



Gather ye rosebuds while ye may,
Old time is still a-flying:
And this same flower that smiles today
Tomorrow may be dying.
Robert Herrick

*The future belongs to a different
kind of person with a different
kind of mind: artists, inventors,
storytellers-creative and holistic
'right-brain' thinkers*
Daniel Pink

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Stories help celebrate the difference amongst
people, the quirks and oddities, individual
personalities and characters.

You cannot shake hands with a clenched fist.
Indira Gandhi

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What is the difference in your customer / visitor
after they hear your story?

It's not what we deliver so much as what the
customer / visitor receives

The key to leadership is the effective
communication of a story.

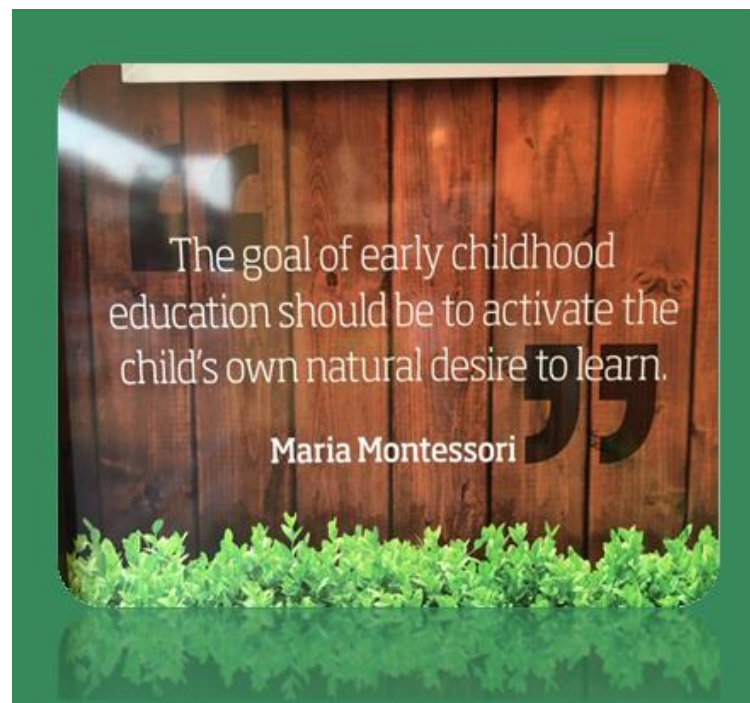
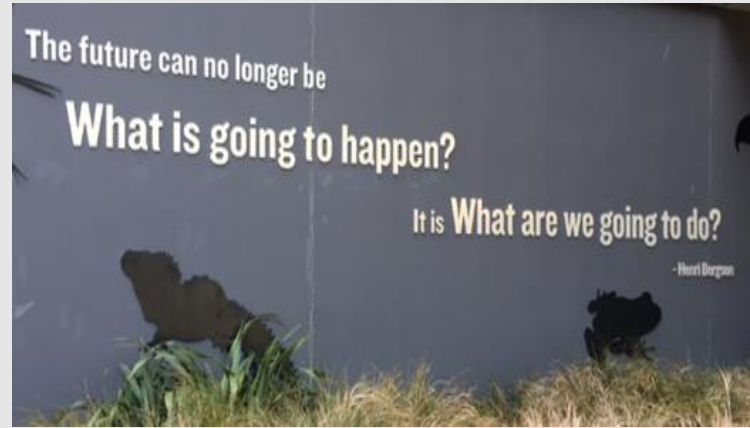
Howard Gardiner

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Value is about contributing
to change and not just
contributing to repetition

Alongside wise words let there be a patient
heart that listens, and allows us to feel heard.

*Well-timed silence hath more eloquence than
speech ...* Martin Farquhar Tupper

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**Stories comes in many forms ...
visuals, music and lyrics, poetry, verse,
dance, photography, prose, cartoons and
many others**

**We cannot think without language, we
cannot process experience without story**
Christina Baldwin

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The learning that comes with stories goes
far beyond the story itself

... this includes what we learn through
listening, collaborating, sharing,
experimenting, questioning, exploring.

The famous pianist Johann Bach
once said of music:

**It is the special province of music to move the
heart**

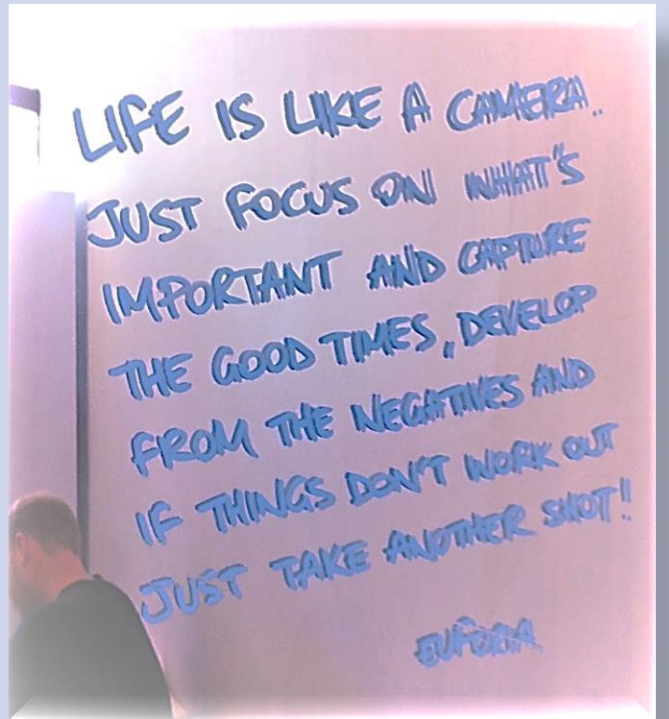
... and I believe this is also so of stories

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There is
no cure for
curiosity.

DOROTHY PARKER

Life is...
One Big Canvas
Throw All the Paint
You Can at it.

**When seeking to enhance behaviours
seek to honour existing habits whilst
providing a positive focus on the new
habits you want to build.**

**Stories often resonate
with the patterns o life**

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**The individual's need to be right is not
always right**

**The more we can suspend this need then
the greater our ability to develop a
response that benefits the greater good.**

**When introducing a child to the excitement of
the natural world, it is not half so important to
know as to feel**
Rachel Carson

**And the same goes for experiences crafted for
visitors ... design for feeling as much as the
tangible.**

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Keep in the game

**Authors, playwrights, composers, sportspeople,
musicians and performers rarely produce their
best work on the first attempt**

**The purpose of a storyteller is not to tell
you how to think, but to give you
questions to think upon**

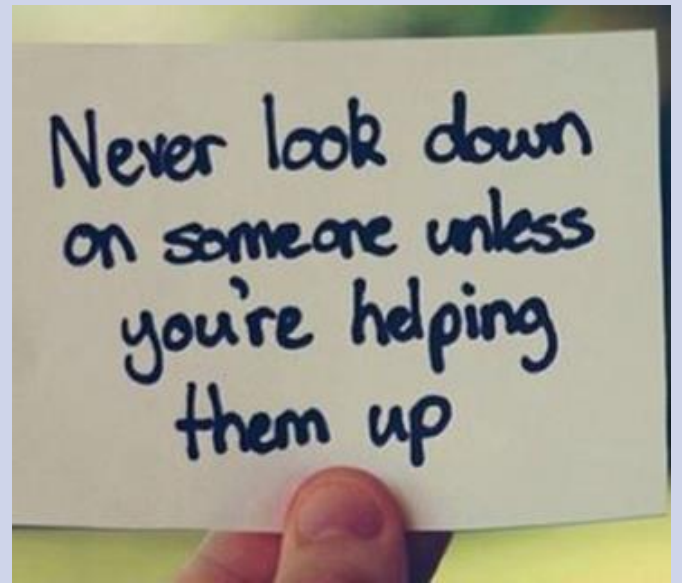
Brandon Sanderson

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The power of the pause

Take time to hear the story without judgement

To challenge the critical voice of judgement coming to a mind near you

Stories share the experience but are never the experience ...

A reminder of how well we need craft and deliver our stories

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The role of a leader is to help us feel that we matter, that what we do means something, to help us feel that we belong.

There is no greater agony than bearing an untold story inside you
Maya Angelou

Stories are brought to life with questions
Shift the questions to craft a different story

The purpose of a storyteller is not to tell you how to think, but to give you questions to think upon
Brandon Sanderson

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Do not let perfect get in the way of better
Do not let the quest for excellence be your reason for procrastination
Progressionism vs Perfectionism

Try **Yes and** versus our default of **Yes But**
As examples:

*Great idea but it won't work ... becomes ...
Great idea and how can we make it work*

*But we'll never tried that before .. becomes..
Great ... we'll be leading the disruption*

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NOTICE THE DETAIL. WHAT DO YOU SEE?
THERE ARE STORIES TO BE SEEN...
AND STORIES TO LIVE.



Storytelling is the oldest form of
education

Terry Tempest Williams

After nourishment, shelter and
companionship, stories are the thing we
need most in the world

Philip Pullman

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Look beyond the label ... and see the person
Look beyond race and see the individual
Look beyond ... to see the story

*Storytelling is the most powerful way to
put ideas into the world today*

Robert McKee

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Why does the storyteller see that others
might discard as waste?

**Story brings past into present, brings
memory to life**

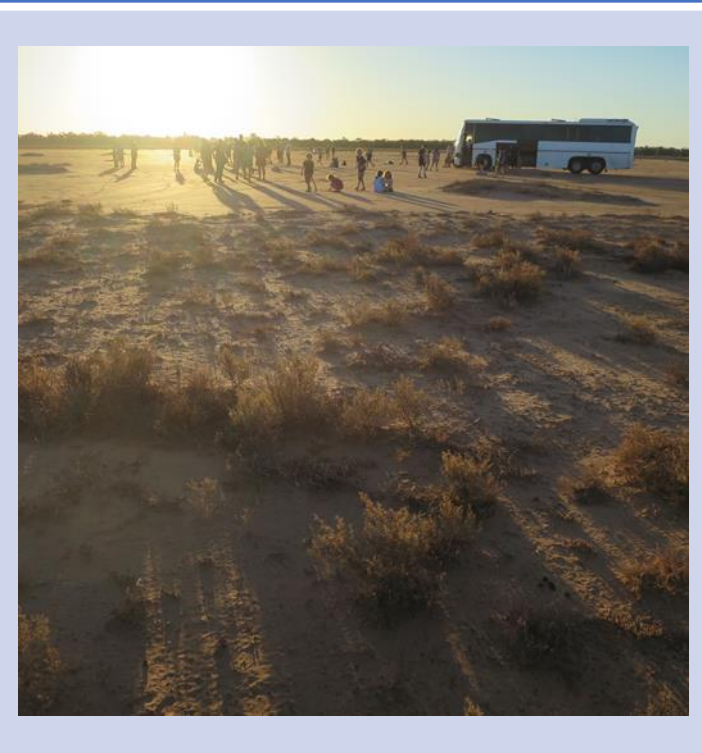
Stories stick around well after the facts are
forgotten

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**CHOICE
MART**

YOUR CHOICES CAN SAVE TIGERS

CHOOSE **CERTIFIED SUSTAINABLE PALM OIL** AND YOU CAN SAVE TIGERS

Facts don't persuade, feelings do. And stories are the best way to get at those feelings.

Tom Asacker

The universe is made of stories, not atoms."

Muriel Rukeyser

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A great lasting story is about everyone or it will not last. The strange and foreign is not interesting – only the deeply personal and familiar.

John Steinbeck

Whatever you do and whatever story you're writing, make it human – make sure the human element is at the centre of it and shapes it.

Jacob Moss

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Brands are built around stories. And stories of identity – who we are, where we've come from – are the most effective stories of all. This storytelling is a powerful way to bring brands to life.

Bill Dauphinais

Marketing is no longer about the stuff that you make, but about the stories you tell.

Seth Godin

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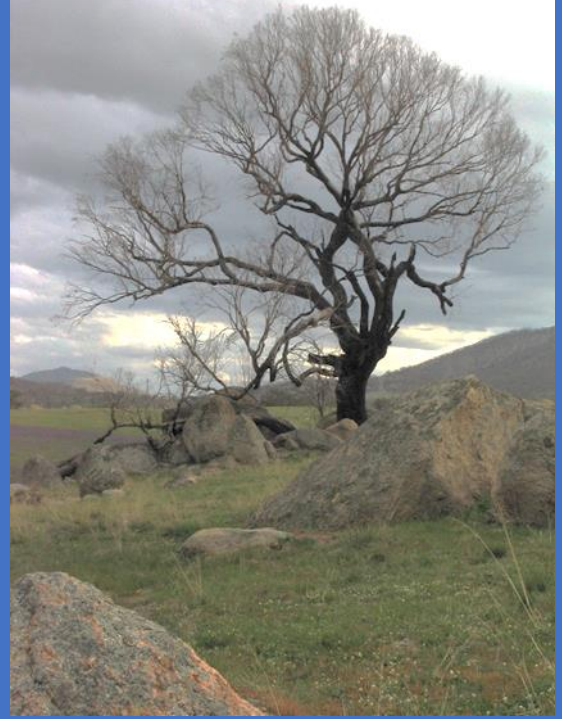
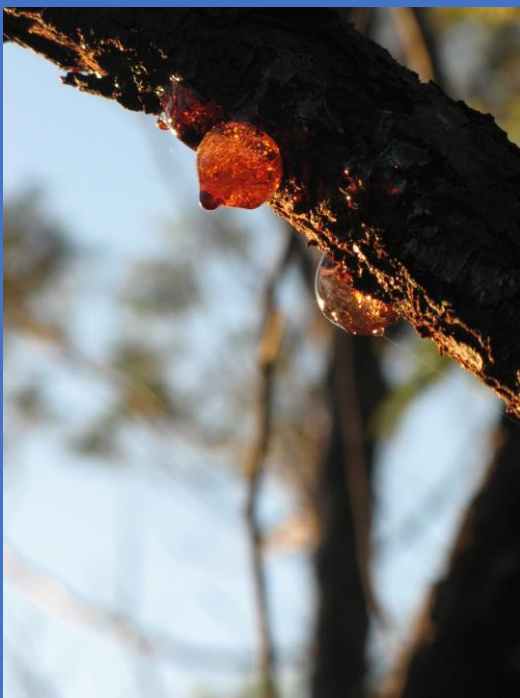


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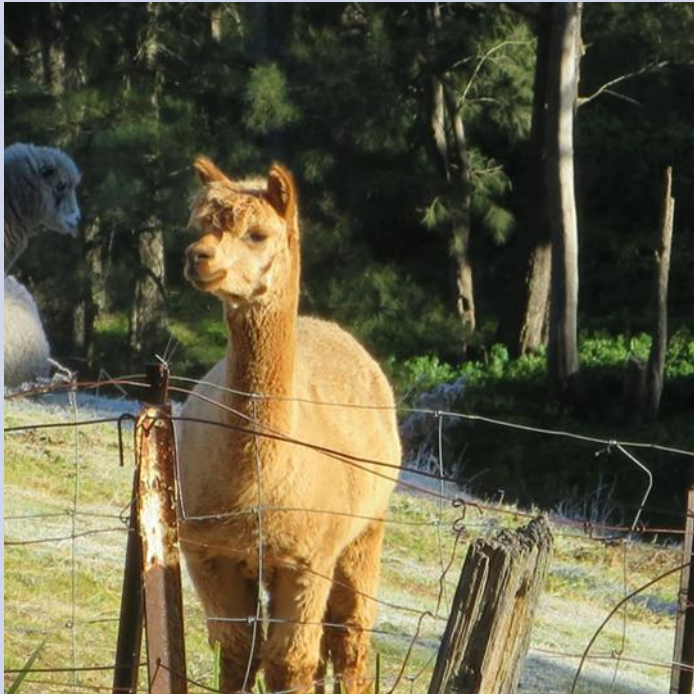
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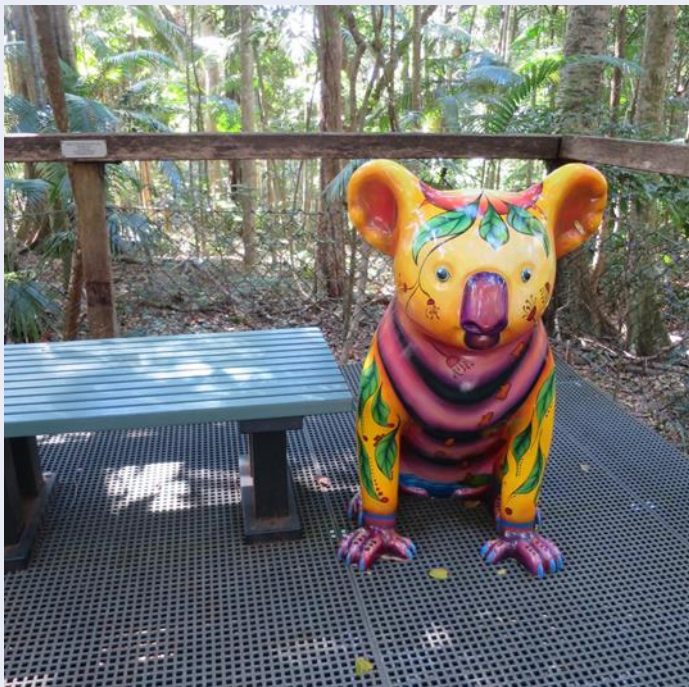


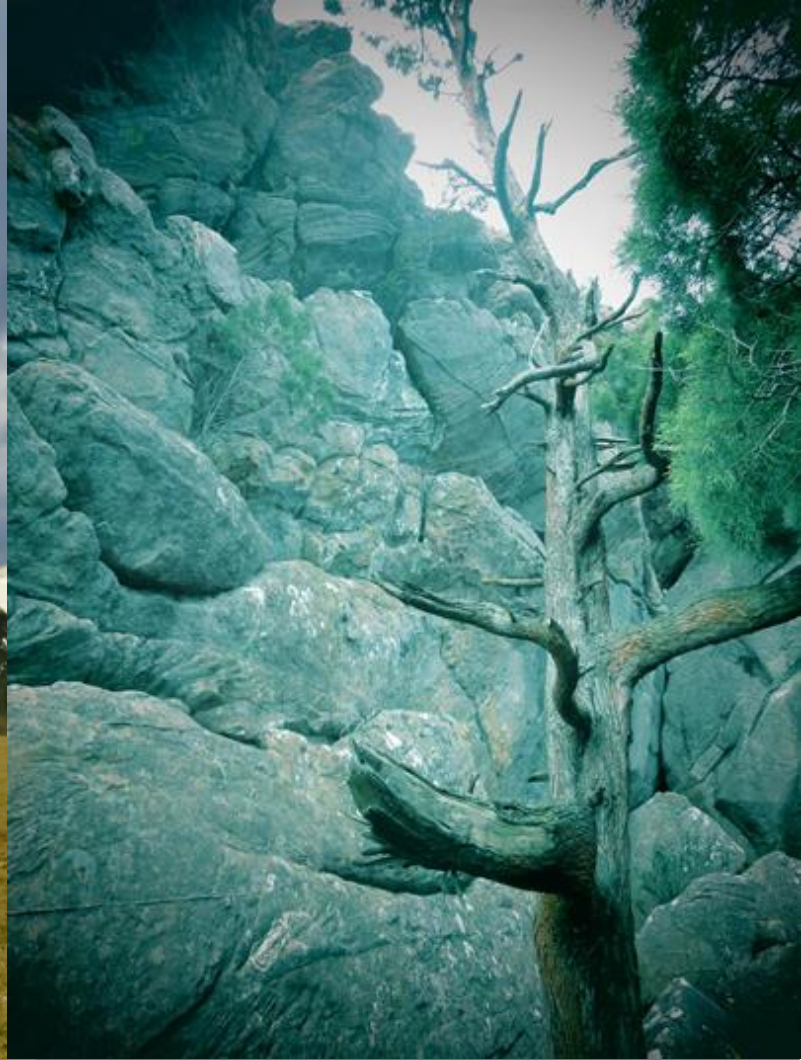
Stories can help shift perspectives





Who is the character in your story





Bring a spectrum
of colour and
shades to your
story