

THE IMPORTANCE OF STORYTELLING IN EDUCATION



Why Is Storytelling Important?

Provides
a platform
for advocacy
between
classroom &
community

Creates
a sense of
unity among
the audience

Builds
lasting
rapport
between the
storyteller &
the listener

Inspires
change by
creating
meaningful
connection

Where to Start with Your Story?



- 1 Start with the "Why"
- 2 Determine Target Audience
- 3 Have a Clear Message
- 4 Share Experience & Highlight Struggle



"Stories are data with a soul." —Brené Brown

How Storytelling Affects the Brain

Neural Coupling

Allows listener to turn story into their own ideas & experience.

Mirroring

Similar brain experience with each other & speaker.



Dopamine

Dopamine released to make it easier to remember with greater accuracy.

Cortex Activity

Can activate various areas of the brain that are important for speech production and language development.

How Storytelling Affects the Brain Source: www.stayingaliveuk.com/welcome

