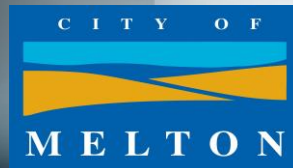


The Power of Story

How to get
people's attention

by Bernadette Schwerdt



Slide 1 / 297

A woman with blonde hair in a ponytail, wearing a dark blazer, is smiling and talking on a mobile phone. She is in an office environment with other people working in the background. The text "IS IT JUST ME?" is overlaid on the image in white, bold, sans-serif font.

IS IT
JUST ME?

How can we get
people's attention?

A person wearing a blue sweater is sitting and reading a book. In the background, a white mug of coffee is visible on a surface. The scene is softly lit, creating a calm and focused atmosphere.

FACTS TELL
STORIES SELL

“How I nearly
killed my
family”



How to structure a successful story

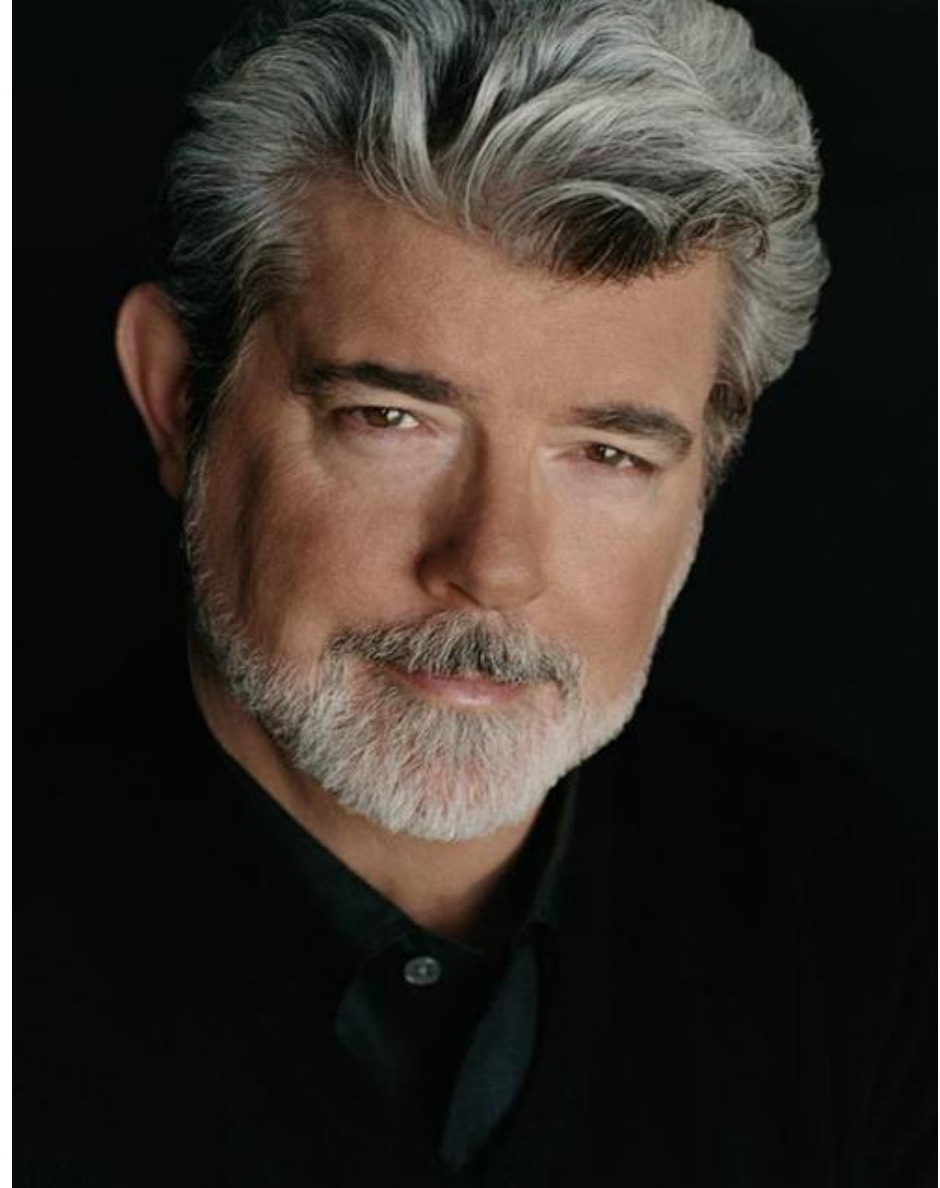


JOSEPH
CAMPBELL



THE HERO
WITH A
THOUSAND
FACES

The HERO'S
JOURNEY



CCARLS: 6-Step Story Structure



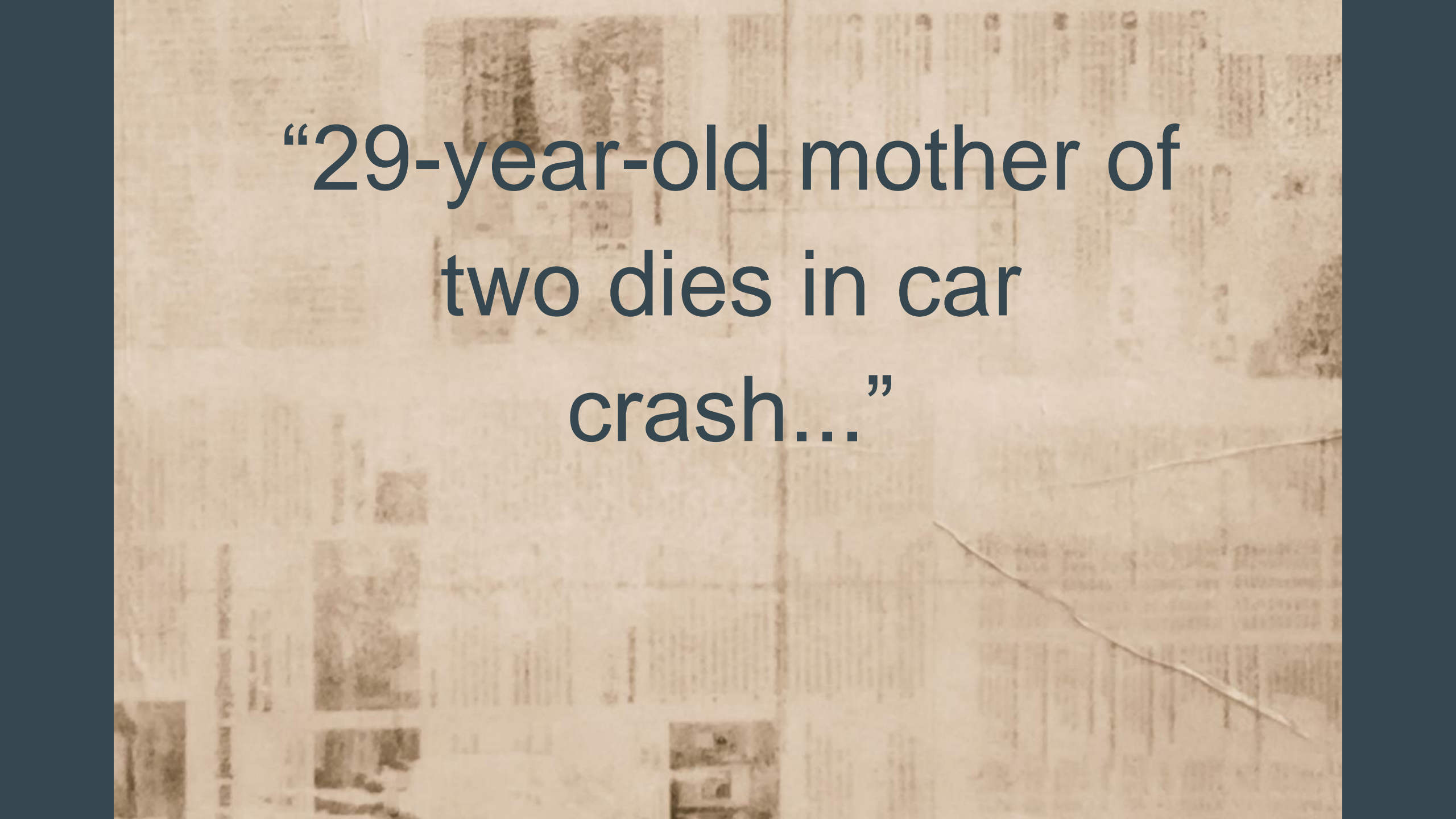
Why tell a story?

5000

What headline would
the newspaper use?



“3000 people under 30
died last year in road
accidents in Victoria.”

The background of the image is a scan of a newspaper page, showing various columns of text and small, faded photographs. A solid dark blue vertical bar runs along the left edge of the image. Overlaid on the newspaper text is a large, bold, black quote.

**“29-year-old mother of
two dies in car
crash...”**

Which story made
a difference?





Q: What story should
you tell?

Q: What's your point?

Once
upon
a
time...



BUSINESS OBJECTIVES



And the moral of the
story is...

A low-angle, upward-looking photograph of several tall skyscrapers in a city, with the text "BIGGER IS BETTER" overlaid in the center. The buildings are made of glass and steel, and the sky is a clear, pale blue. The perspective is from the ground looking up, making the buildings appear to converge towards the top of the frame.

BIGGER
IS
BETTER

A close-up photograph of a person's hand holding a small, bright yellow flower. The hand is positioned in the center-right of the frame, with the fingers gently cupping the flower. The person is wearing a light-colored, buttoned-up sleeve, with a single button visible on the cuff. The background is a soft, out-of-focus grey. The entire image is overlaid with a semi-transparent dark grey filter, and white text is superimposed on the left side.

GOOD
THINGS
COME IN
SMALL
PACKAGES

A close-up photograph of a person's hands holding a small, white, rectangular gift box. The box is wrapped with a light pink ribbon that forms a large, decorative bow on top. The hands are positioned to present the gift, with fingers gently gripping the sides. The background is a soft, out-of-focus greyish-blue. Overlaid on the right side of the image is the text "GOOD THINGS TAKE TIME" in a clean, white, sans-serif font, arranged in four lines.

GOOD
THINGS
TAKE
TIME

A woman with long dark hair and black-rimmed glasses is shown in profile, looking to the left. She has her hand to her chin in a thoughtful or hesitant pose. The background is a plain, light-colored wall. The image has a dark, semi-transparent overlay on the left side.

SHE WHO
HESITATES
IS LOST

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