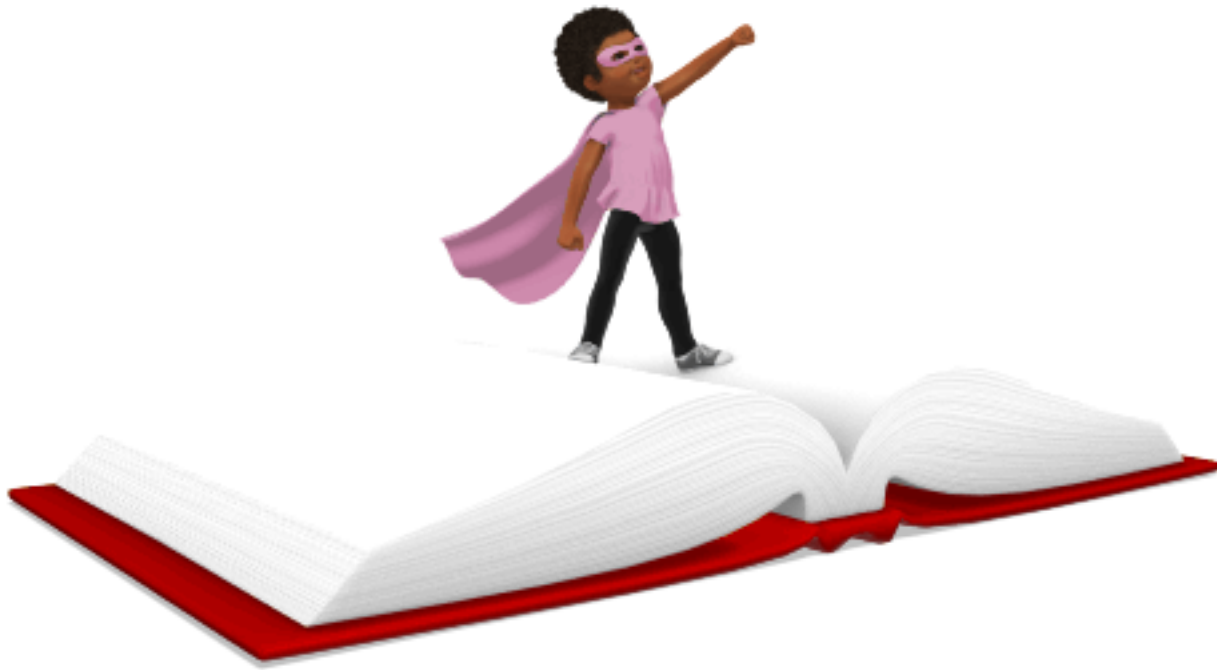


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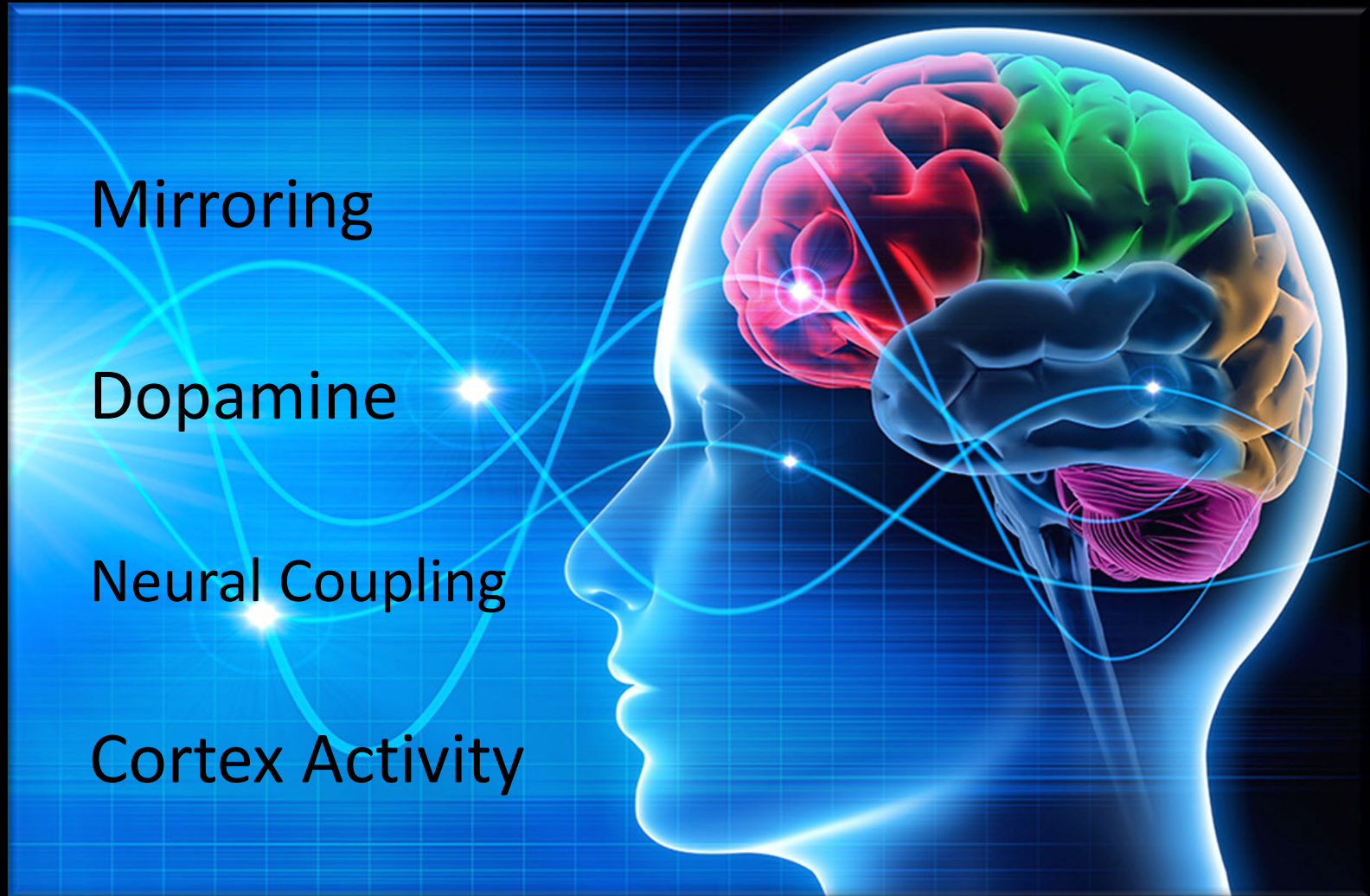
The Power of Stories



What's the story?



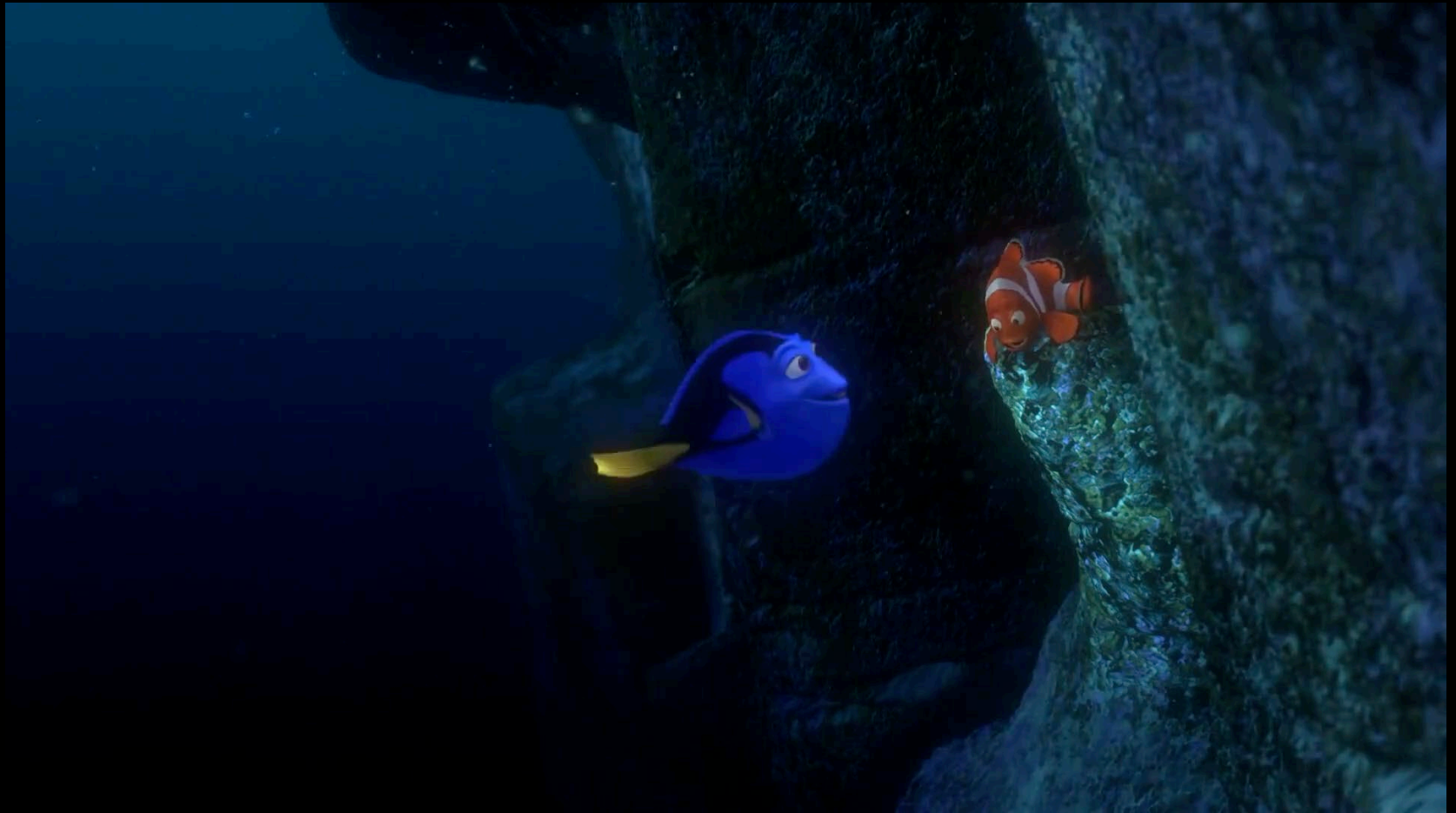
Our Brain is Wired for Stories



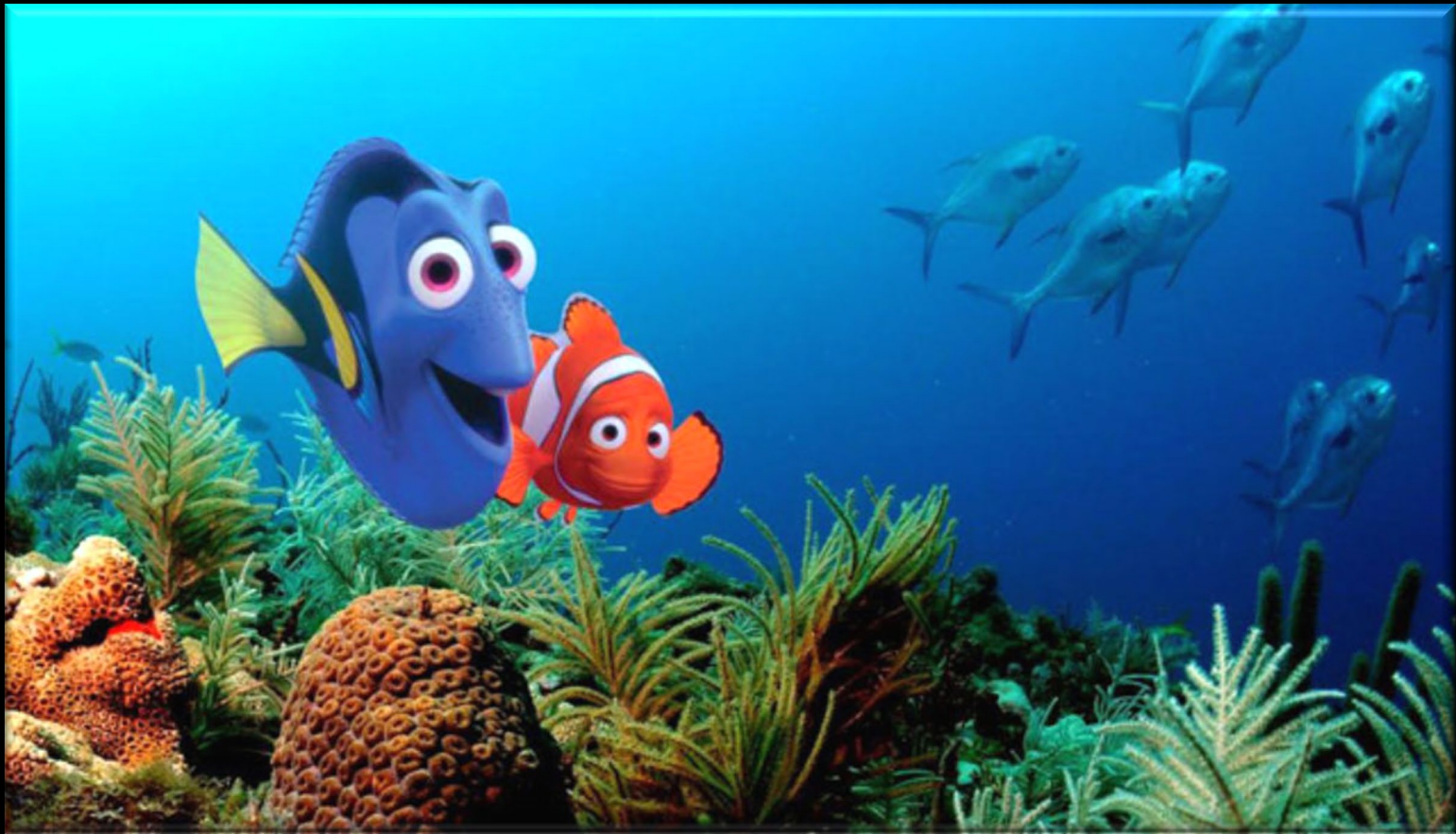
Pixar



Disney · PIXAR
**FINDING
NEMO**



The Pixar Framework



The Pixar Framework



Once upon a time there was...



Every day...



One day...



Because of that...



Because of that...



Until finally...



The Pixar Framework



Once upon a time there was a fish named Marlin that was protective of his son named Nemo...



Every day he warned Nemo that the ocean was full of danger...



One day to rebel against his dad Nemo ignored the warnings and swam into the sea...



Because of that he was captured by a diver and ended up in a dentist's fish tank...



Because of that Marlin enlisted other sea creatures to find Nemo...



Until finally he found Nemo and learned that love depends on trust



The Pixar Framework



Once upon a time there was... [DESCRIBE THE PROBLEM]



Every day... [WHY CURRENT SOLUTIONS FAIL]



One day... [YOUR SOLUTION]



Because of that...[WHY YOUR SOLUTION IS SO MUCH BETTER]



Because of that...[YOUR TRACTION]



Until finally...[THE MARKET YOUR CAPTURING]



Storytelling Exercise



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