



KEYNOTE SPEAKER

BRYAN WRIGHT

Founding Director at
Yellowyoyo





yellowyoyo

THE POWER OF STORYTELLING

Leap

THE POWER OF STORYTELLING



"People will forget what you said.
People will forget what you did.
But people will never forget how you
made them feel."

Maya Angelou, 1993



**WE'VE ALWAYS
TOLD STORIES**



**THE
POWER OF
STORYTELLING**



**WE'VE ALWAYS
TOLD STORIES**



**N
NETFLIX**

**THE
POWER OF
STORYTELLING**



**WE'VE ALWAYS
TOLD STORIES**



**THE
POWER OF
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**WE'VE ALWAYS
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**THE
POWER OF
STORYTELLING**



SLIDING DOOR MOMENTS



THE
POWER OF
STORYTELLING

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NEURAL COUPLING



THE POWER OF STORYTELLING



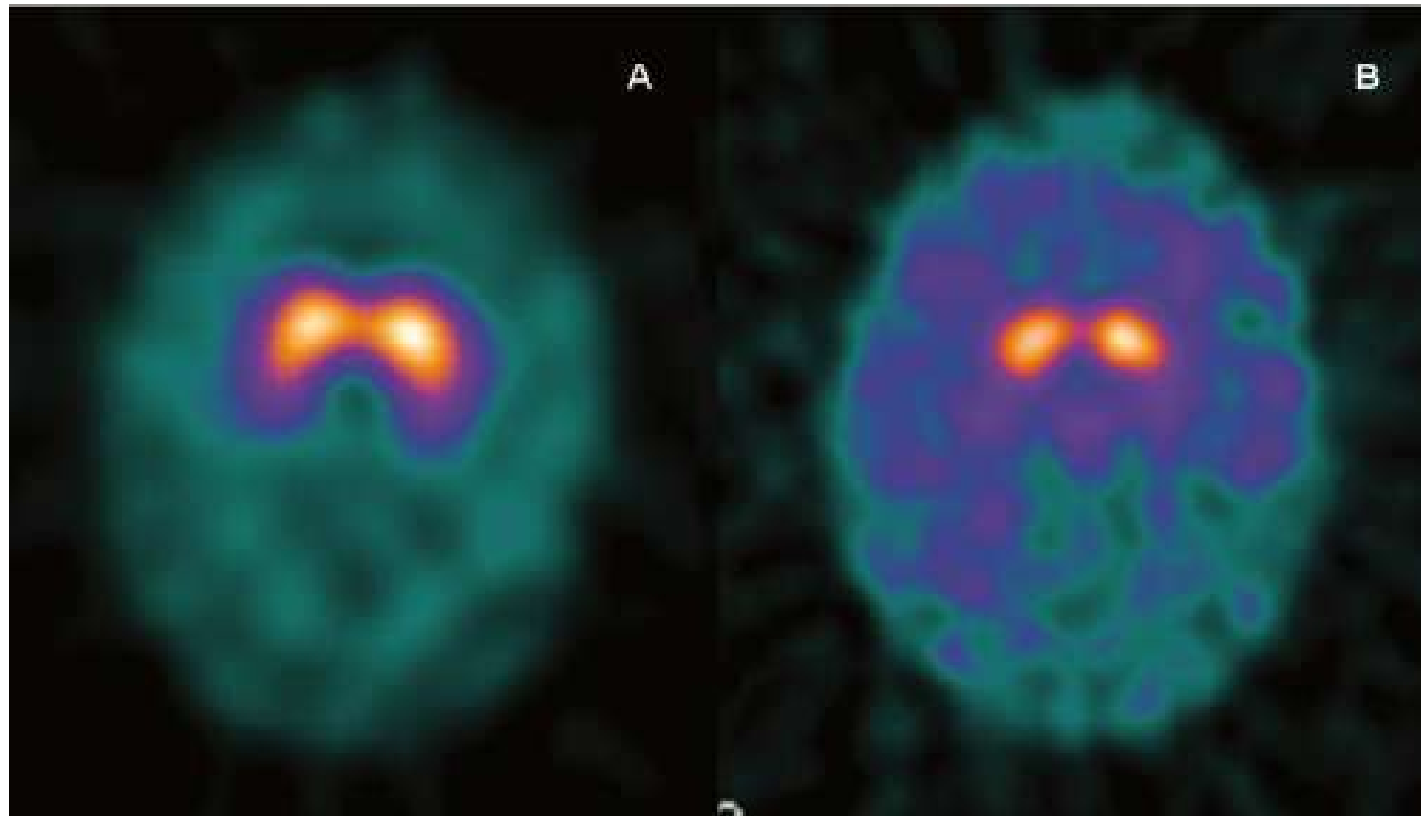
NEURAL COUPLING



THE POWER OF STORYTELLING



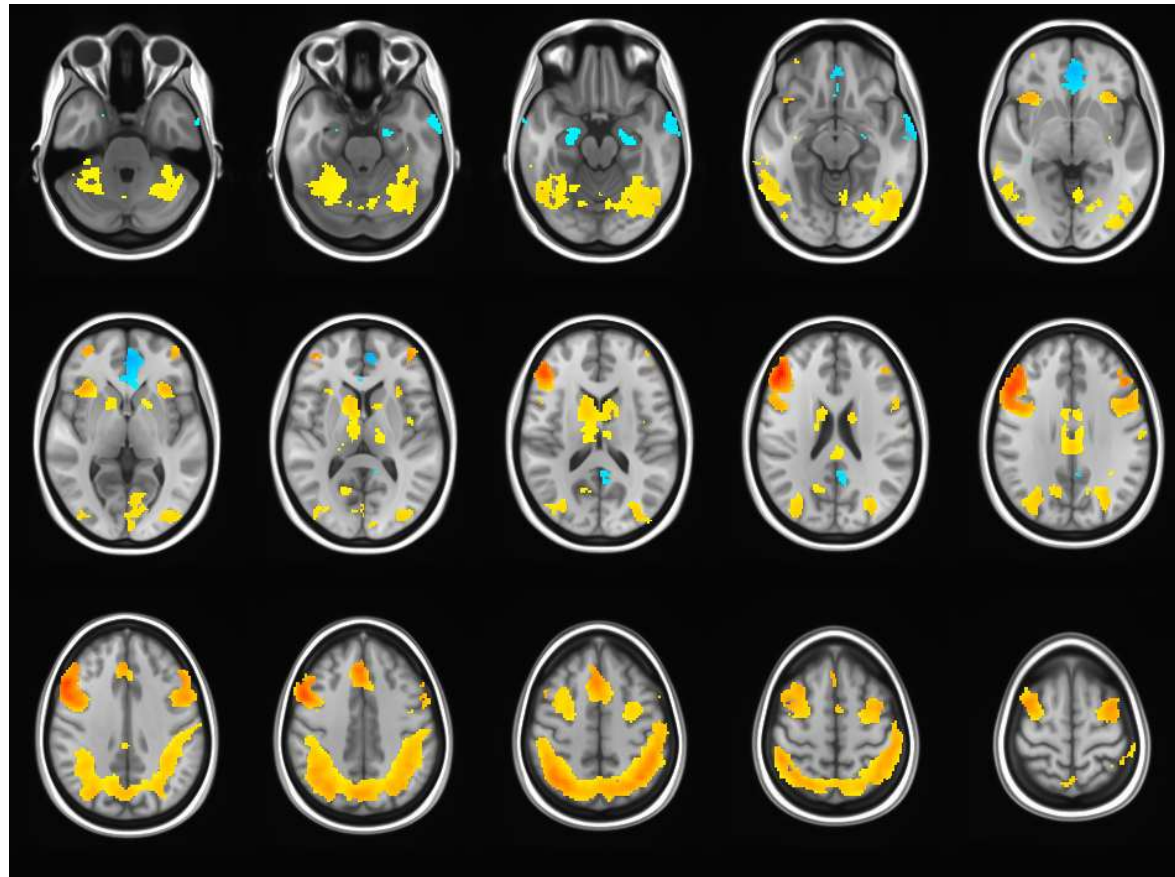
RELEASE OF OXYTOCIN



THE
POWER OF
STORYTELLING

Leap

THE RELEASE OF DOPAMINE



THE
POWER OF
STORYTELLING

Leap[®]



We can't get
ENOUGH OF THEM

**WE CAN'T GET
ENOUGH OF THEM**



2.5 & 3.5 MILLION

**THE
POWER OF
STORYTELLING**



**WE CAN'T GET
ENOUGH OF THEM**



8

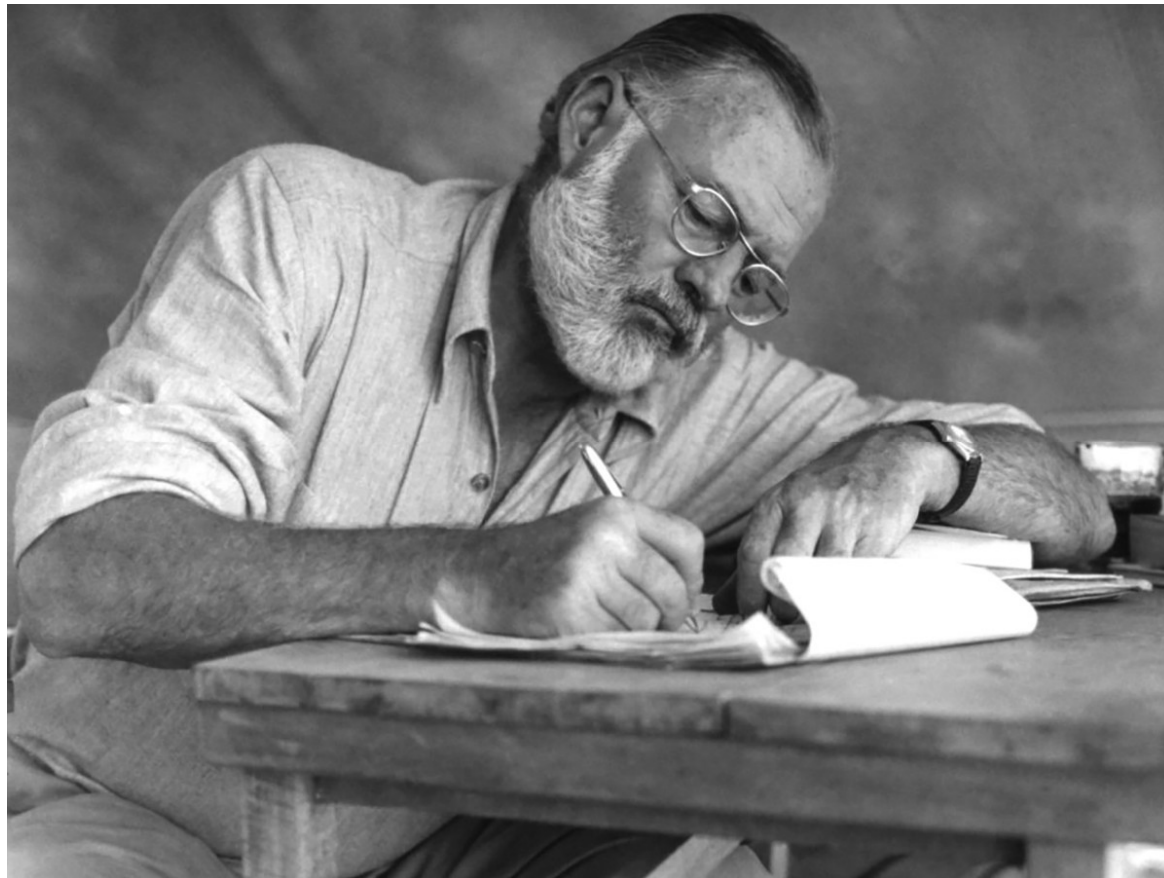
**THE
POWER OF
STORYTELLING**





It doesn't have to be
LONG

**IT DOESN'T HAVE TO BE
LONG**



**THE
POWER OF
STORYTELLING**

Leap

**IT DOESN'T HAVE TO BE
LONG**



For sale.

**THE
POWER OF
STORYTELLING**



**IT DOESN'T HAVE TO BE
LONG**



**For sale.
Baby shoes.**

**THE
POWER OF
STORYTELLING**



**IT DOESN'T HAVE TO BE
LONG**



**For sale.
Baby shoes.
Never worn.**

**THE
POWER OF
STORYTELLING**





Why do **STORIES WORK?**

WHY DO STORIES WORK?



- Because they **CONNECT EMOTIONALLY**

THE
POWER OF
STORYTELLING



WHY DO STORIES WORK?



- Because they **CONNECT EMOTIONALLY**
- Because they are **MEMORABLE**

THE POWER OF STORYTELLING



WHY DO STORIES WORK?



- Because they **CONNECT EMOTIONALLY**
- Because they are **MEMORABLE**
- Because they **BUILD TRUST**

THE POWER OF STORYTELLING



WHY DO STORIES WORK?



- Because they **CONNECT EMOTIONALLY**
- Because they are **MEMORABLE**
- Because they **BUILD TRUST**
- Because they **INSPIRE ACTION**

THE POWER OF STORYTELLING



**WHY DO
STORIES WORK?**



For instance...

**THE
POWER OF
STORYTELLING**



**WHY DO
STORIES WORK?**

John Lewis - Christmas adverts

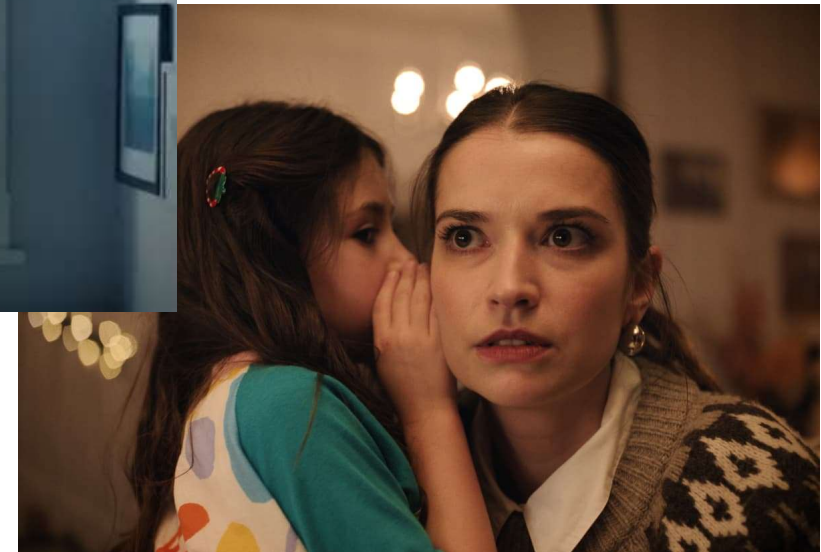
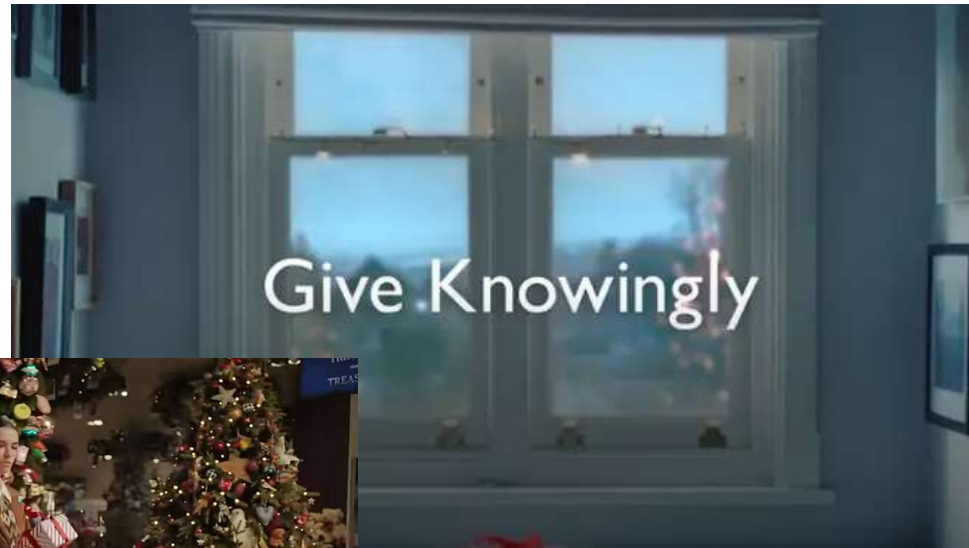


**THE
POWER OF
STORYTELLING**



**WHY DO
STORIES WORK?**

John Lewis - Christmas adverts



**THE
POWER OF
STORYTELLING**



**WHY DO
STORIES WORK?**

Dove - Real Beauty



**THE
POWER OF
STORYTELLING**



WHY DO STORIES WORK?

Dove - Real Beauty



 Real women. Real beauty

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**WHY DO
STORIES WORK?**

Sport England - This girl can

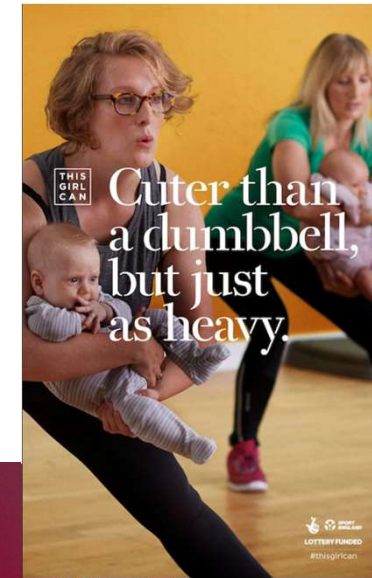


**THE
POWER OF
STORYTELLING**



WHY DO STORIES WORK?

Sport England - This girl can

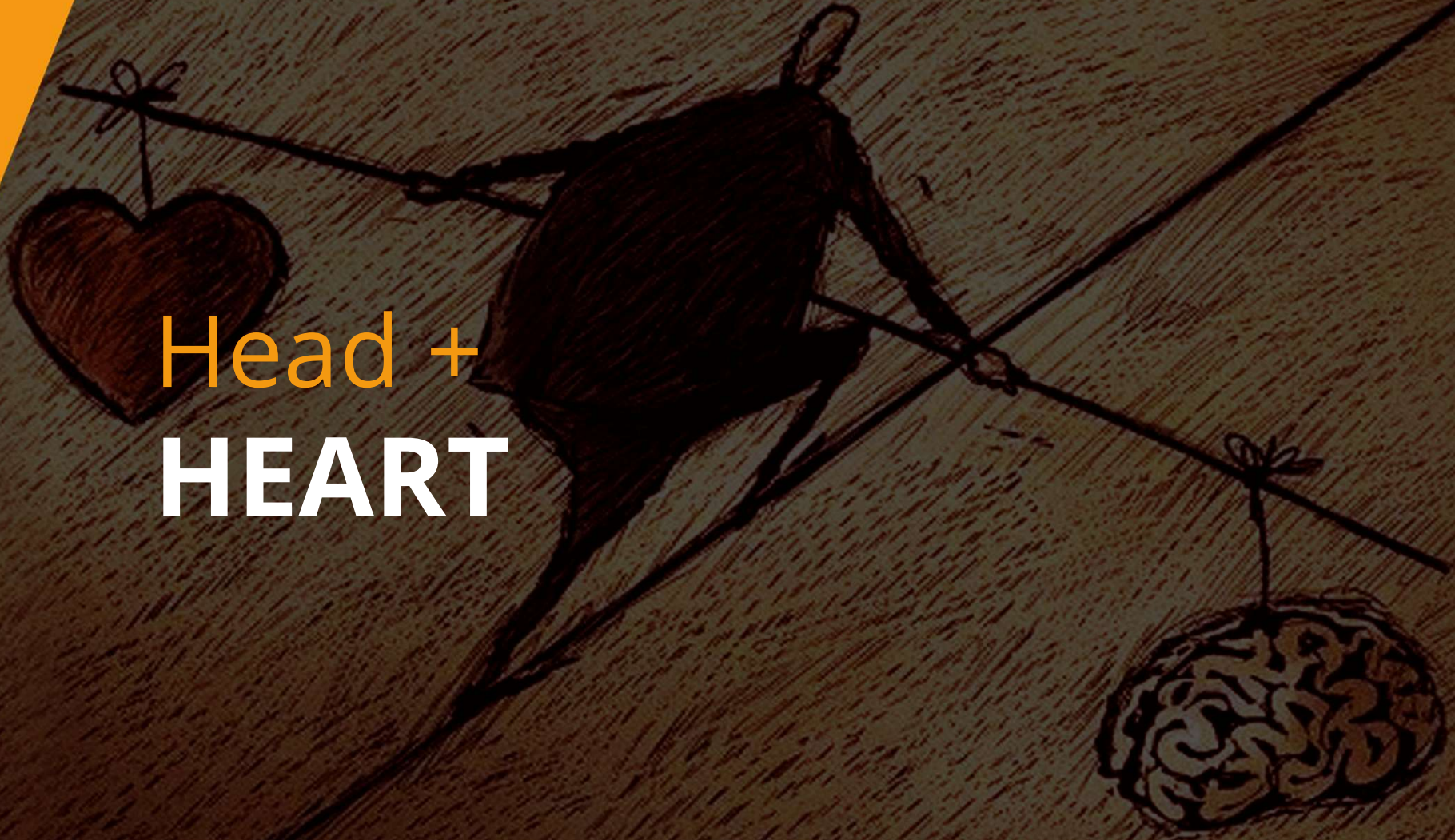


THE POWER OF STORYTELLING





Head + HEART



**HEAD +
HEART**



- “We supported **10,000 FAMILIES**”

**THE
POWER OF
STORYTELLING**



**HEAD +
HEART**



- “We supported **10,000 FAMILIES**”
- “83% of participants **IMPROVED WELLBEING**”

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POWER OF
STORYTELLING**





"Sarah hadn't left her house for 6 months.
Now she leads the warm-up in her class."



Data + Story =
ACTION



**DATA + STORY =
ACTION**



Together they **COMPEL**

**THE
POWER OF
STORYTELLING**



**DATA + STORY =
ACTION**



- That's when **FUNDERS LISTEN**

**THE
POWER OF
STORYTELLING**



**DATA + STORY =
ACTION**



- That's when **FUNDERS LISTEN**
- That's when **POLICYMAKERS ACT**

**THE
POWER OF
STORYTELLING**



**DATA + STORY =
ACTION**



- That's when **FUNDERS LISTEN**
- That's when **POLICYMAKERS ACT**
- That's when **COMMUNITIES ENGAGE**

**THE
POWER OF
STORYTELLING**



**DATA + STORY =
ACTION**



People **BELIEVE IT,
REMEMBER IT
& ACT ON IT.**

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POWER OF
STORYTELLING**





Sliding door **MOMENTS**

**SLIDING DOOR
MOMENTS**



They are **AUTHENTIC,
EMOTIONAL & often
LIFE CHANGING**

**THE
POWER OF
STORYTELLING**



A woman with dark curly hair is sitting on a bed, reading a book to two children. The children are looking at the book with interest. The room is dimly lit, with soft bokeh lights visible in the background, creating a cozy atmosphere.

Practical ideas for **BETTER STORYTELLING**

IDEAS FOR BETTER STORYTELLING



- Collect the **INGREDIENTS**

THE POWER OF STORYTELLING



IDEAS FOR BETTER STORYTELLING



- Collect the **INGREDIENTS**
- Look for the **CHANGE**

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IDEAS FOR BETTER STORYTELLING



- Collect the **INGREDIENTS**
- Look for the **CHANGE**
- Blend evidence with **EMOTION**

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IDEAS FOR BETTER STORYTELLING



- Collect the **INGREDIENTS**
- Look for the **CHANGE**
- Blend evidence with **EMOTION**
- Ask one **QUESTION**

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**SLIDING DOOR
MOMENTS**



“Does this story make
people
FEEL SOMETHING?”

**THE
POWER OF
STORYTELLING**





Maya ANGELOU



**STORIES MAKE
PEOPLE FEEL**



“People will forget what you said.
People will forget what you did.
But people will never forget how you
made them feel.”

Maya Angelou, 1993

**THE
POWER OF
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yellowyoyo

Thank you

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yellowyoyo.co.uk

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