

Why Storytelling is Essential

Stories are a lot like The Force—they bind us together. A good story well told is a powerful tool. Powerful enough to change our attitudes, our behaviors—even our beliefs. When you tell a story, you're creating a strong emotional connection with your audience, and if there's one thing we all need right now, it's connection.

The neuroscience behind stories' effects on our brains has been [well documented](#). Stories release oxytocin into our blood, which aids memory recall and also increases how much the audience cares about the subject.

What's that mean in a business setting?

Well, our businesses are built on relationships, and a good story can kickstart a new relationship into high gear. Storytelling is the fastest way to convey complex information, so when you're introducing someone new to who you are and what you can do for them, telling them a story will help them "get it" that much faster.

As we find ourselves separated from our customers by video conference calls, what would find more effect: Yet another PowerPoint presentation listing dry facts and features of your products and services, or a compelling story about the time you swooped in and saved the day for one of your clients?

Storytelling reinforces the relationships we have with established clients, too. If you give someone a story they can identify with, then you'll help them connect with your brand identity.

And it's not just your customers that benefit from the power of storytelling. The story behind the founding of your business is a strong foundation on which to build your company culture, increasing employee commitment and helping new employees on board faster and with more success.

Now more than ever, our customers are craving a connection with not just the people but also the brands and companies in their lives, and if you want to foster those connections and build on the relationships, the best way to approach them is with a good story.

