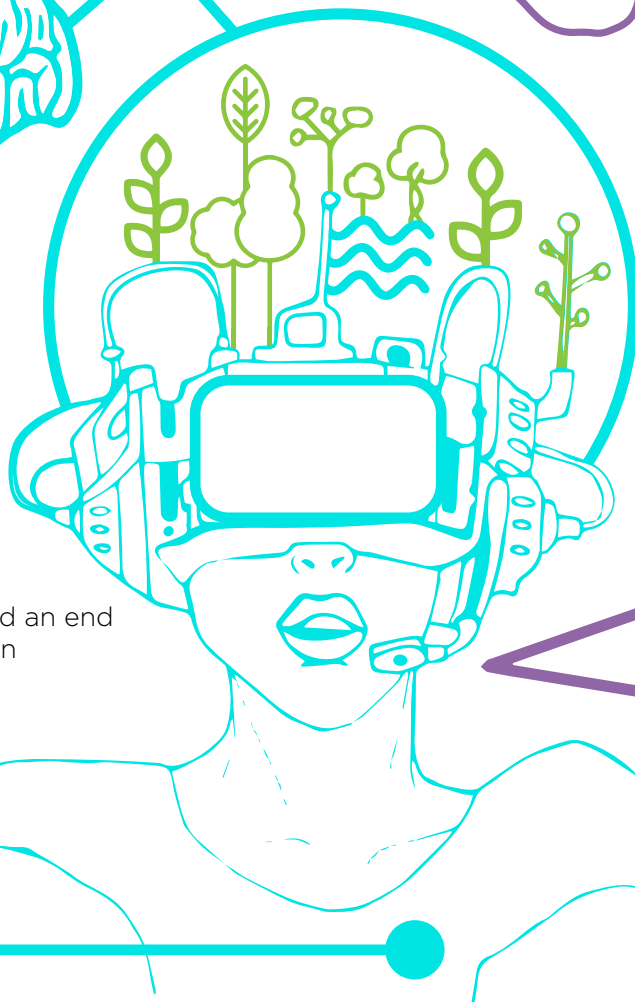# How to improve the world with a good story?

People love stories:

We learn through them because the brain retains the information better.

They capture our attention and open our minds to new perspectives.

They make us care about a cause and motivate us to act.

A story is more than an anecdote. A story has:

• Characters (at least one)
• A beginning, a middle and an end
• A conflict and a resolution
• An implied lesson

How to tell a good story:

• Tell it as though you were speaking to a friend.
• Be brief.
• Share the circumstances and feelings.
• Use comparison and contrast.
• Make the ordinary extraordinary.
• Get out of your comfort zone. Sharing personal mistakes sparks empathy.
• Leave your audience wanting more.

Recognize others' contributions.
The best stories stem from gratitude.