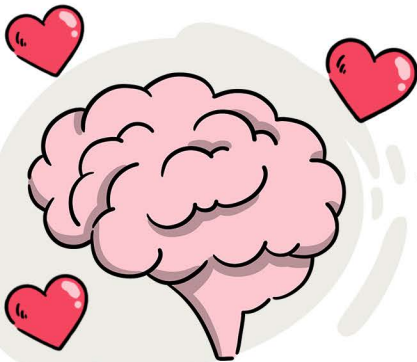


UNDERSTANDING THE POWER OF STORYTELLING

People retain **70%** of information when told as a visual story compared to **10%** when told as statistics*

The brain recalls stories **22 times** better than facts alone**



OUR BRAINS LOVE WATCHING STORIES!

Storytelling with video is the pinnacle partnership for effective information sharing

Video storytelling activates *mirror neurons* in the brain. This means we unconsciously put ourselves in the shoes of the person going through the story. This makes the story, and its information, more memorable***

In oral storytelling, you can tell a powerful story in 45 seconds.



BUSINESS STORYTELLING WHO IS IT FOR?



Leadership and Management



Sales and Marketing



Training and HR



Thanks to George Loewenstein's *information gap theory of curiosity*, we know that our brains need to find the answer when we feel a gap between *what we know* and *what we want to know*.

The best part about storytelling is that anyone can do it!

Let us teach you how.

Contact us at info.us@simpleshow.com to learn more about our Storytelling Workshop!