Interpretive Techniques and the Power of Story

~ FMNP Conference ~

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Top 10 Tips
What’s on Your List?
Your Brain on Stories

Image courtesy of: www.consciousdisipline.org
Your Brain On Stories

Image courtesy of: www.brucecordellblogspot.com

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Storytelling Tools

- Use of analogy/visual metaphor
- Share personal experiences
- Be passionate!
- Evoke emotional or physiological responses
- Use humor
- Use personification
Instead of…

“This waterfall averages 3,694,524 cubic feet per second in flow”.

Try…

“Over 4,000,000 bathtubs full of water go over the falls every hour”.

Instead of…

“Saw palmetto berries were eaten by Native Americans but were not favored by European settlers.”

Try…

“Early explorers described the taste of saw palmetto berries as ‘rotten cheese dipped in tobacco juice’. Is it any wonder they considered it a survival food only? I have tried it myself and can tell you the description is accurate!”.
Instead of…

“This is *Ophisarurus attenuatus*.”

Try…

“This species name literally means ‘thin, weak snake lizard’ – we know it as the Slender Glass Lizard. Like glass, the tail breaks off easily when handled, but can grow back.”
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Storytelling is a powerful interpretive tool.

Inform. Engage. Inspire!

You Are Yoda!
Thank You!

Remember your tips!