

Experience is the Best Teacher! Story is Second-Best!

When first-hand experience is too hard (or too costly) to arrange for those you will to “enlighten” a story can accomplish the same thing. A story can take your listeners on an imaginary field trip to a real classroom, an unintended consequence of well intended policy, a future you envision (or fear), a mistake they don’t have to repeat, or an experience reconnects them with the heart and soul of teaching.

Storytelling and story listening...operate on the principle of reciprocity

Encode ,
Decoded

Remember King Midas: 100% Influence is 100% Isolation

The Key Response: (from J. Walter Thompson the “Thompson Way”)

Facts that say: “You should choose to do X”

vs.

An **experience** that causes your listener to feel:

“HEY, I am going to do X!”

Experience is live or imagined sensations from the five senses:

Smell See Taste
Hear Touch

Story is a “simulated **experience**” that leads to conclusions about you and your ideas. If it feels real, it is real.