

*Why Storytelling is the must-have
skill for CSR Managers in 2019
Webinar 27 May 2019*

**The Science & Art of Narrative
Influence**



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Clients



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Are you a CSR Hero or a Corporate Villain?

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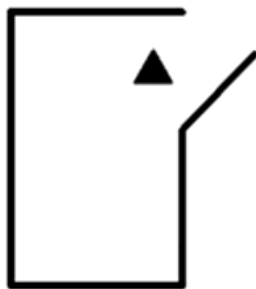
You're living the Good Story – Now Tell us about it



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THE STORY INFLUENCE EQUATION

(a.k.a the *Radicalization Potential Equation*)

$$IP = RRE (D_i - D_f)$$

Where: IP = Influence Potential

RRE = Residual Resolution Emotion

D_i = Strength of audience empathy
with identity character

D_f = Strength of audience antipathy
to foe character

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Stimulus → Meaning → Memory



Story is the primary structure our brains use to select for relevant information and embed it in memory

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The Neurochemistry of Empathy



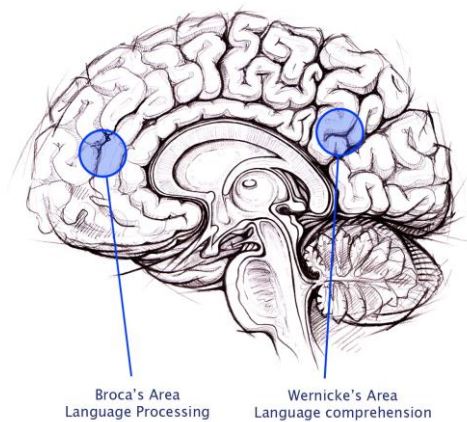
Paul Zak – Director of Center for Neuroeconomics:
‘Stories change behaviour by changing brain chemistry’

Source: <https://www.youtube.com/watch?v=q1a7tiA1Qzo>



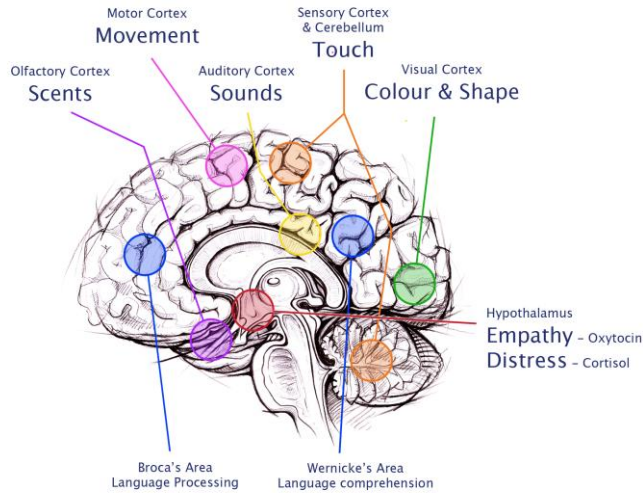
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Your brain on Facts



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Your brain on Story



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Stories are about an *individual* we identify with.
We feel what they feel.

PROTAGONIST



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We feel the protagonist's pain as they struggle to overcome obstacles.
This is why we empathise.

STRUGGLES



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GOAL



The Protagonist must
strive to attain a
tangible goal.



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RESOLUTION



How the Protagonist
feels at the end of
the story determines
how we feel and thus
how we *act*.



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5 DETAILS



The language of Story is ***Imagery***.
Specific sensory images are what activate
the sensory regions of the brain.



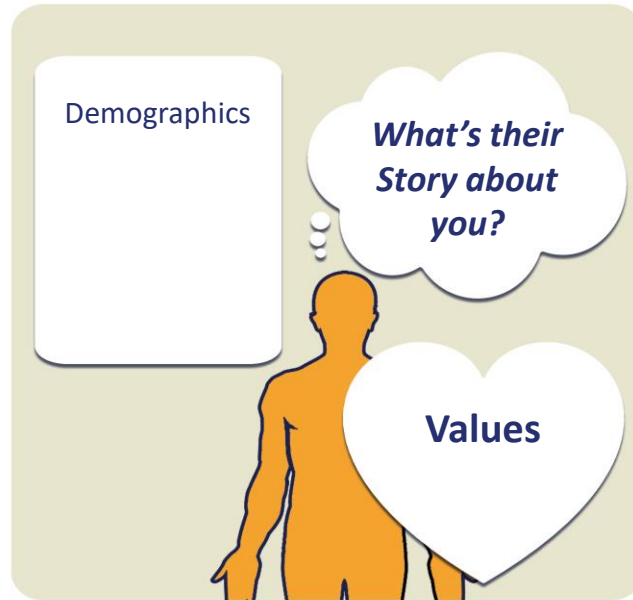
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The TRANSPORTATION Effect



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Who's Your Audience?



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The New Story

There's a darkness in our world. 1 billion people live in extreme poverty.

It's made darker by the fact that in this same world, extreme consumerism exists.

Each day as consumers, we give billions of dollars to the world's largest multinationals for everyday products.

Together, we think it's time to bring the light.

thankyou.™



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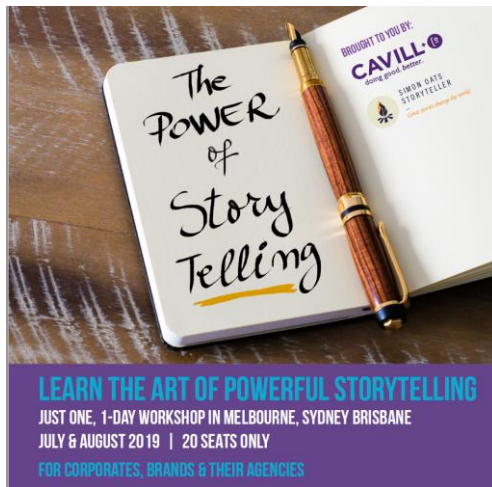


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Workshops with Simon Oats

Melbourne 18 July

Sydney 1 August

Brisbane 6 August

<https://www.cavill.com.au/product/learn-the-art-of-powerful-storytelling-corporates-2/>

All webinar attendees will receive a free storytelling booklet



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