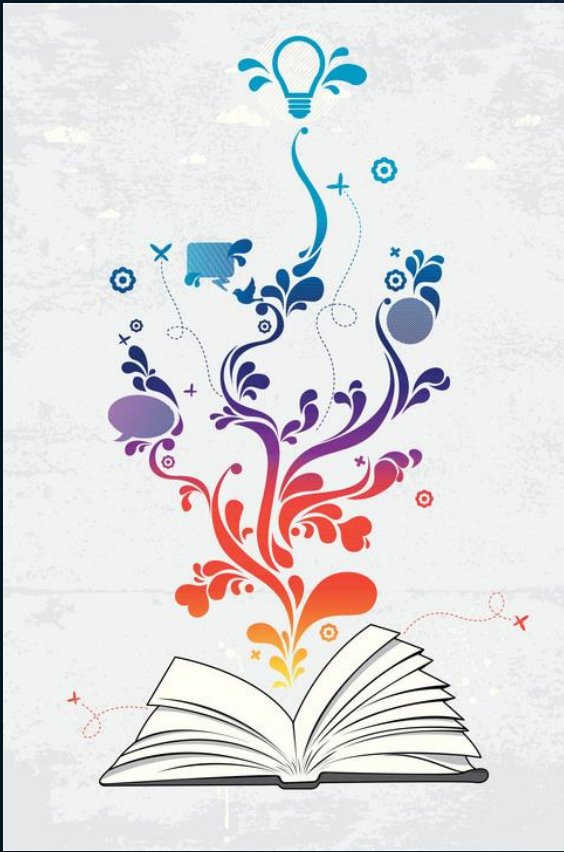




Thoughts on the Value of Stories*

- All have a plot and are marked by zany creativity.
- Give us joy.
- Are a form of cognitive play
- Are low-cost sources of information and vicarious experience.
- A form of social glue that brings people together around common values
- Man is a storytelling animal
- Stories allow us to escape; take a short vacation from the pressures of daily activity
- Listeners are riveted over how a story will turn-out
- Story of the Human Condition = Character + Predicament + Attempted Extrication
- Story is where people go to practice the key skills of human social life.
- Literature offers us feelings for which we don't have to pay.
- Fiction projects us into intense simulations of problems that run parallel to those we face in reality.
- Our hunger for meaningful patterns translates into our hunger for story
- The craving for stories is a good thing as it gives us pleasure, instruction, simulates worlds so that we can better live in this one; help us to bind into communities and define our cultures.
- Caution: remember that we are by nature suckers for stories.

***John Gottschall (2012), The Storytelling Animal: How Stories Make Us Human**



THE ART AND SCIENCE OF INSPIRATIONAL STORYTELLING IN REHABILITATION

Storytelling is the most powerful way to
put ideas into the world today.
Robert McKee, Founder, Storyteller Seminar

Patricia Crist, PhD, OTR/L, FAOTA

2020 Western Regional Occupational Therapy Spring Symposium

March 8, 2020

pat.crist@centurylink.net



Storytelling is a skill worth learning and applying in OT

“Stories are how we think.

They are how we make meaning of life. ...

Stories are how we explain how things work,
how we make decisions,
how we justify our decisions,
how we persuade others,
how we understand our place in the world,
create our identities, and define and teach social values.”

Pamela B Rutledge, Psychology Today, 2011, [“The Psychological Power of Storytelling,”](#)

Storytelling is perhaps one of the oldest forms of communication known to humankind...Events in our own lives are turned into stories. It is how we make sense of the world and how we communicate that sense to others. Jim Holtje. (2011). *The Power of Storytelling*.



Leadership through Storytelling for Occupational Therapy Practitioners

Clients, especially ones with recent challenges and/or in new contexts

OT Peers and your team

Describe culture and context

Gen Y (25-40 yo) and Z (8-22 yo).....Typical OT students

Administrators and Boards

Customers & Public

Marketing Programs & Advocacy

Cro-Magnon man
figured out that
mineral pigments
like iron oxide and
black manganese
could be applied to
the sides of rocks
and caves.



The one who tells the stories, rules the world. Old Hopi Wisdom.



Storytelling Described to Promote Occupational Therapy

Storytelling in rehabilitation is different than other story telling:

purpose whether to describe OT or

data used to support the story

authenticity based in reflective practice.

“A short, well-told story conveys far more meaning and is more memorable than a descriptive narrative.” Lana Warren, EdD, OT/L, FAOTA, The Power of Storytelling



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THE SCIENCE OF STORYTELLING



Peter Minimum. 2018. The Science of Storytelling. <https://marketingland.com/the-science-of-storytelling-245561>



THE NEUROBIOLOGICAL IMPACT OF STORYTELLING

HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.



The Art of Storytelling

Lies · Enchantment · Humor · Truth

(c) John Soulé, IMPress

The following slides and text are referenced & adapted from an excellent introductory storytelling resource: Dolan, G. & Naidu, Y. (2013). Hooked: How leaders connect, engage and inspire storytelling. John Wiley & Sons Australia, Ltd.



The Authentic Storytelling Model in Rehabilitation

Adapted from Dolan and Naidu's 2013 work



Maybe stories are just data for the soul. Brené Brown, the Power of vulnerability (TED Talks Videos)

Logic makes people think but it is emotion that makes people act. Zig Ziglar, author and motivational speaker



Stories, Metaphors and Analogies

They are not the same

A **story** has a beginning, middle and ending.
It is about a specific event and
it has emotion (makes the listener feel something) and
sensory data (paints a picture for your audience).

A **metaphor or analogy** usually just paints a picture or
gives audience an easy way to understand something.
Metaphors are useful when a concept is difficult to understand and
need quick understanding



Dolam Naidu Story Intelligence Model





Story Crafting

Every story must be authentic, supported by data and have a specific purpose.

A Purpose in Two Steps:

1. What is the one key message that you want your audience to take away?
2. Convert your story into a bumper sticker that merits a story

Establish who you are talking to:

Who is the audience?

What motivates your audience?

What are the audience's concerns

Story Sources: Professional

Personal

The Story Impact Matrix

The Positive Professional Story medium effectiveness	The Positive Personal Story very high effectiveness
The Negative Professional Story low effectiveness	The Negative Personal Story medium effectiveness



The Story Process

Beginning	Middle	End
5-10%	70-80%	10-20%

Context for story

Time and place

Single main character with name

less is more

feel it and see it descriptions

details correct

a defining moment

combination of the familiar and the surprising

The Bridge

The Link

The Pause

The best storytellers are vulnerable, imperfect, and authentic.

They aren't reading from notes or a script—they're speaking from the heart. [AOTA site](#)



Summary and Additional Notes

Most stories would be around 2 minutes

Name your story

Write it down

Practice

Enjoy storytelling

Give credit where credit is due

Seek permission/legal ?

Avoid Incorrect details
 far-fetched facts
 sensitive subjects
 cultural cringes

Practice → Deliver → Reflect → Modify
Story Matching language
 age and gender of character
 era & context

Use humor with purpose
As an Icebreaker
Relaxes the whole body
Decreases the stress hormones
Triggers the release of endorphins which
are the body's natural, feel good hormones.

Delivery Techniques Never read out stories
 Believe in the power of your
 stories
 Use our normal voice
 Speak to only one person
 Pace yourself
 Repeat a line for effect
 Take pauses for emphasis
 Make eye contact



Storytelling Analysis Through Modeling

What was key message?

Possible bumper sticker:

What would you model
in your own storytelling?

How would you modify?

Rating:



BEGINNING (5-10%)		MIDDLE (70-80%)		END (10-20%)	
About a specific event		You felt it		The bridge stated	
Clear Purpose		You could see it		The link articulated	
Context for story		Details were congruent		The pause present	
Time and place		Noted a defining moment			
Single character		Used familiar		Good use of facts	
Gave name of character		Provided a surprise twist			
DELIVERY		Style		Impact	
Appealed to Head		Inspirer		Positive Personal	
Appealed to Heart		Joker		Positive Professional	
Had emotional data		Reporter		Negative Personal	
Had sensory data		Joker		Negative Professional	
Avoided far-fetched facts					
Humor facilitated story		Duration appropriate		Practiced	
Spoken not read		Story matching: language		Paced	
Normal voice		Age & gender			
Repeated line for effect		Era & Context		Targeted audience clear	
Used pause for emphasis				Knew what motivated audience	
Made eye contact				Addressed audience's concerns	



The Art & Science of Inspirational Storytelling in



Excellent Starting Point as reviewed in this Presentation
Dolan, G. & Naidu, Y. (2013).

Hooked:

How leaders connect, engage and inspire storytelling.
John Wiley & Sons Australia, Ltd.





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Power of Storytelling to Promote OT

<https://www.aota.org/Practice/Manage/Promote/Client-story-promote-occupational-therapy.aspx>



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