

Story Lab

The story behind story

The University of West Florida
INNOVATION INSTITUTE

Stories matter.

Before we could write, we told stories.

27,000,000

We are storytelling animals.

We use stories to

connect

teach

share

We know great stories are
powerful.

Stories are

emotional.

TIME



SEPTEMBER 11
2001

Stories build

trust.

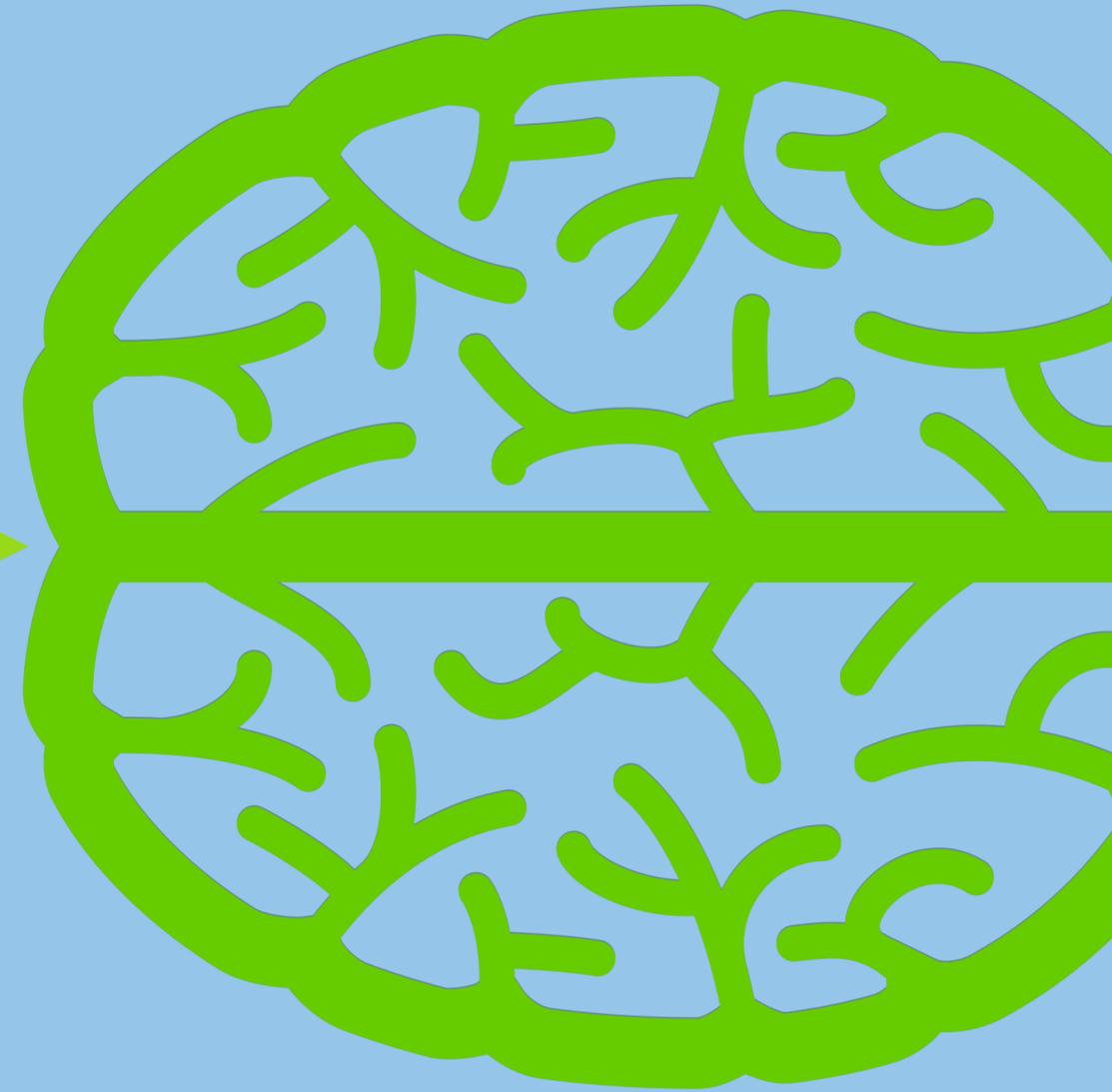
Stories are

shareable.

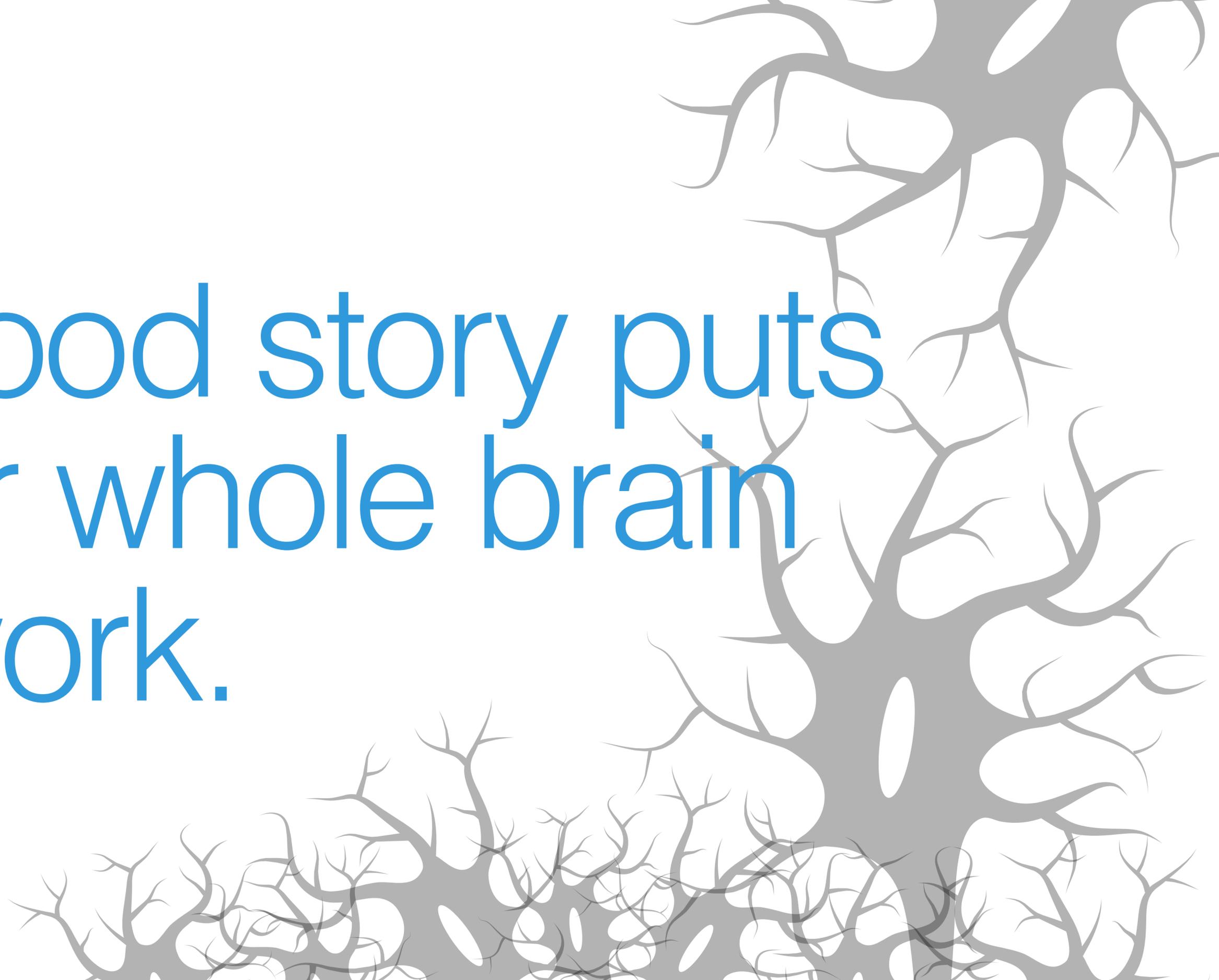
And stories help us make sense of the world.



Stories have the
power▶
to affect our brains.



A good story puts
your whole brain
to work.



What we do:



UWF
GULF
STORIES

Mother Mother Ocean

Here are the things we try to keep in mind with any story.

1. Who is the audience?

2. What do we want them to feel, think, and do?

Then we keep five pointers in mind:



1. People only remember
3-5 things.

If you're lucky.



2. Focus on passion and purpose.

Repeat.



3. Always tell the truth.

Authenticity is key.



4. Make it conversational.

Talk a story out.



5. Don't be boring.

Capture the imagination.

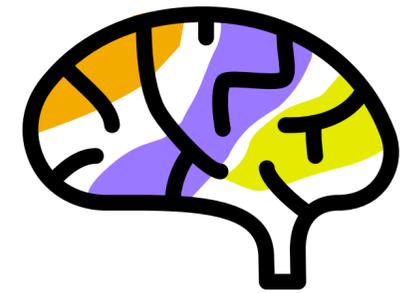
Here's what we
know at Story Lab:

Great storytelling
connects us to
each other.

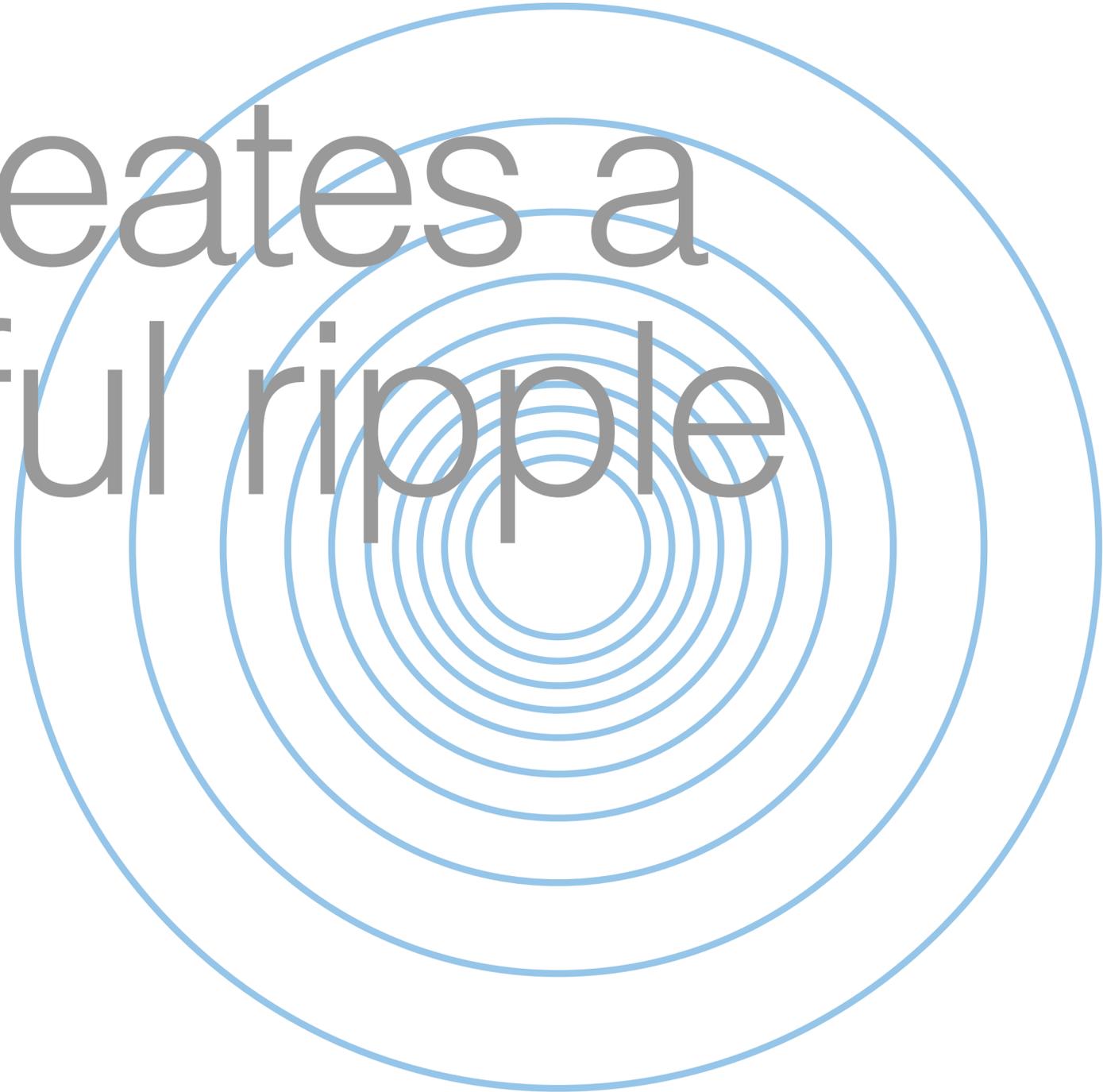


It spreads ideas.

Changes minds.



And creates a
powerful ripple
effect.



Thank you

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