



AMPLIFYDMC



MINNESOTA ASSOCIATION
OF WORKFORCE BOARDS

Communications & Storytelling

Project kick-off & mini-workshop

5/22/2025

Why is storytelling important?



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 - Stories cause the release of **Oxytocin**, the “love hormone” - it’s associated with empathy and feeling close to others



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 - Stories cause the release of **Oxytocin**, the “love hormone” - it’s associated with empathy and feeling close to others
 - Stories release **Cortisol**, which helps us focus and pay attention. It also helps form memories.
- Stories help **connect** data to emotion and open people’s minds
- Data alone doesn’t propel **innovation**, and it doesn’t **mobilize** people



What makes a good story?



Contrast

- Before vs After
- Failure vs Success
- Scarcity vs abundance
- Disconnection vs Community
- Despair vs... Hope

Challenge to solve

A question that seems hard or seemingly impossible to resolve

Narrative Arc

A beginning, middle, and an end

Universal Theme

A topic that everyone, regardless of their demographic variables, can relate to

This can be implicit or explicit

Emotional Arc

A change in emotions that takes people

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Emotional Arc

A change in emotions that takes people on a journey and keeps them engaged