

A Seenit mini-guide

How to tell impactful stories



The science of storytelling

Stories mirror our emotions and storytelling is one of the oldest and most powerful mediums of expression. It has the power to get the message across in a way that facts cannot do.

This is because being told a story drastically changes the way our brains work. When you hear a fact, 2 parts of your brain light up, when you hear a story, 7 parts of your brain light up – that makes stories 22 times more memorable

than facts. This is a testament to how a carefully crafted story will likely inspire emotional reactions from the audience and will be remembered.

Emotions, and not logic, are the inspiration behind most actions. Therefore, in a world where trust is as scarce as attention, the best way to resonate with your audience is by communicating with stories.

Tips for telling stories

4 principles on how to tell
impactful stories your audience
will listen and relate to



Photo by Tiziana Giordano



Inspire

People trust people more than they trust brands. People tend to relate the most to what or who is familiar to them. So, support and champion the ones in your community who are brave enough to speak up. Talk about the “ordinary” doing something extraordinary, people like you and me. The more relatable your story is, the more your audience will respond.

Be brave and embrace the negative, talk about bad news and tragedies too, and turn them into a positive action that will inspire and help bring people together around a cause.



Be inclusive

Bring diverse perspectives to your stories and celebrate as much as you educate around diversity and inclusion. Make the invisible visible by giving everyone a voice from leadership to employees – especially to those who would normally not have one.

Inclusion is not just about including the diverse. It is also about building a mutual understanding while encouraging respect and empathy towards each other. Be inclusive and your stories will resonate with a wider more diverse audience.



Educate

Tell stories that share knowledge and educate. Have the conversation, even if it's an uncomfortable topic - by talking about it you will make the uncomfortable, feel more comfortable. Build a network of ambassadors from those people who are close, passionate and most knowledgeable about your brand or matter at hand. They will have a real purpose and point of view to amplify the message you are trying to share.

It is our inherent nature as humans to build “tribes” and groups. Invest in a wider community and find people who have the same interests, share the same passion or pain and build a community around a particular cause – together the message is stronger!



Be human

Be brave enough to be vulnerable - a personal story will provoke emotion and empathy. So, be human, be vulnerable, be humble, include stories that are personal and raw in your corporate storytelling – it will resonate and inspire action.

“Research shows our brains are not hard-wired to understand logic or retain facts for very long. Our brains are wired to understand and retain stories. A story is a journey that moves the listener, and when the listener goes on that journey they feel different and the result is persuasion and sometimes action.”

Jennifer Aaker, marketing professor at Stanford’s Graduate School of Business

Tell impactful stories



Co-created over breakfast by 22 passionate storytellers

About Seenit

We have told over 300,000 stories. Hundreds of companies are using Seenit to bring their stories and events to life through people powered video content.

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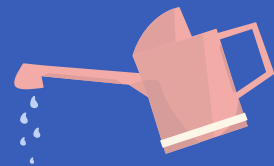
Simplify

Simplify and diversify your video content



Engage

Engage and involve your employees and fans



Grow

Grow your employer and company brand