

Story Lab

The story behind story

The University of West Florida
INNOVATION INSTITUTE

Stories matter.

Before we could write, we told stories.

27,000

We are storytelling animals.

We use stories to
connect
teach
share

We know great stories are
powerful.

Stories are
emotional.



Stories build
trust.

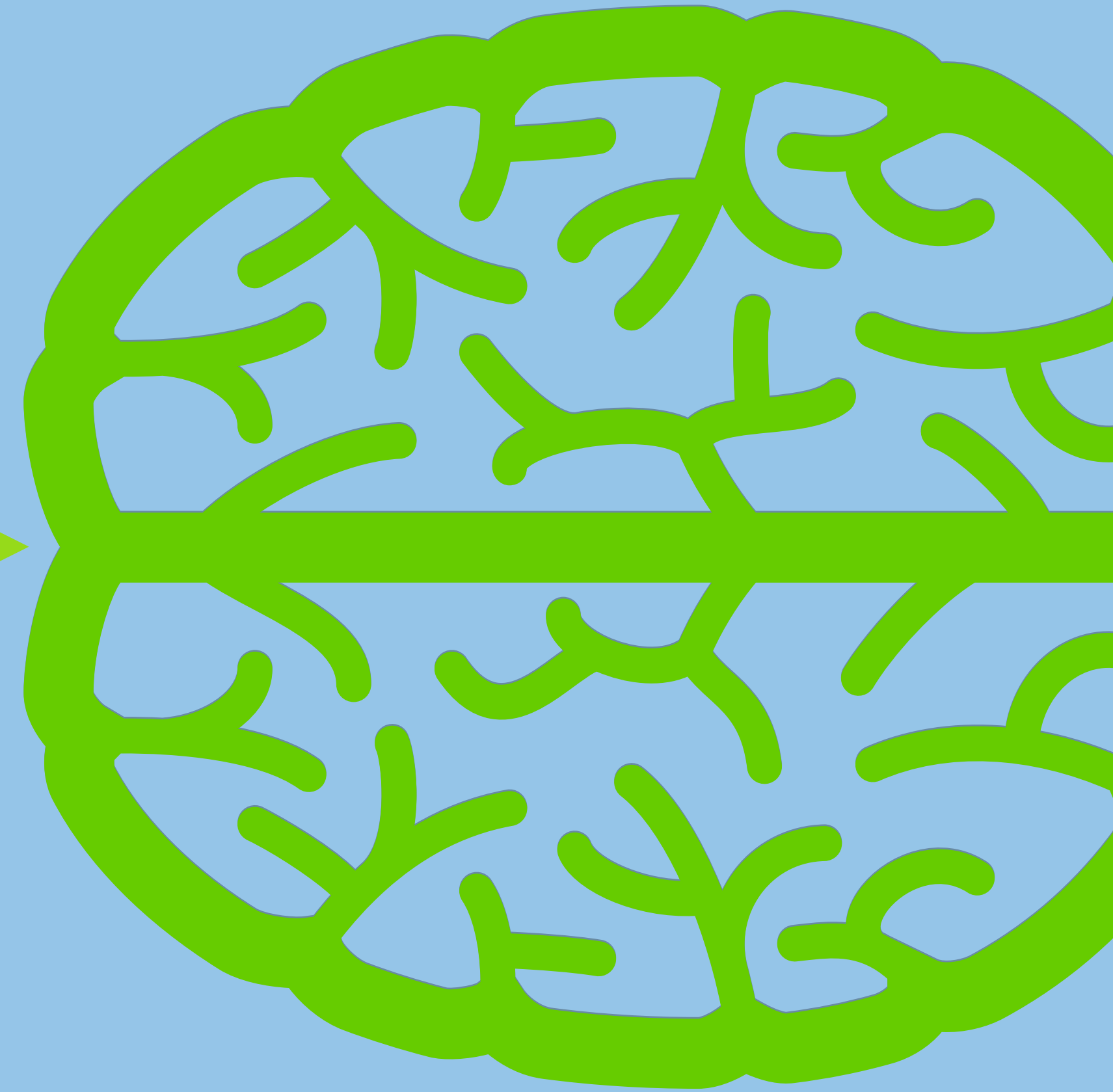
Stories are

shareable.

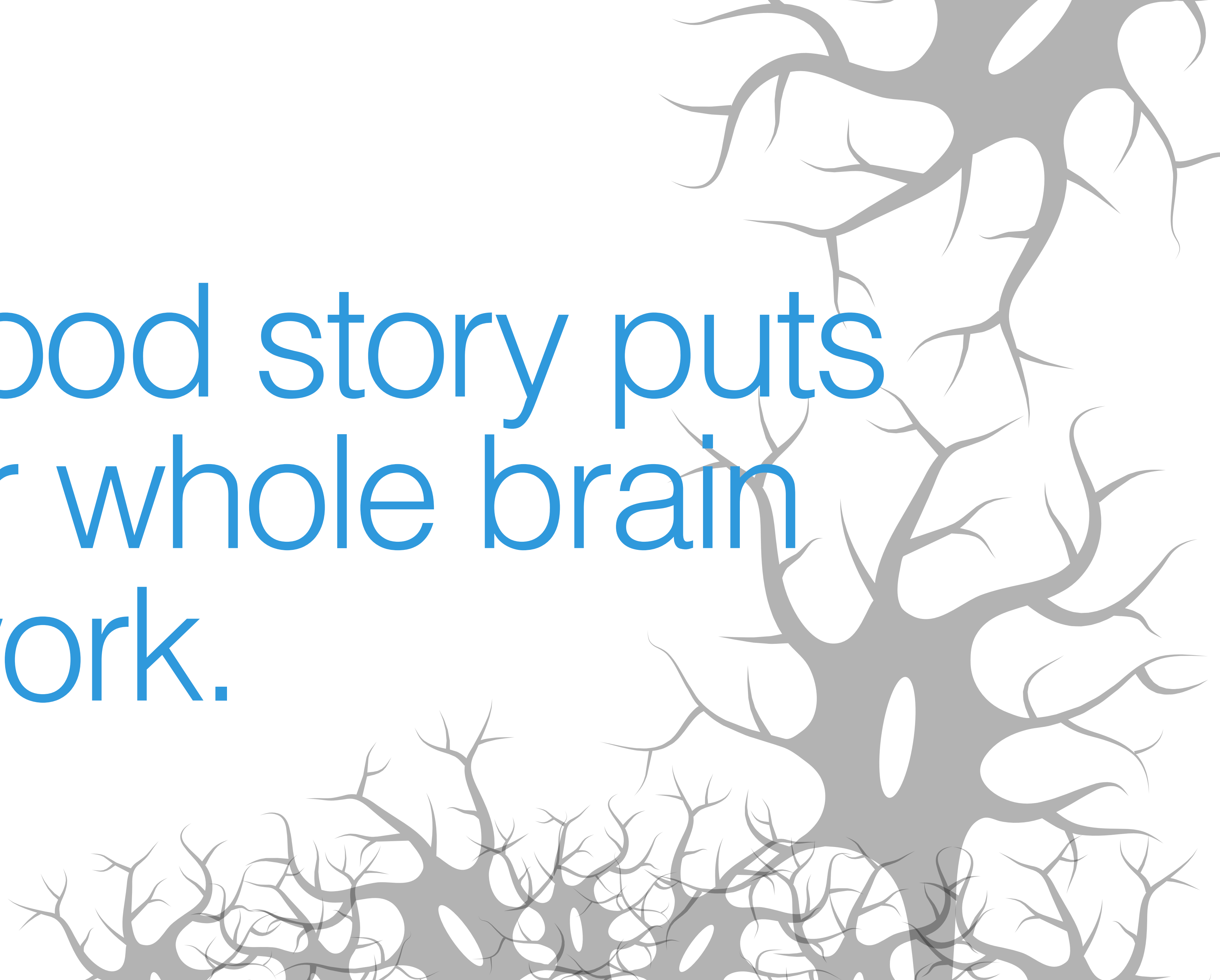
And stories help us make sense of the world.



Stories have the
power▶
to affect our brains.



A good story puts
your whole brain
to work.



What we do:

An underwater scene with divers and a diver's head in the foreground. The background is a deep blue ocean with some light-colored particles or bubbles. The text 'UWF GULF STORIES' is overlaid in a white, stylized font. A white feather graphic is positioned to the right of the text. Below the main title, the phrase 'Mother Mother Ocean' is written in a white, sans-serif font.

UWF GULF STORIES

Mother Mother Ocean

Here are the
things we try to
keep in mind with
any story.

1. Who is the audience?
2. What do we want them to feel, think, and do?

Then we keep five pointers in mind:



1. People only remember
3-5 things.

If you're lucky.



2. Focus on passion and purpose.

Repeat.



3. Always tell the truth.

Authenticity is key.



4. Make it conversational.

Talk a story out.

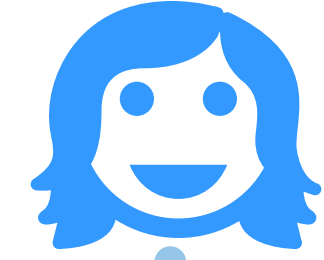


5. Don't be boring.

Capture the imagination.

Here's what we
know at Story Lab:

Great storytelling
connects us to
each other.



It spreads ideas.

Changes minds.



And creates a
powerful ripple
effect.



Thank you

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