

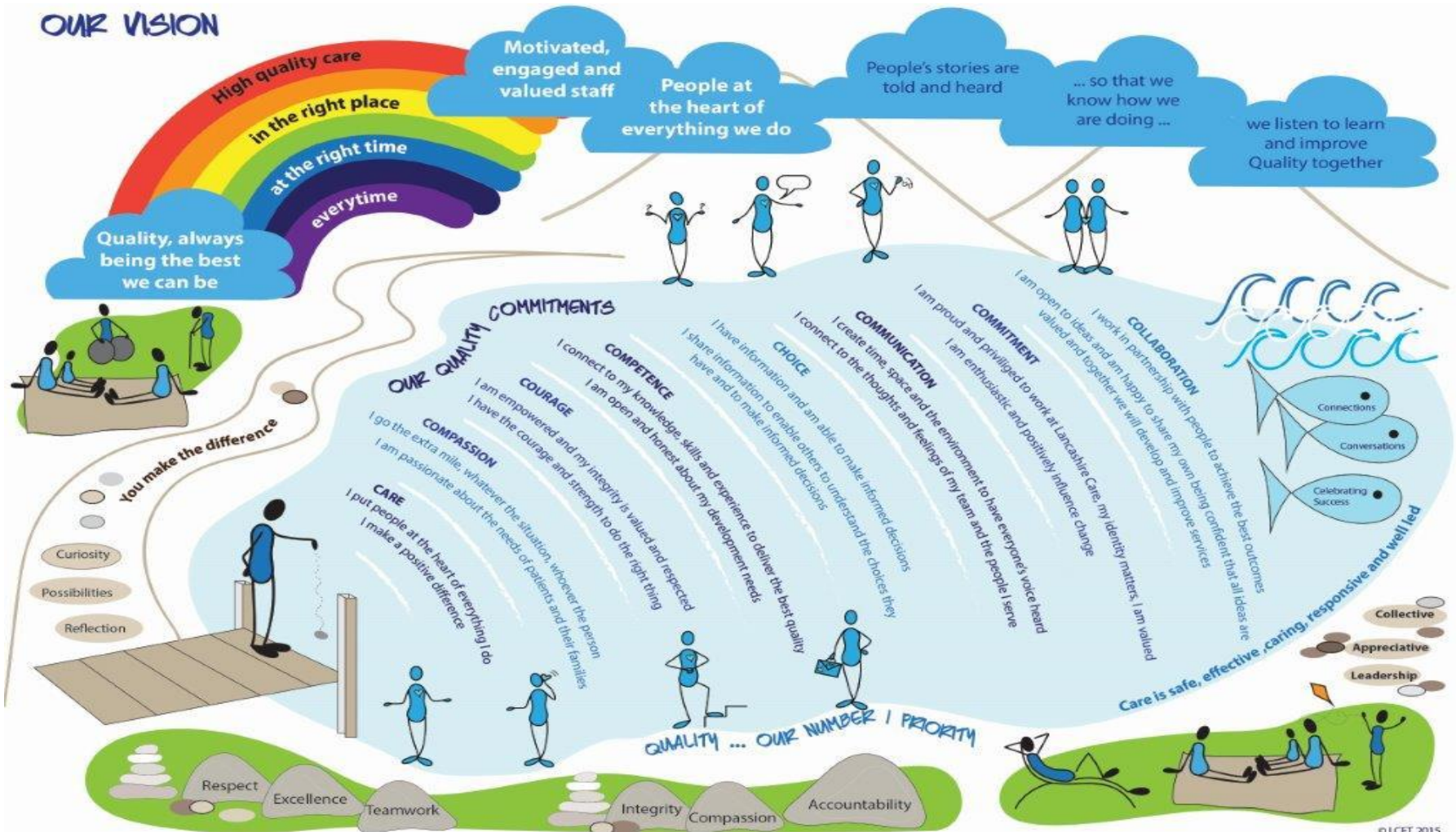
# Once Upon A Time – Storytelling, Culture and Inclusion

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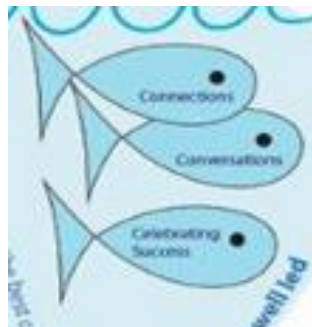
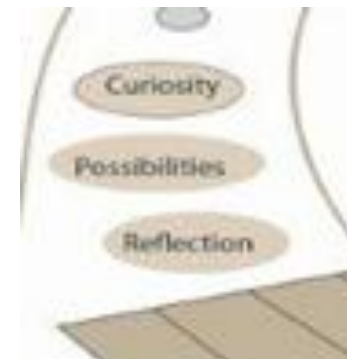


Excellence | Accountability | Respect | Teamwork | Integrity | Compassion

## OUR VISION

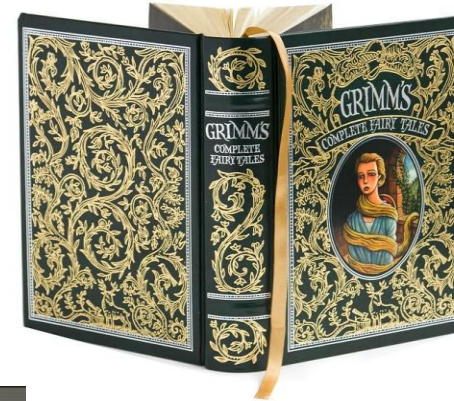


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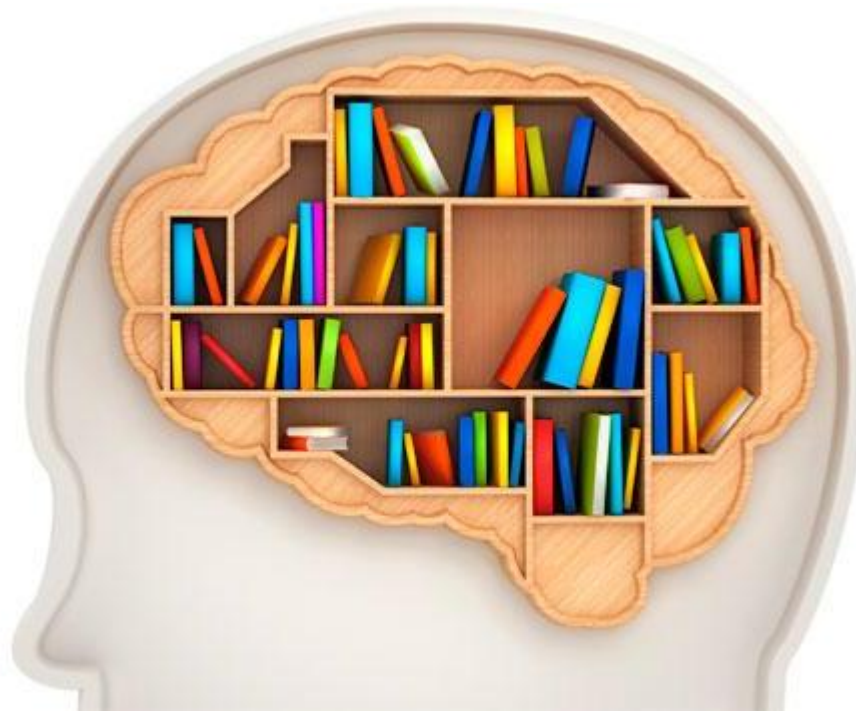




# Stories are...old



# Stories are....**memorable**



# Stories...connect people

To connect to people at the deepest level, you need stories.

— Robert McKee —

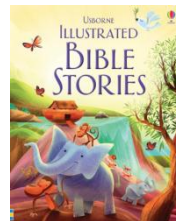
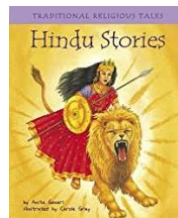
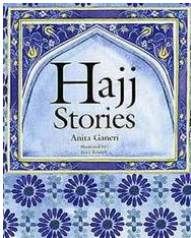
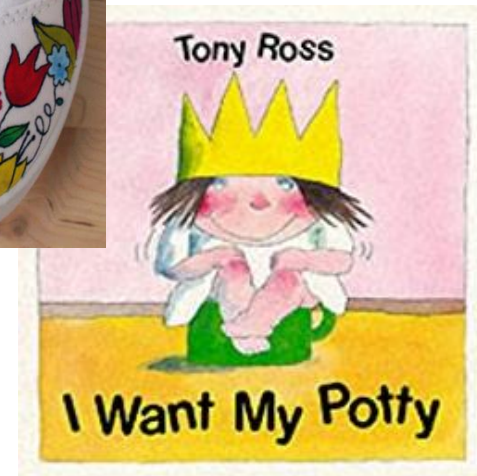


Humanity has this need to hear stories because they connect us with other people, they teach us about our own feelings. We feel less lonely when we see other people going through the same things, even if they're fictional characters.

— Isabel Allende —



# Stories...teach us things



# Stories....make us feel things

People will forget what you  
said, people will forget what  
you did, but people will never  
forget how you made them feel.

Maya Angelou

## HOW STORY TELLING 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 experiences 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.

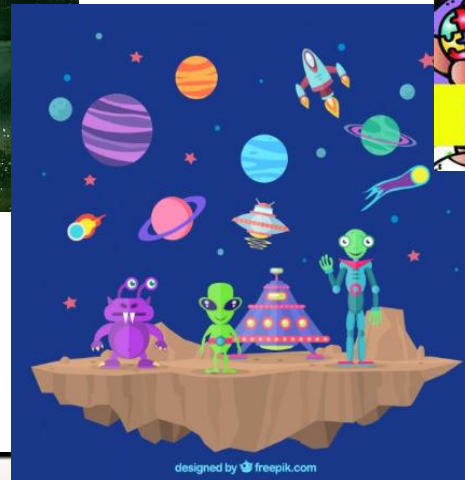
### CORTEX ACTIVITY

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.

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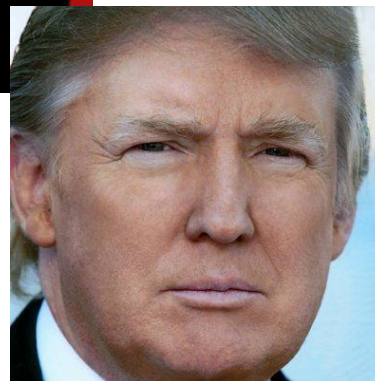


# Stories...transport us



# Stories are...**powerful**







# Stories in Practice

- Recording and sharing patient and service user stories in a wide range of media
- Telling stories to illustrate drivers behind new legislation and policy
- Schwartz Rounds where staff listen to and tell personal stories, learn from one another and make connections
- Leadership Programme with storytelling at heart
- Scenario based training
- Experts by Experience speak at events
- Always events to co-design services with the people who use them
- Promotion of library services and Shelf Help books
- Appreciative Inquiry 4D events to generate positive innovation and diverse perspectives
- Quality Improvement Framework methodology
- Equality and Diversity Champions sharing personal stories as role models

# Equality and Diversity Team

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And they all lived happily ever after!  
The End

