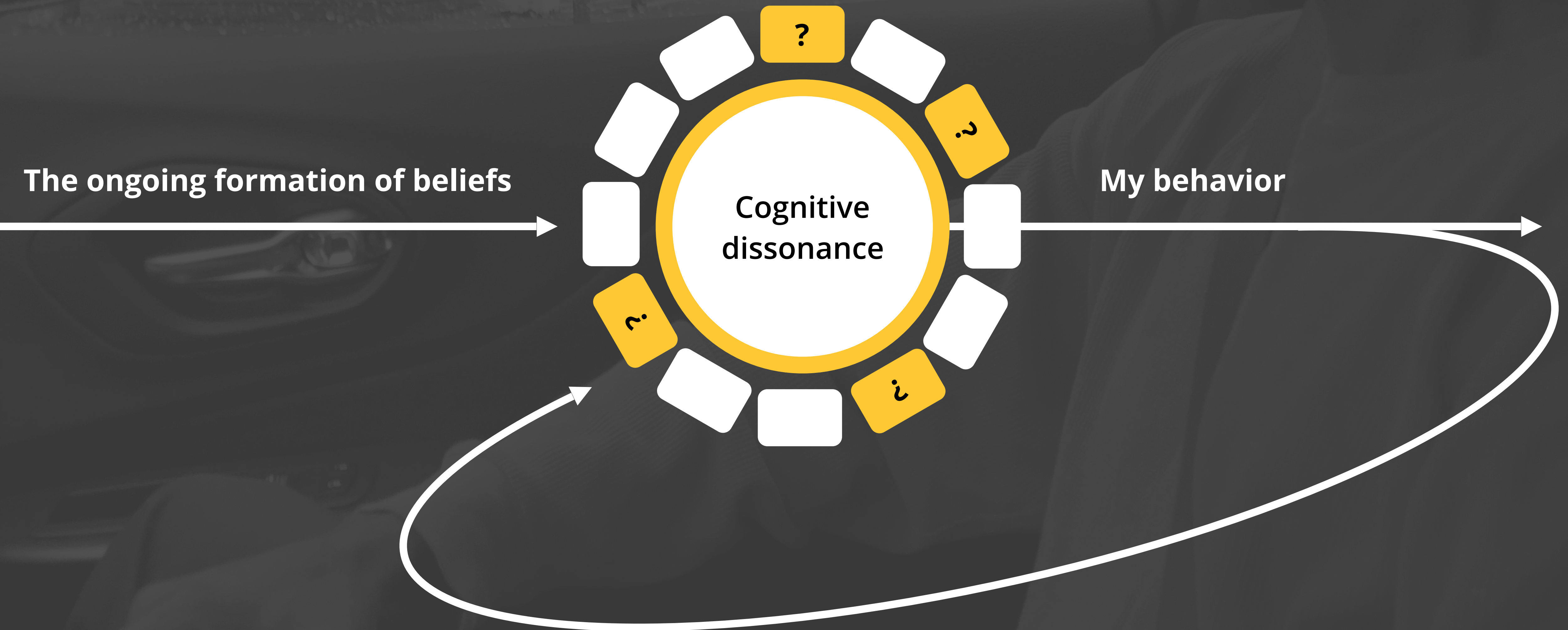
**“The existence of dissonance,
being psychologically
uncomfortable, will motivate
the person to try to reduce the
dissonance and achieve
consonance.”**

*Leon Festinger
A Theory of Cognitive Dissonance*

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



Change beliefs
Change behavior
Reinforce beliefs



A black and white photograph of a person sitting in the driver's seat of a car. The person is wearing a light-colored, long-sleeved shirt and a dark cap. They are looking out the window. The background shows a parking lot with a fence and some buildings. The text 'Stories provoke cognitive dissonance.' is overlaid in the center of the image.

**Stories provoke
cognitive dissonance.**









1. SC

1.1. The ind soil diff

1.2. Th wi in

1.3. T P

1.4. T S

2.

Fill P, cock with H_2O until
comes out other side
Rock device To ensure no
entrapped air
Pump up To Initial Mark.
Tap guage

3.445 Kg Empty Bucket. 2.757⁹
Air
Samp
187

19.955 Kg Full Bucket.

4.5 slump

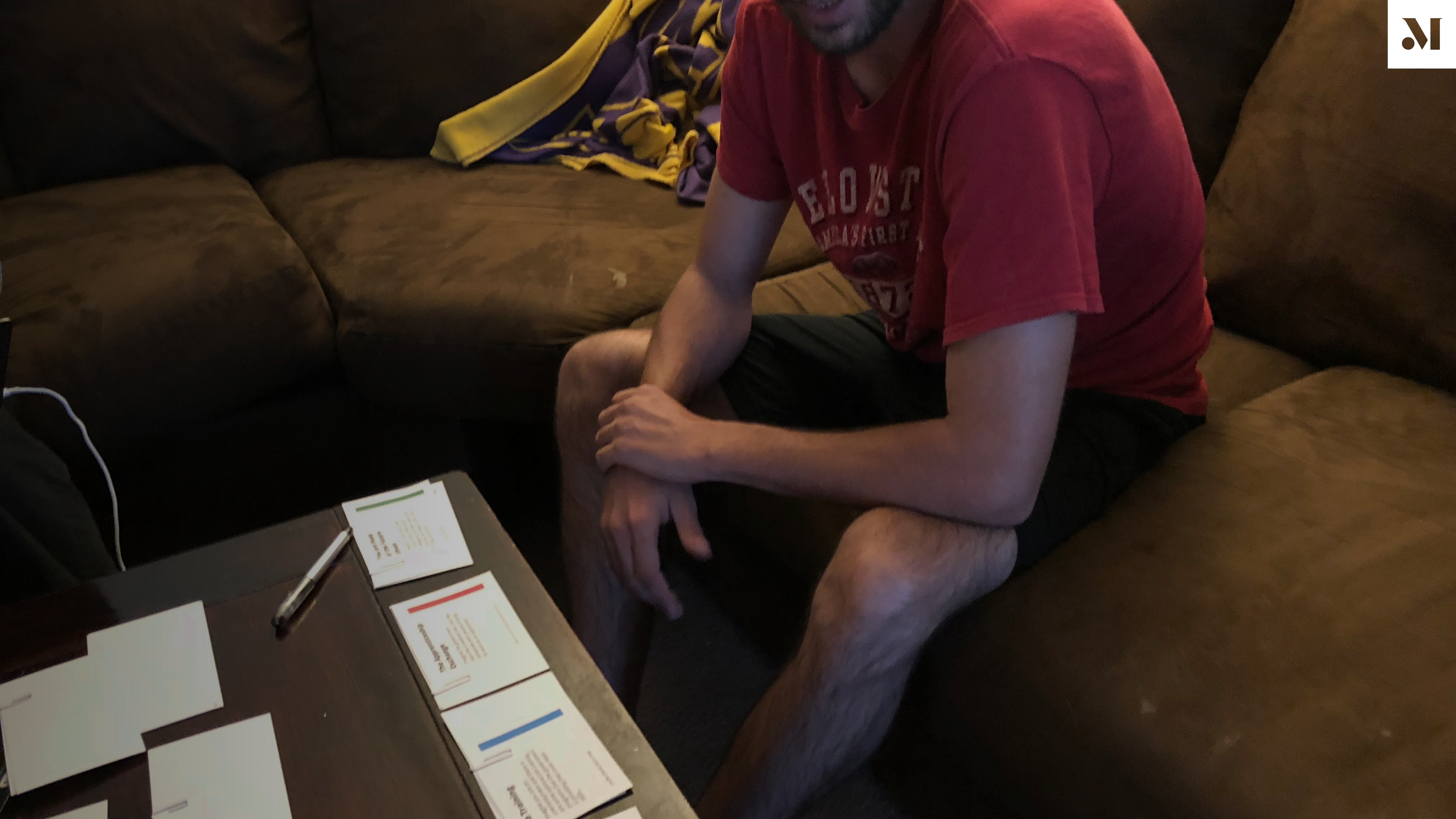
Vol
2492 E_3

The plasticity
the oven-dried
numerical

g conformance
the nearest unit"
with ASTM E29.

Method and the
ure.

the liquid limit of



And, uhm...



*There are lots of
good jobs.*

*If you want one,
go get one.*

But what about Tim?

*There are lots of
good jobs.*

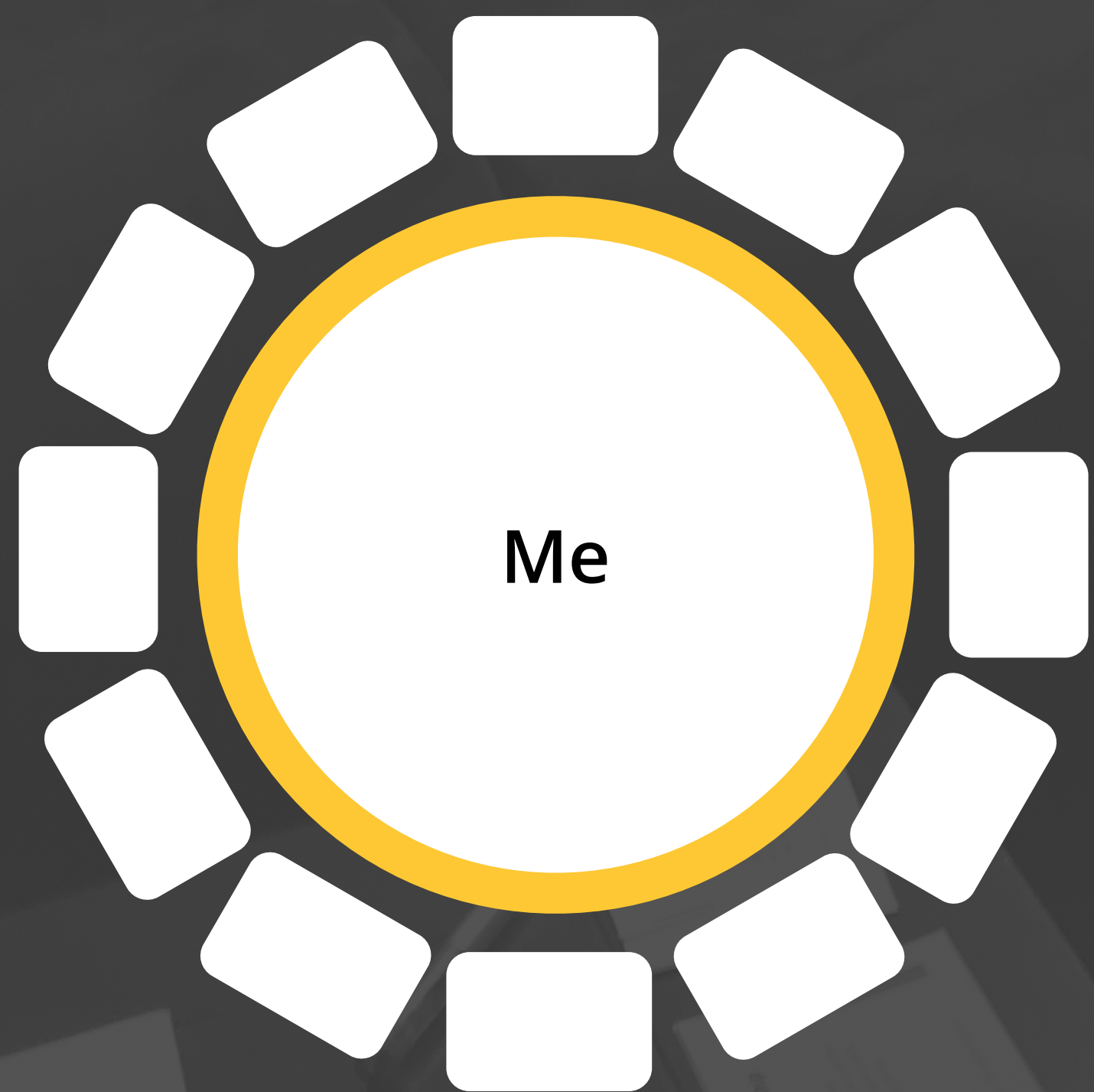
*If you want one,
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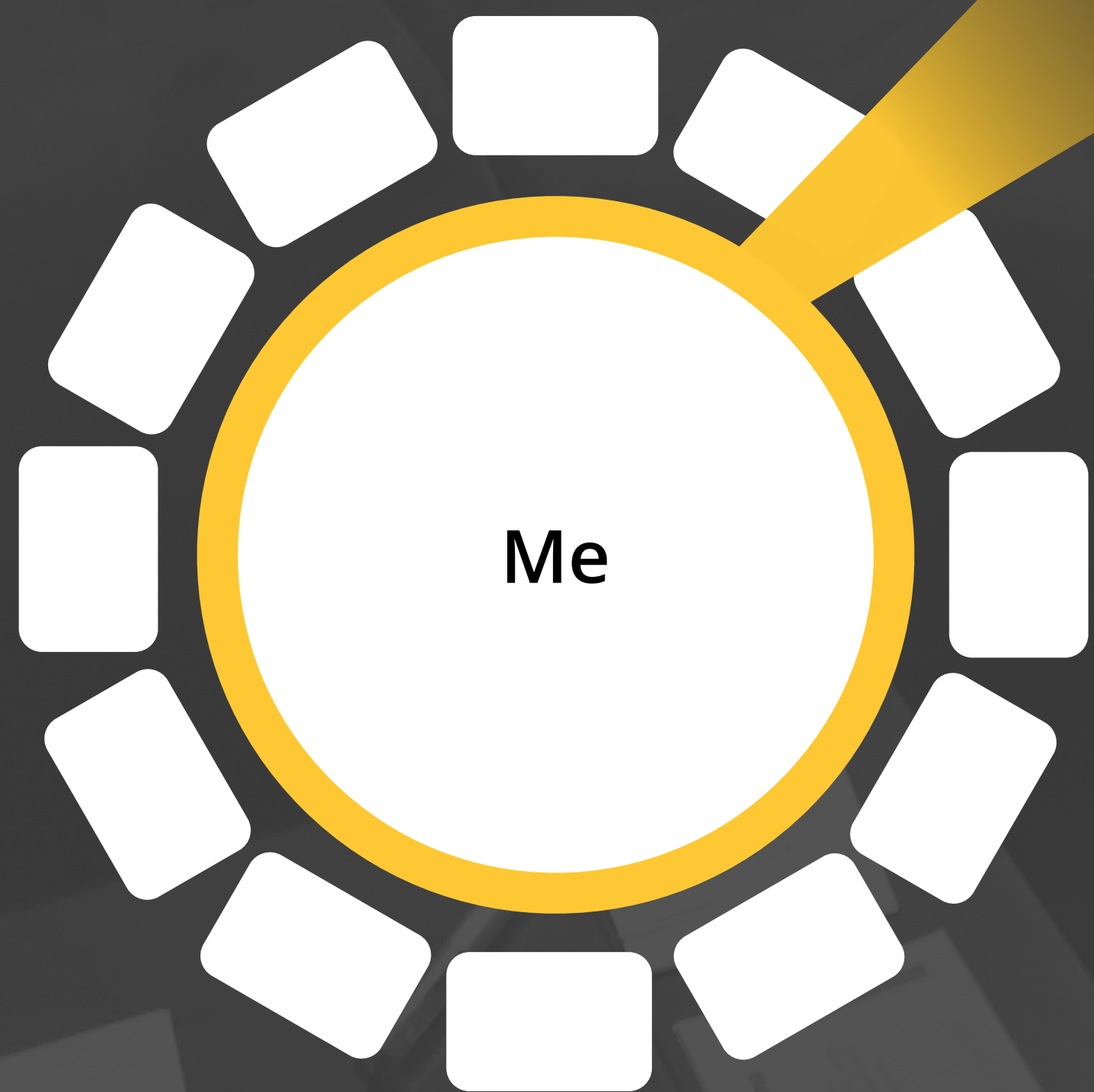
But what about Tim?

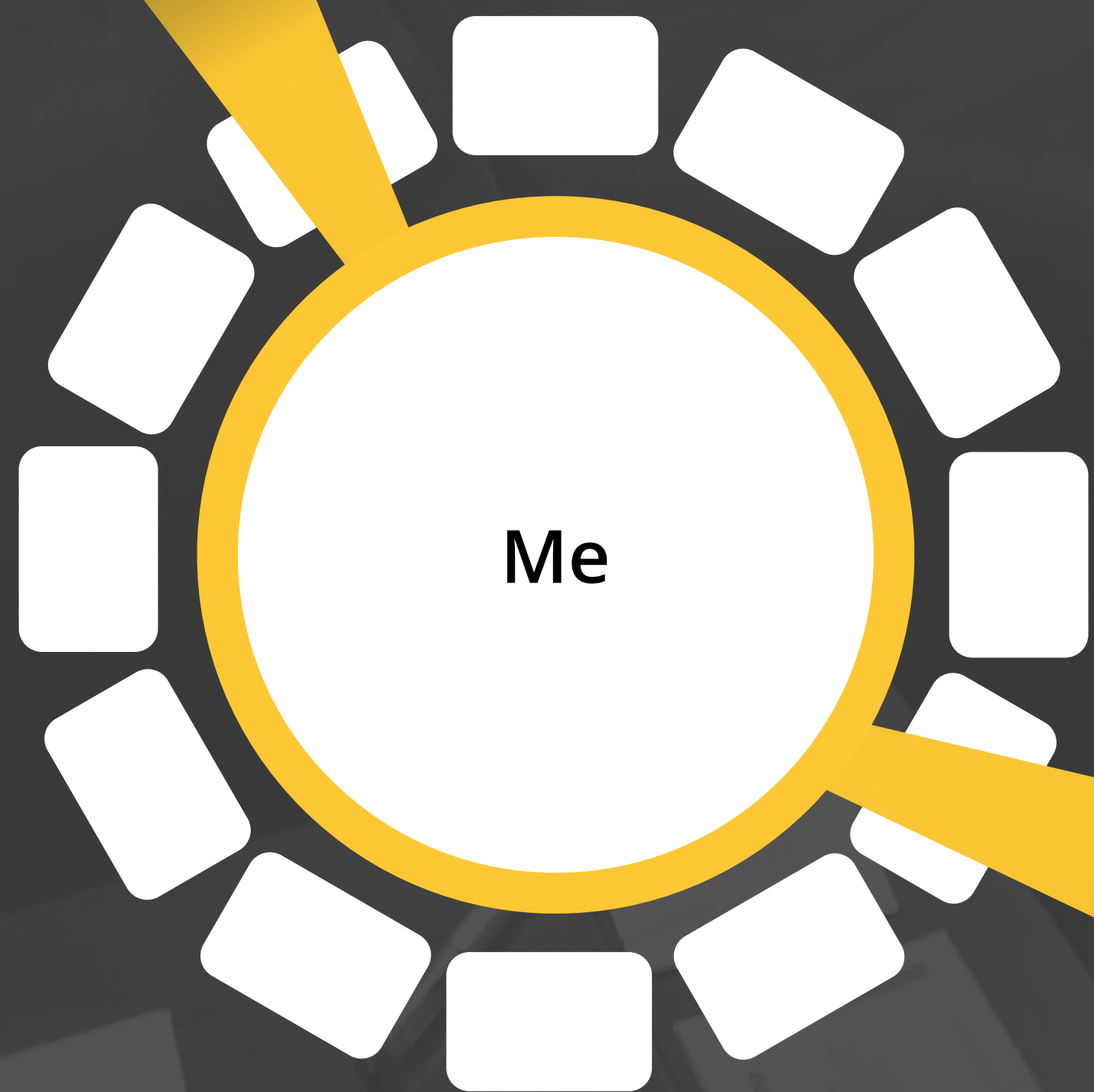
“Well-crafted stories sustain attention and produce emotional resonance in listeners, a neurologic state we call ‘immersion.’”

Paul Zak

The Heart of the Story: Peripheral Physiology During Narrative Exposure Predicts Charitable Giving; email communication



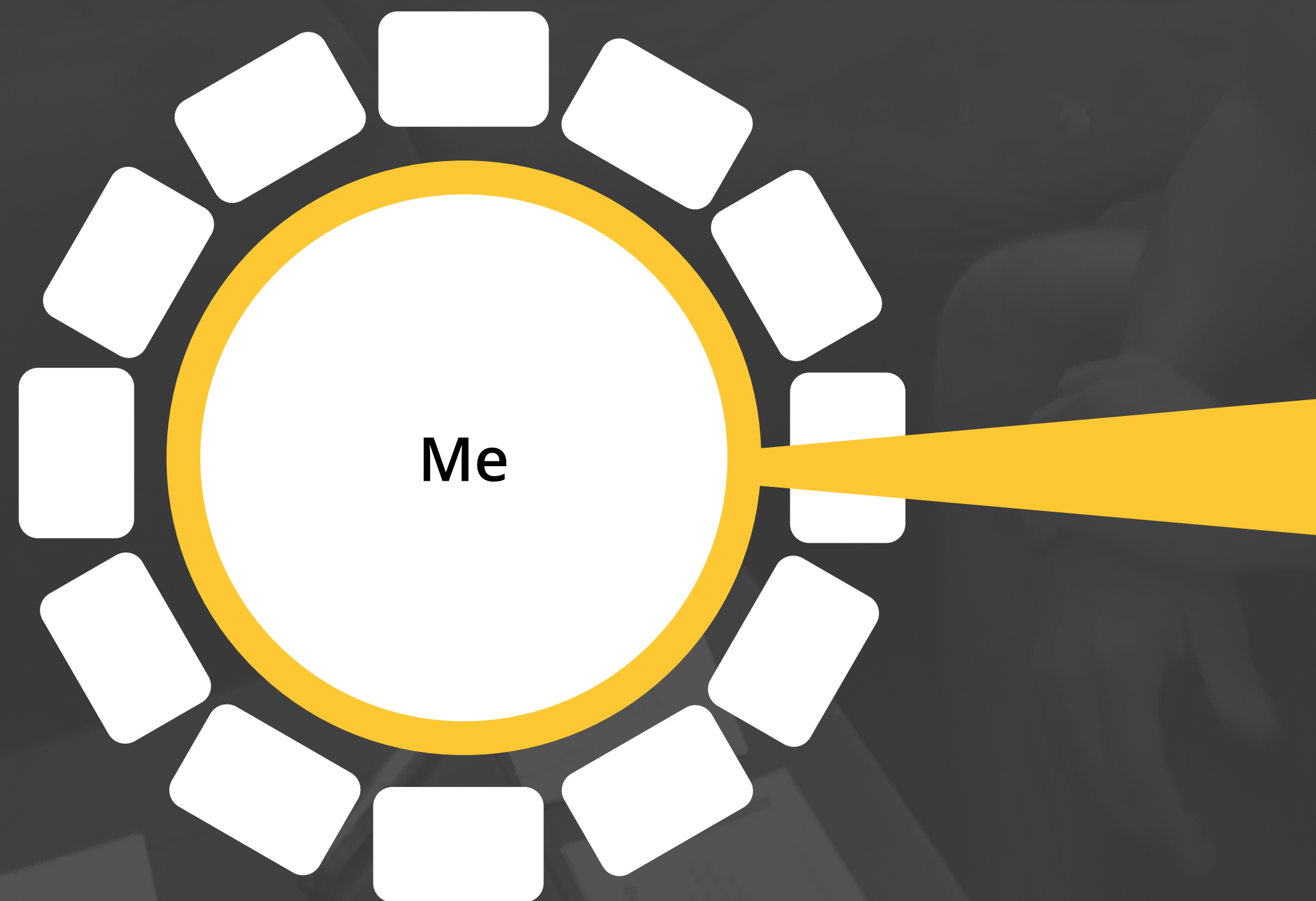




Attention



Atter



“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



Empathy and Sympathy



Empathy and Sympathy

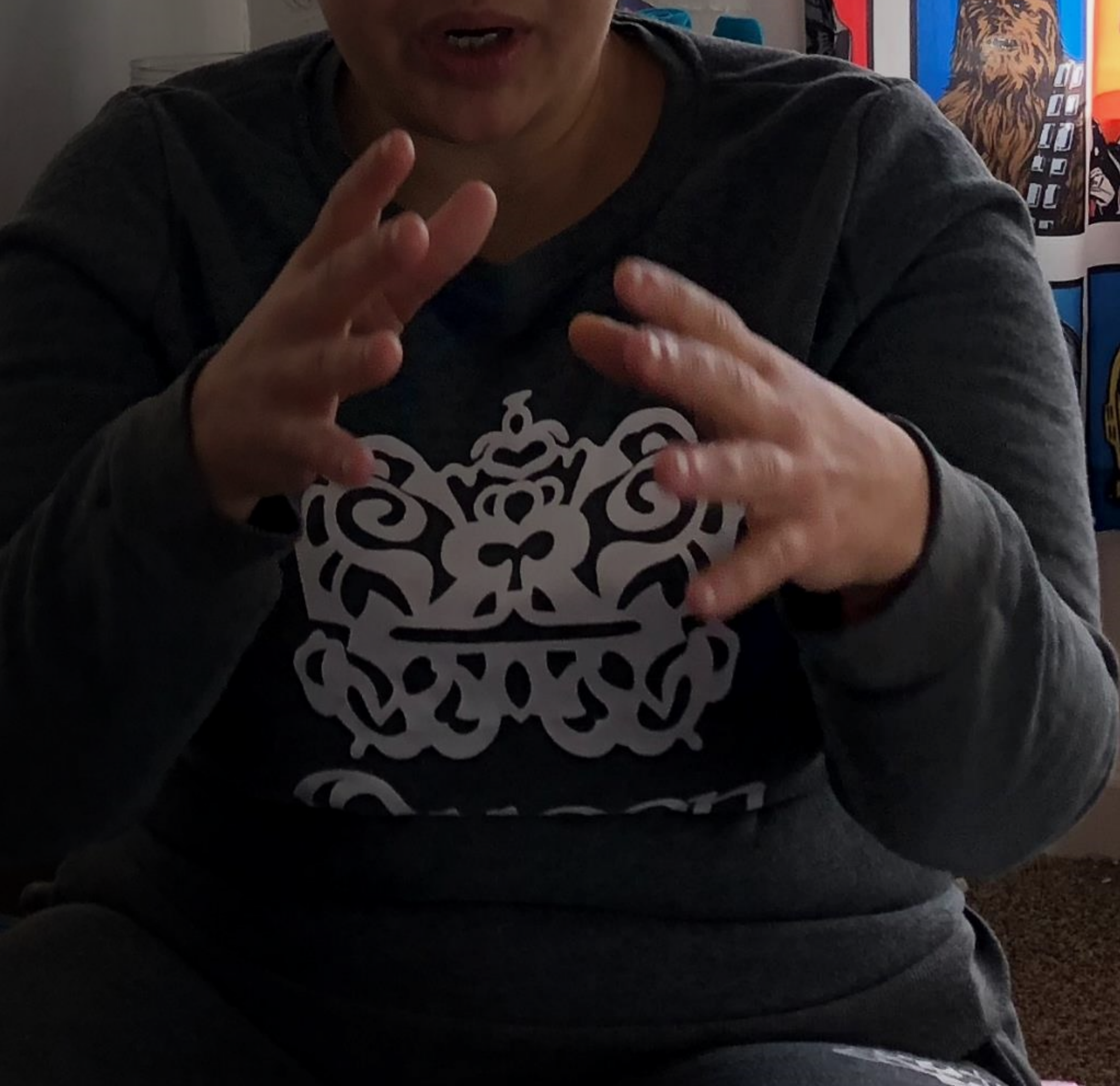


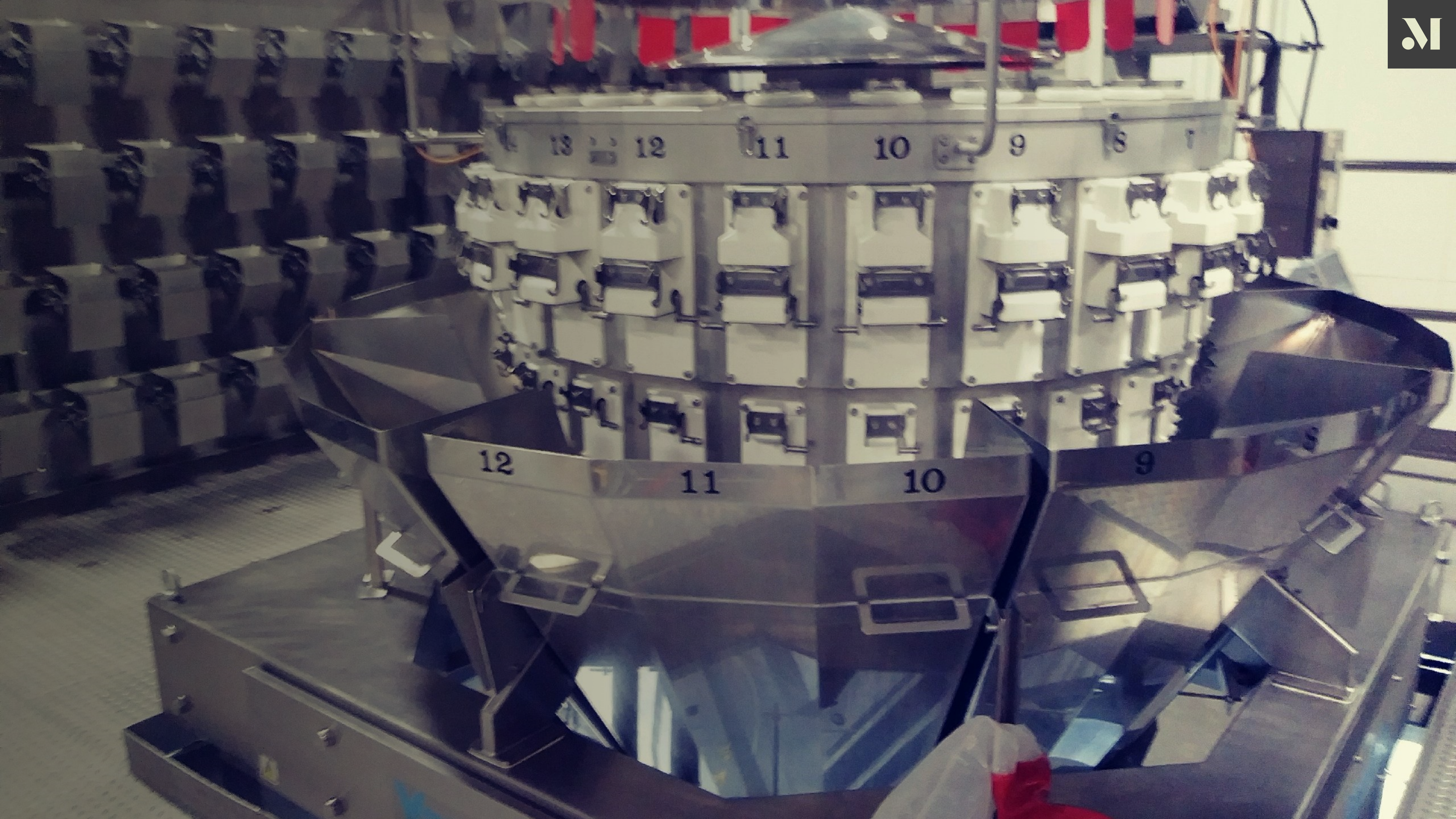
Immersion



A grayscale photograph of a person sitting on a couch, leaning forward with their hands clasped. In front of them is a low coffee table with several papers and a pen on it. The text "Stories immerse us." is overlaid in the center.

Stories immerse us.









Do you know how many people I know

Manufacturing and Machine

- Five year's experience in quality control
- Familiar with GMPs, quality and hygiene standards for food manufacturing
- Five years shipping and receiving
- 10+ years of experience in cash handling
- Two years supervisory experience
- Five Years Assembly experience with numerous tools
- Practiced ISO 14001
- Five years CNC experience

- experience
- Trained in Root Cause Analysis
- Experience with Calipers, Blueprint reading
- Experience with plastic extrusion machines
- Five year's experience in food manufacturing
- Five years assembly line production
- 1 years experience in mail quality control and trouble shooting in mail sorting
- Experience using RMF Scanners

Experience

Site Staffing
Machine operator

Pitney Bowes
Quality Control

Wisconsin Central Bus
School/Shuttle Driver

Masterson Staffing Solution
Machine Operator

The DRG
Call Center Market Researcher

MVP Staffing Services
Machine Operator

Cargill Meat Solution
CR Production, QA Tech and Tech Raw Materials

West Allis, WI
01/2018 to Present

Brown Deer, WI
01/2017 to 12/2017

Milwaukee, WI
6/2015 to 12/2016

Milwaukee, WI
6/2014 to 6/2015

Brookfield, WI
01/2013 to 12/2014


Milwaukee, WI
01/2010 to 12/2013

Milwaukee, WI
01/2010 to 12/2013

Milwaukee, WI



And even then sometimes



*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.*

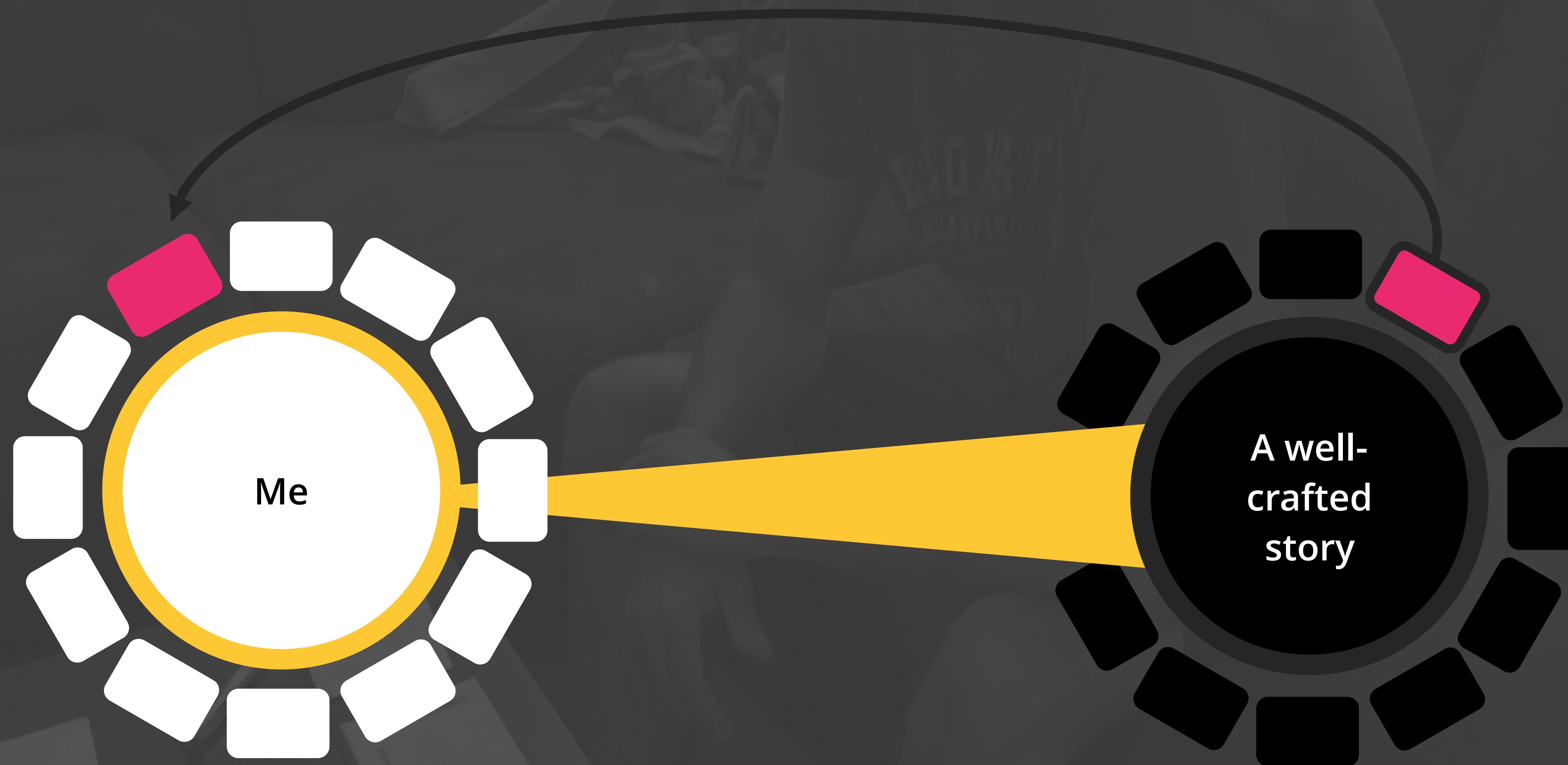
But what about Maria?

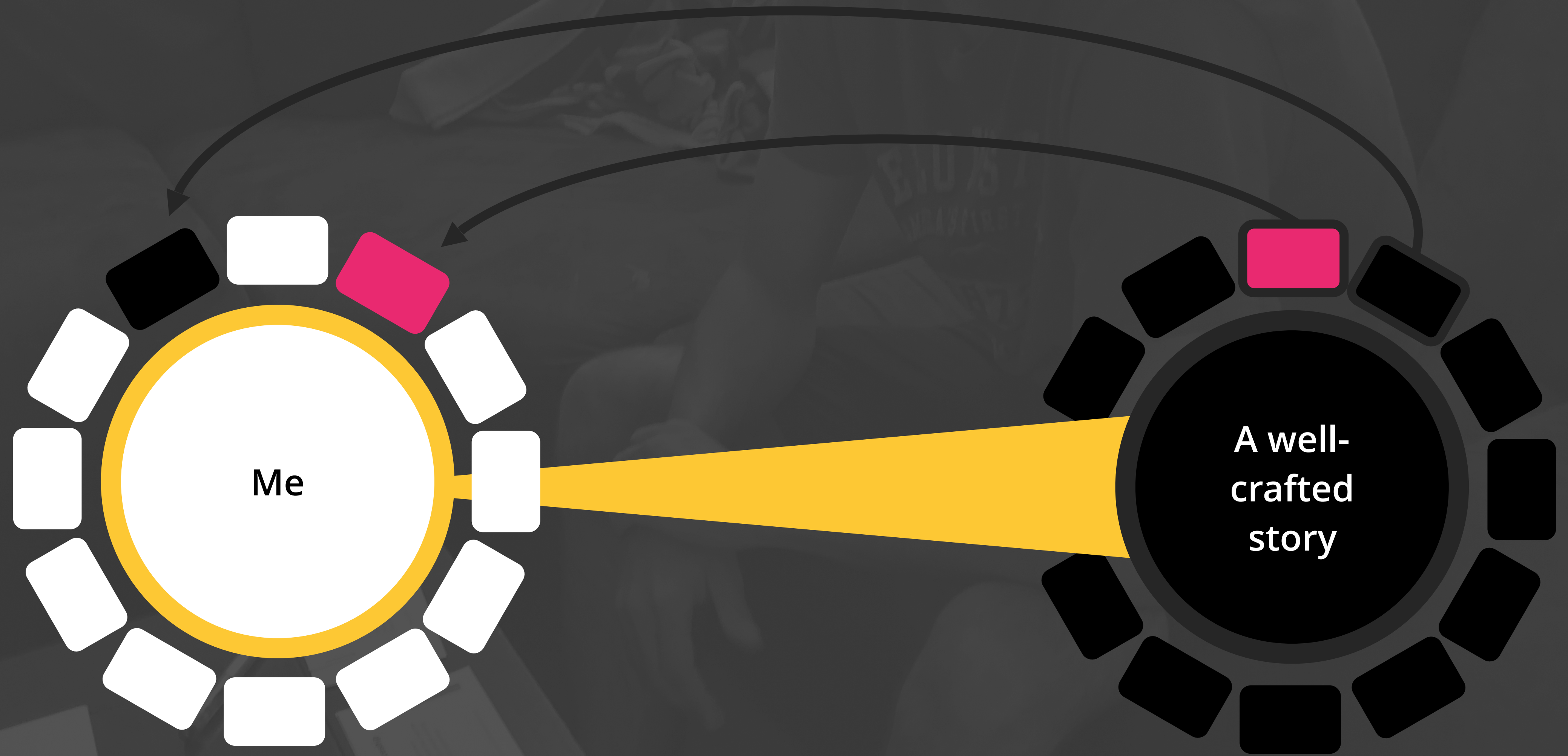
“Transportation is likely to create strong feelings toward story characters; the experiences or beliefs of those characters may then have an enhanced influence on readers' beliefs.”

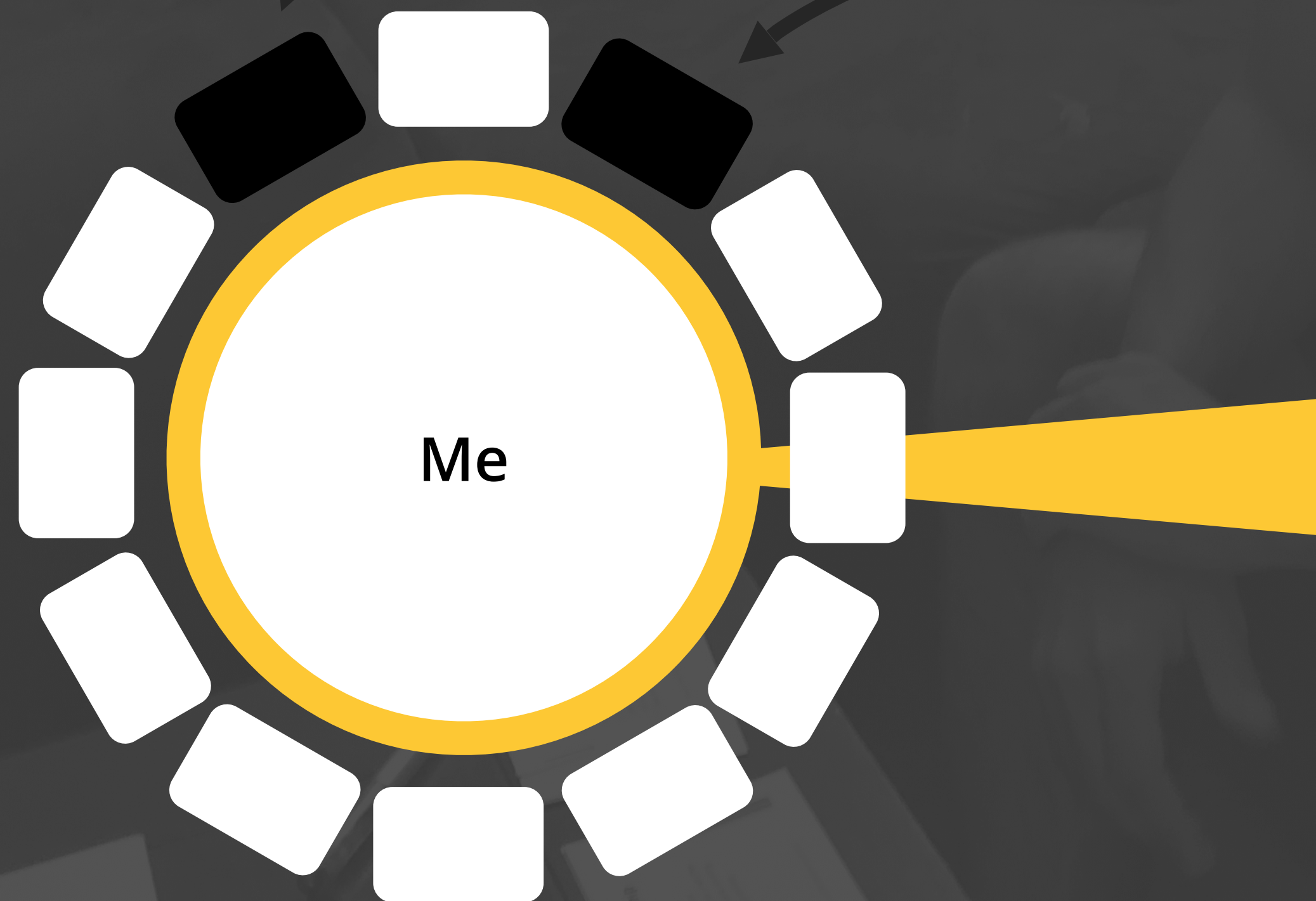
Melanie C. Green and Timothy C. Brock

The Role of Transportation in the Persuasiveness of Public Narratives









**“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

A person is sitting in a room, holding a blue mug. The room has a desk with various items, including a blue water bottle, a container of pens, and a small plant. On the wall, there are several Star Wars posters, including Chewbacca, Darth Vader, and R2-D2. A window is visible in the background with a small figurine on the sill. The text "Stories transport us." is overlaid in the center of the image.

Stories transport us.

My agenda...

To persuade my audience to change
their beliefs and behavior.

I'll accomplish this by...

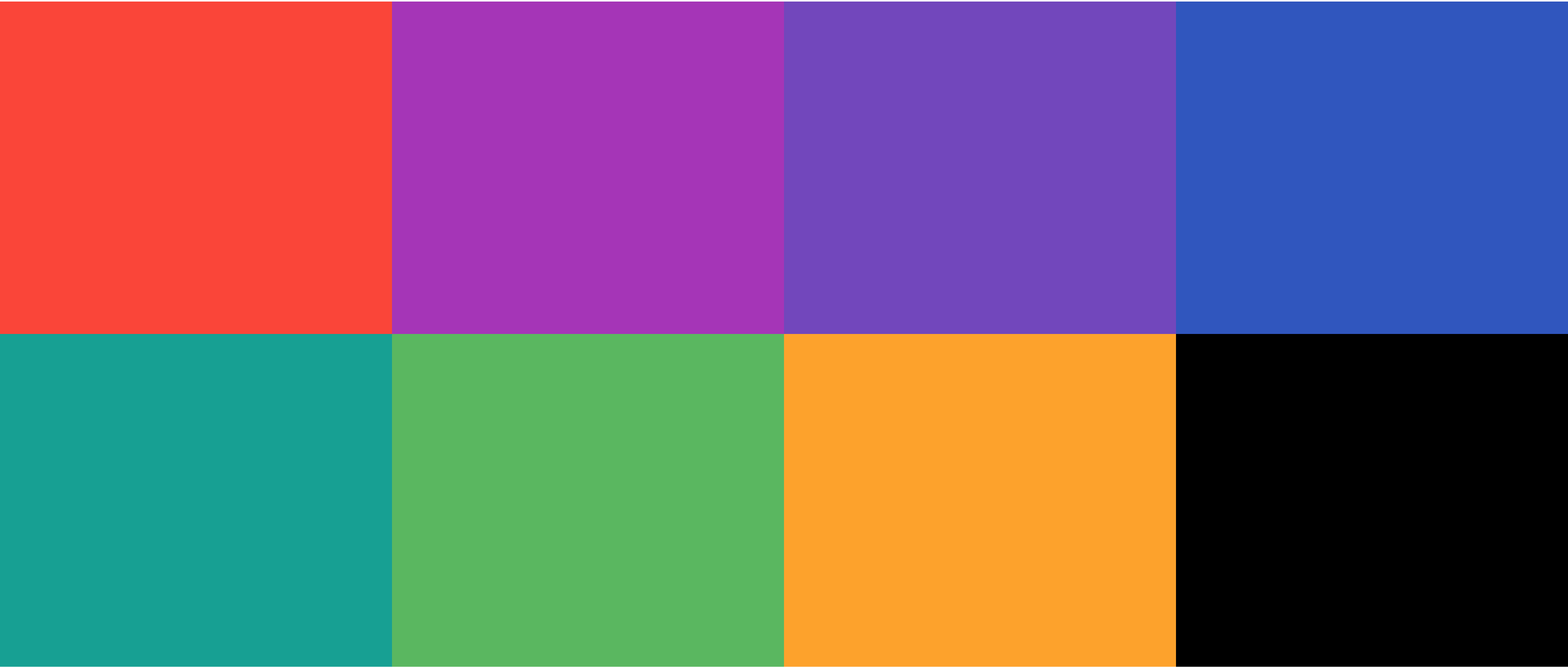
**Giving regular people a voice
and acting as their advocate.**

Their stories will...

Shape a strategy.

And, their stories will...

Sell the strategy.





Shown



Shown

Emotional



Shown

Emotional

Transportive



Shown

Emotional

Transportive

Curated



Shown

Emotional

Transportive

Curated

Challenging



Shown

Emotional

Transportive

Curated

Challenging

Sympathetic

Shown

Emotional

Transportive

Curated

Challenging

Sympathetic

Ethical



Shown

Emotional

Transportive

Curated

Challenging

Sympathetic

Ethical

Real



Shown

Emotional

Transportive

Curated

Real

Challenging

Sympathetic

Ethical





I feel like



Stories provoke cognitive dissonance.

Stories immerse us.

Stories transport us.

Stories shape and sell a strategy.

- thanks!

modernist
studio.

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