

This webinar will start at :02 minutes after the hour



# Your Brain on Stories

Presenter:

Leah Eustace, ACFRE

Chief Idea Goddess, Good Works

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# WELCOME



Shanon Doolittle



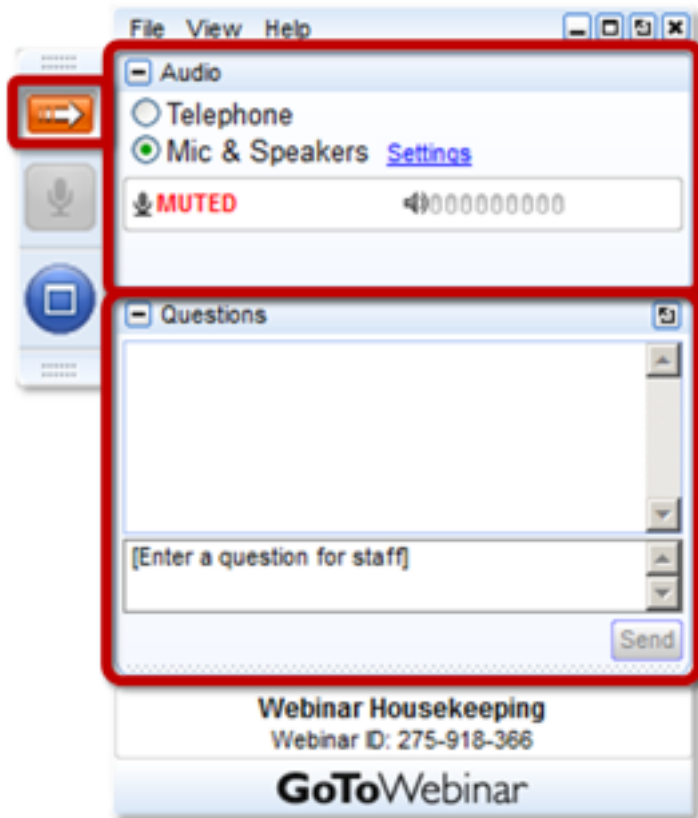
Chris Davenport

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# HOUSEKEEPING



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## MEET YOUR PRESENTER



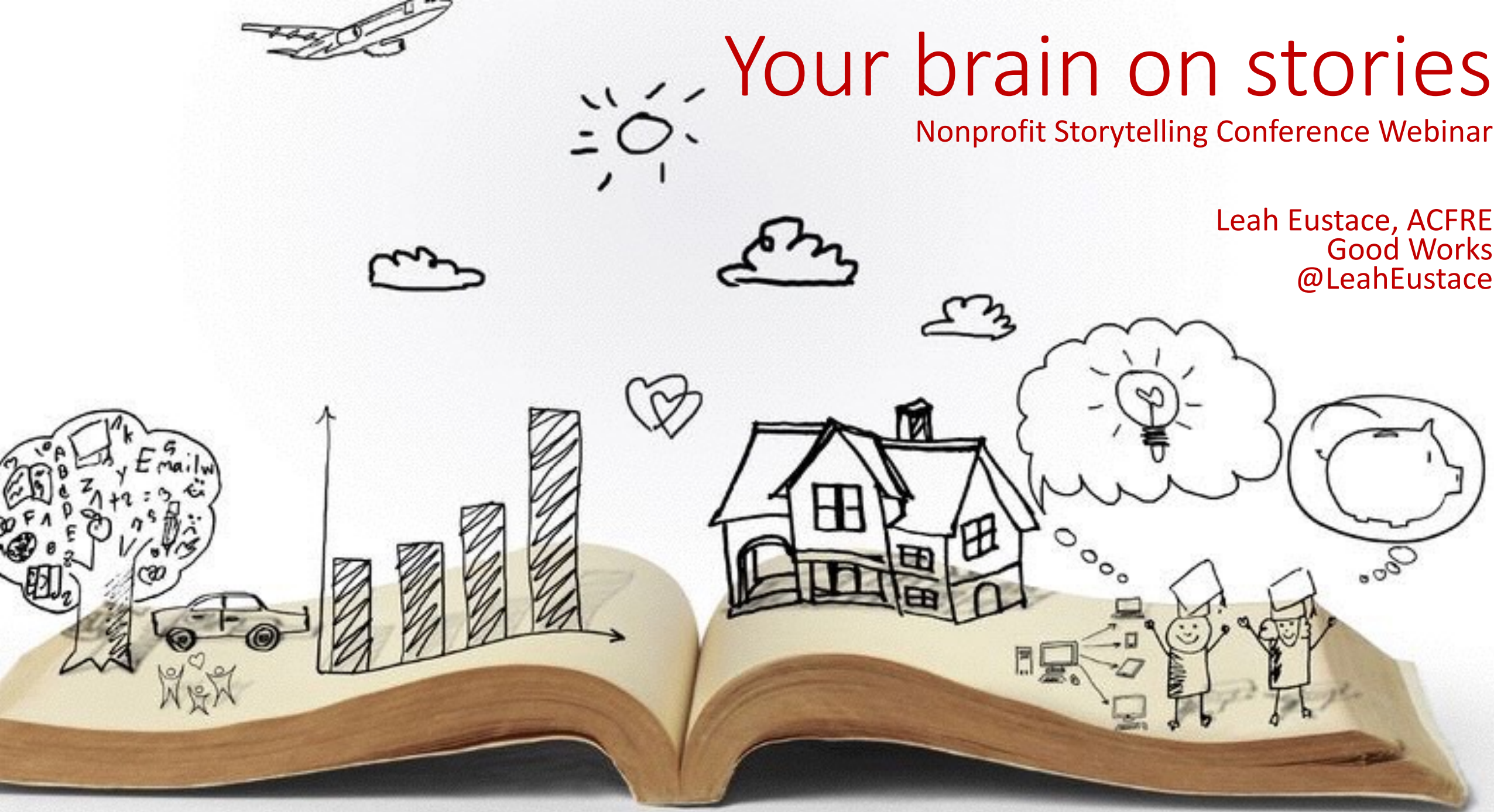
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# Your brain on stories

Nonprofit Storytelling Conference Webinar

Leah Eustace, ACFRE  
Good Works  
@LeahEustace





“The cat sat on  
the mat is not the  
beginning of a story.  
The cat sat on  
the dog's mat is.”

~ John le Carré



Maybe, just maybe...  
knowing how our brains  
make decisions can help us  
craft the best, most memorable,  
most kick ass (and revenue-  
generating) stories.

# How we think we make decisions





# How we actually make decisions



# Our aging brains



# Emotion versus logic

Elliot's Predicament on Shaving Without His Emotional Brain

Reasons I should shave:

1. Blah
2. Blah
3. Blah
4. Blah

Reasons I should not shave:

1. Blah
2. Blah
3. Blah
4. Blah



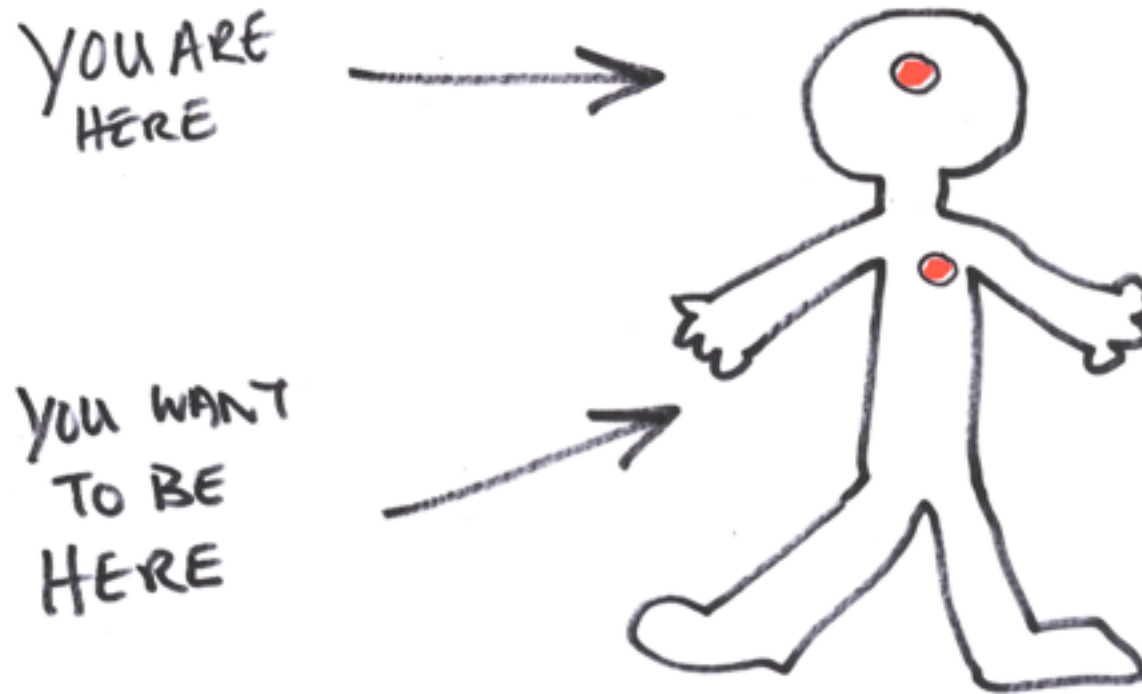
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# Emotion versus logic



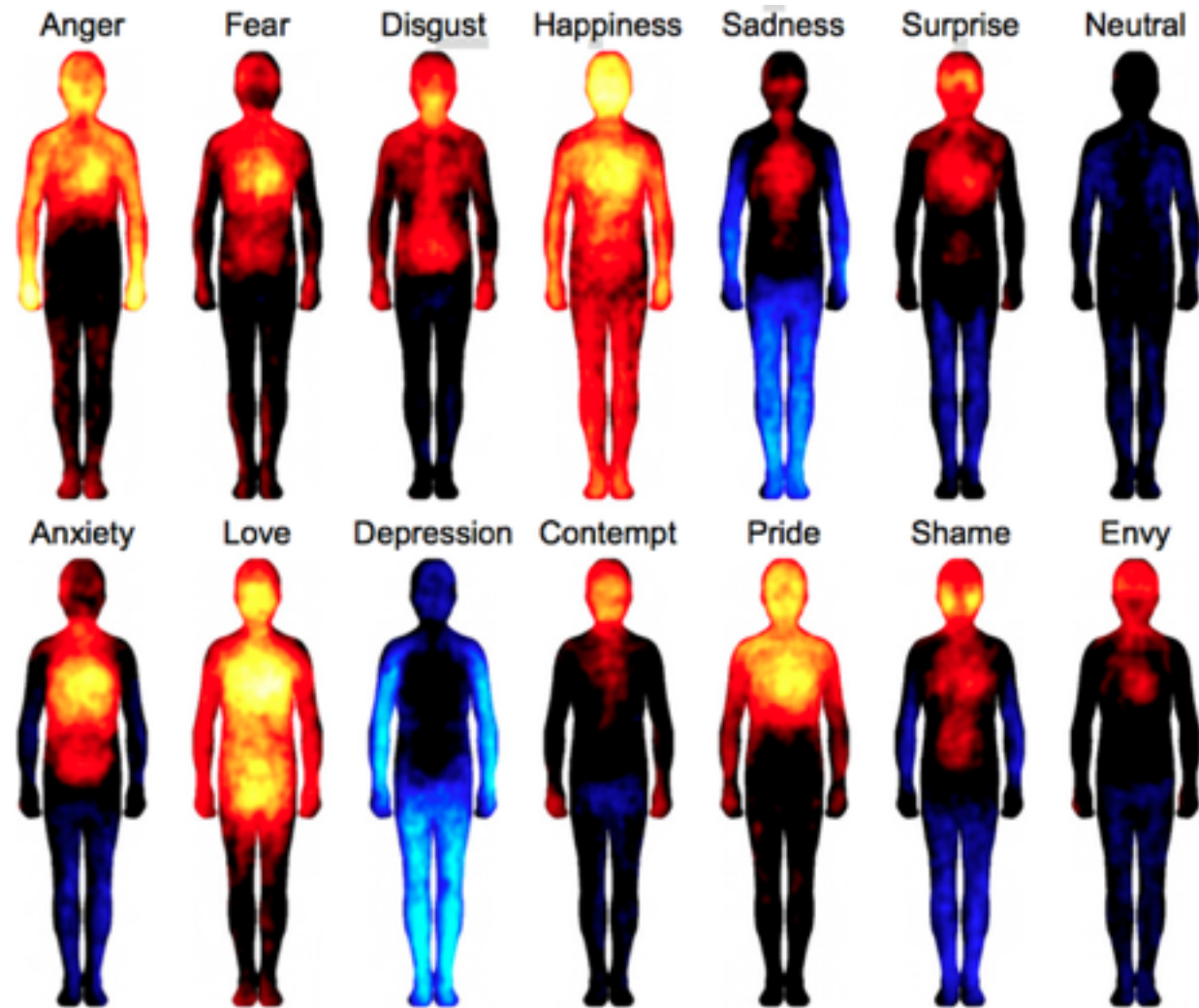
<http://bit.ly/damasioTED>

# Emotion versus logic



Artwork courtesy of Mark Phillips [www.bluefroglondon.com](http://www.bluefroglondon.com)







# Feeling Emotion

Empathy is the ability to see the world as another person, to share and understand another person's feelings, needs, concerns and/or emotional state.

(source: <http://www.skillsyouneed.com/>)



# Feeling Emotion



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# How we feel story



# How we feel story





# The identifiable victim



*“If I think of the mass I will never act, if I think of the one, I will”*

# The identifiable victim





# Thinking fast and slow



# Dual process theory of thought



 Behaviour  
Design

## System 1

Fast / Automatic

Emotional

- Impulses / Drives
- Habits
- Beliefs



## System 2

Slow / Effortful

Logical

- Reflection
- Planning
- Problem solving

@BehaviourDesign

# System 2

We all need ABC hospital to continue to diagnose problems in their earliest stages and to fund innovative research that helps people in our community, and people all across Canada, recover. Anyone who has been informed of a medical concern knows how comforting it is to receive quick confirmation and follow up if treatment is necessary – rather than anxiously waiting for results to come back.

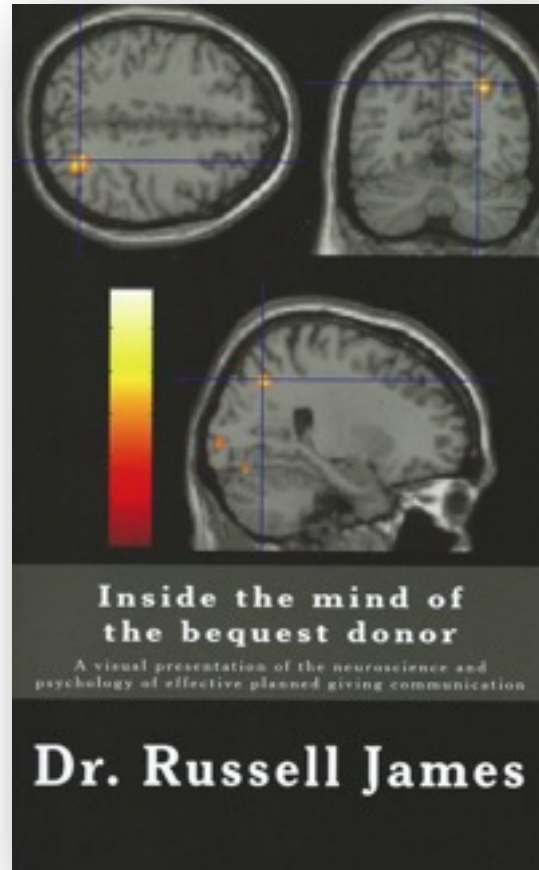


# System 1



Susan hadn't been feeling very well, and had lost weight. Her husband, Bob, convinced her to see her family doctor, who sent Susan to ABC hospital for a few tests. Susan remembers that the wait for those test results was pure agony. She had trouble sleeping and jumped every time the phone rang. In the end, it turned out to be cancer but, luckily, Susan was treated quickly and is well on the road to recovery.

# Visualized autobiography





# Collective nostalgia



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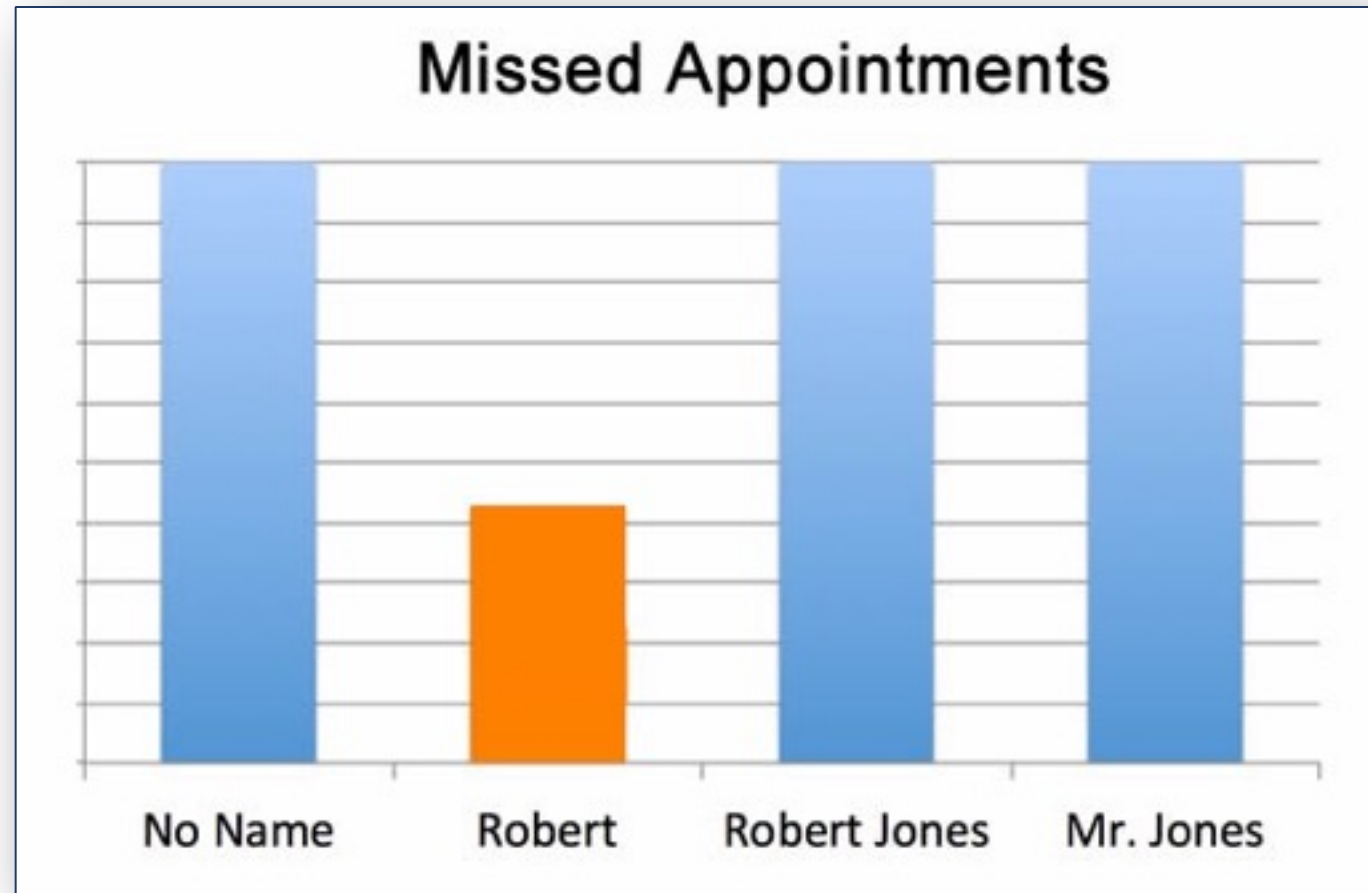




# Psychological bias



# Personalization



# Supportive vs combative messaging



# Even a penny will help



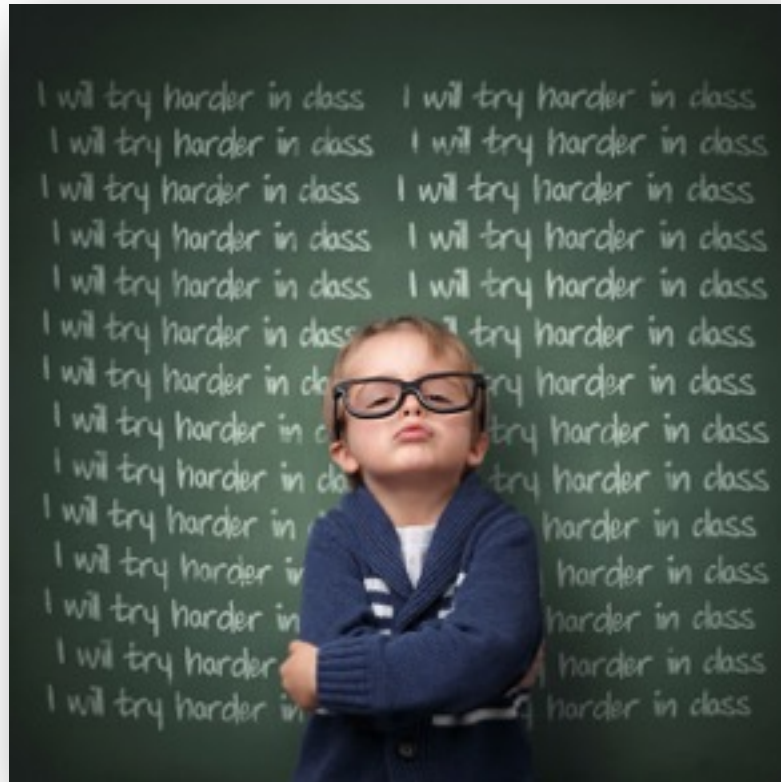
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# Mere exposure theory



# Why, not how

## The cause, not the institution





“Your \$100 donation today will help us double the size of our cancer center.”

“Your \$100 donation today will give a cancer patient’s mother a home away from home tonight.”



# The power of thank you



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## MEET LEAH

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## ASK LEAH



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## NEXT WEBINAR – TUESDAY, SEPTEMBER 29

How creating and leveraging your brand story can be a game-changer for your nonprofit



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