

WWW.DAVIDJPPHILLIPS.COM

# THE MAGICAL SCIENCE OF STORYTELLING



Significant object





\$62,95



6258%

\$129

\$8000







\$11.5 billion







SENSES

## OUR SENSES

Sight

Taste

Hearing

Touch

Smell

Pressure

Itch

Temperature  
Muscle tension

Pain

Balance

Thirst

Hunger

Time



# Metaphors / Parables

## DEFINITION

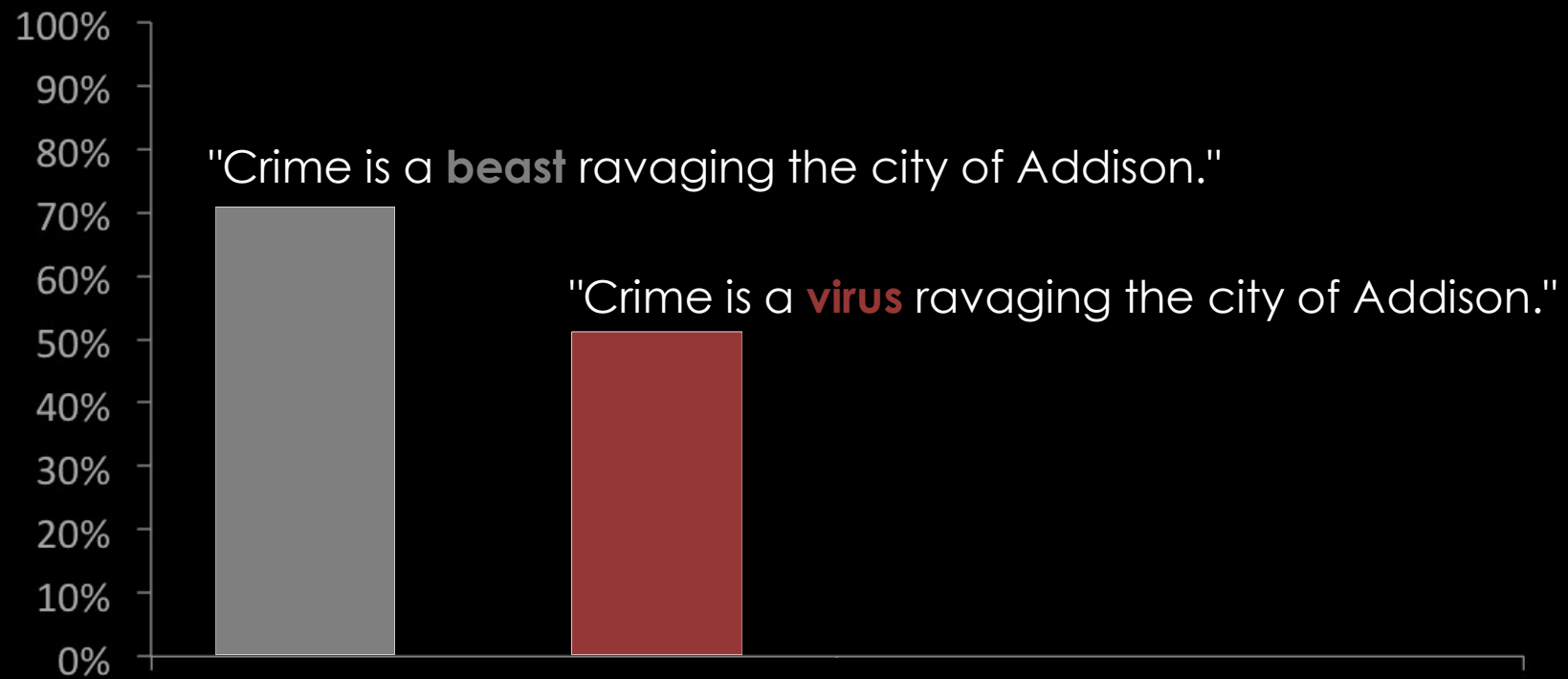
*“Metaphors are used to say that one thing is another thing”*

## DEFINITION

*"Parable is to say that one thing is like  
the same as another"*



## THE STUDY



# Exercise 1

Describe a technical concept for your colleague  
with the help of metaphors and parables.

## Exercise 2

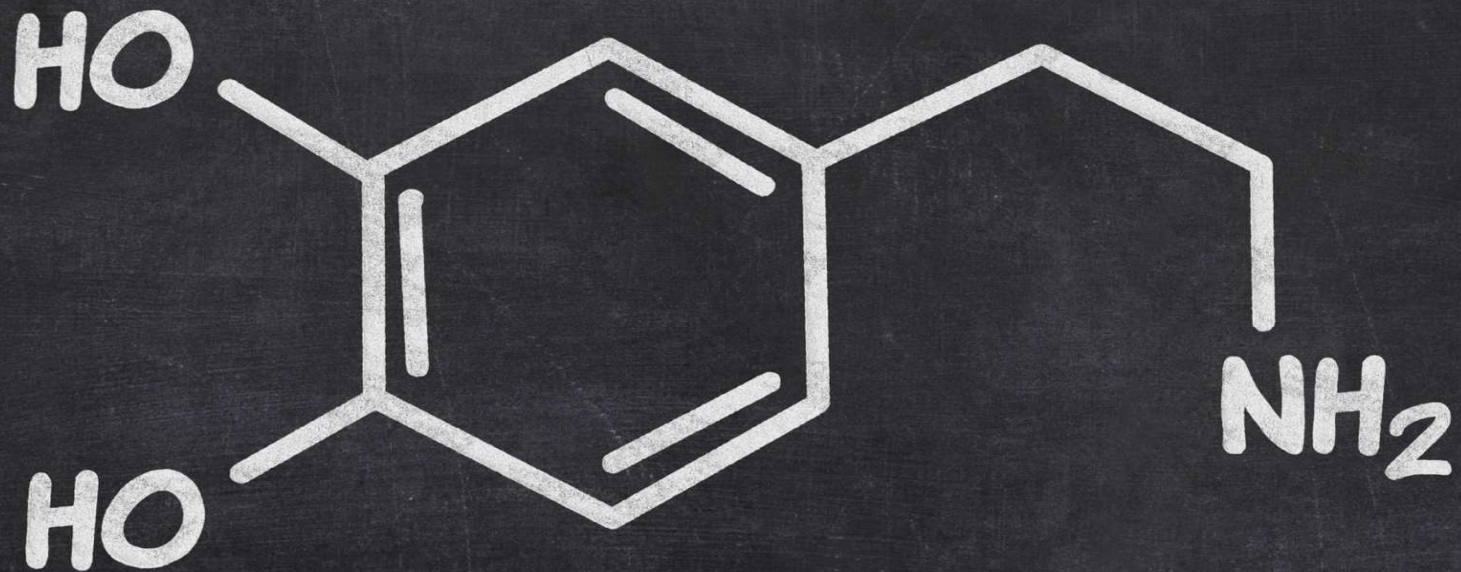
Select a location and describe it to your colleague.



# HORMONES



# Dopamin





Effects

Focus  
Motivation  
Creativity  
Memory



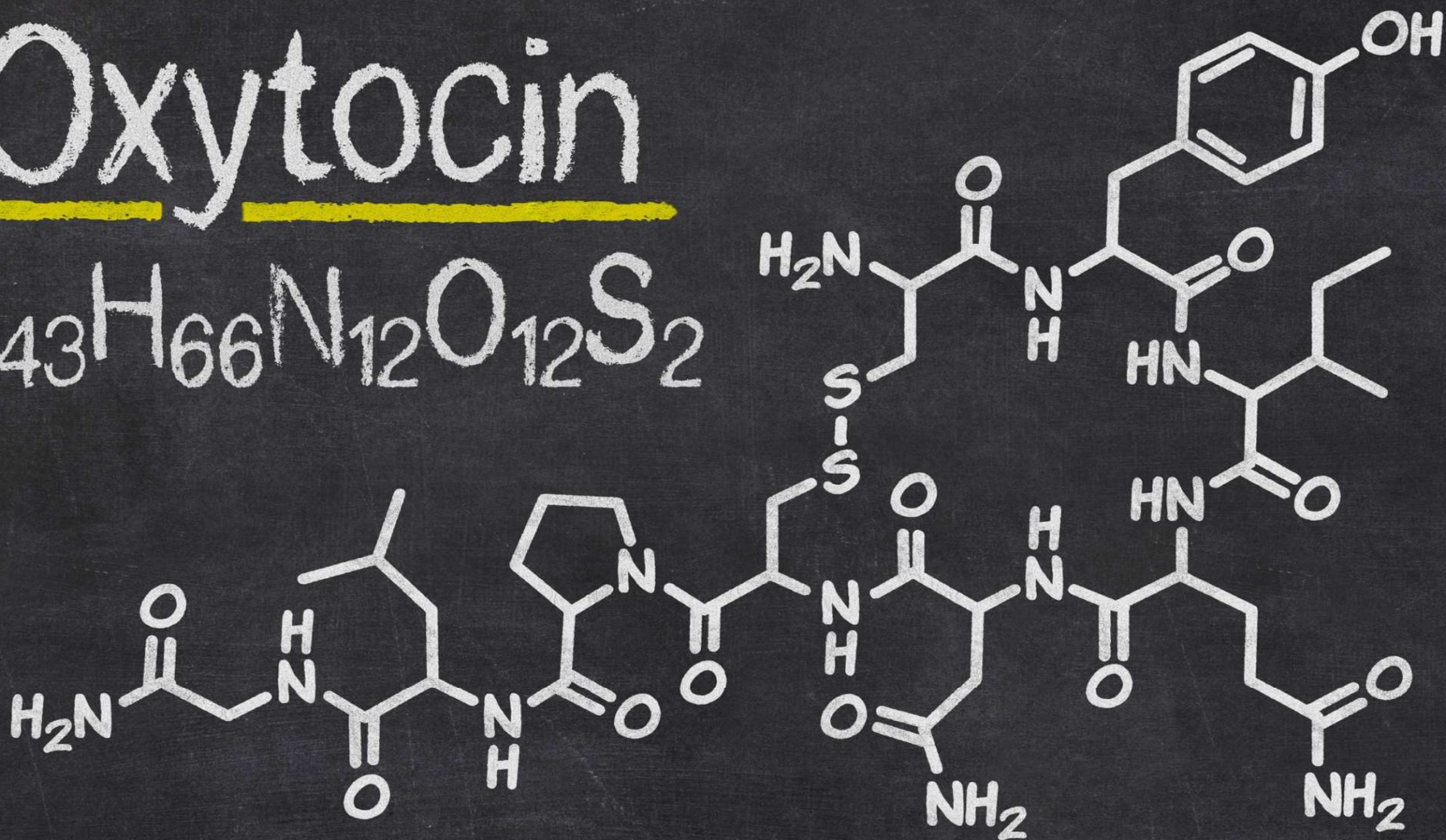


Tips

Suspense  
Anticipation  
Cliff-hangers



# Oxytocin

$$\text{C}_{43}\text{H}_{66}\text{N}_{12}\text{O}_{12}\text{S}_2$$




Effects

Generosity  
Trust  
Bonding





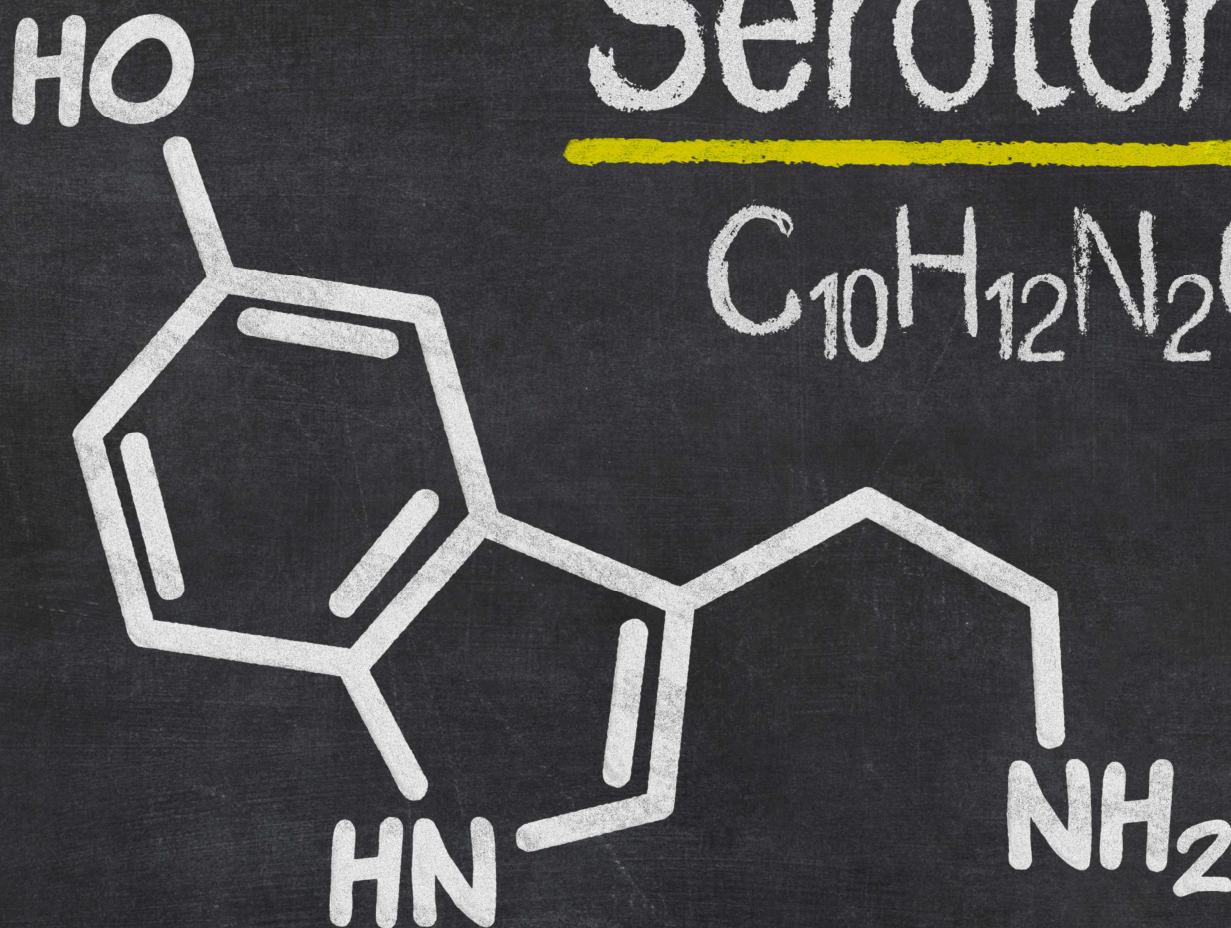
"New Volvo XC 60 Commercial" clip from "Youtube.com" provided courtesy of Volvo cars."

Tips

# Empathy Setbacks/Success



# Serotonin





Effects

Accepting  
Benevolent  
Self esteem

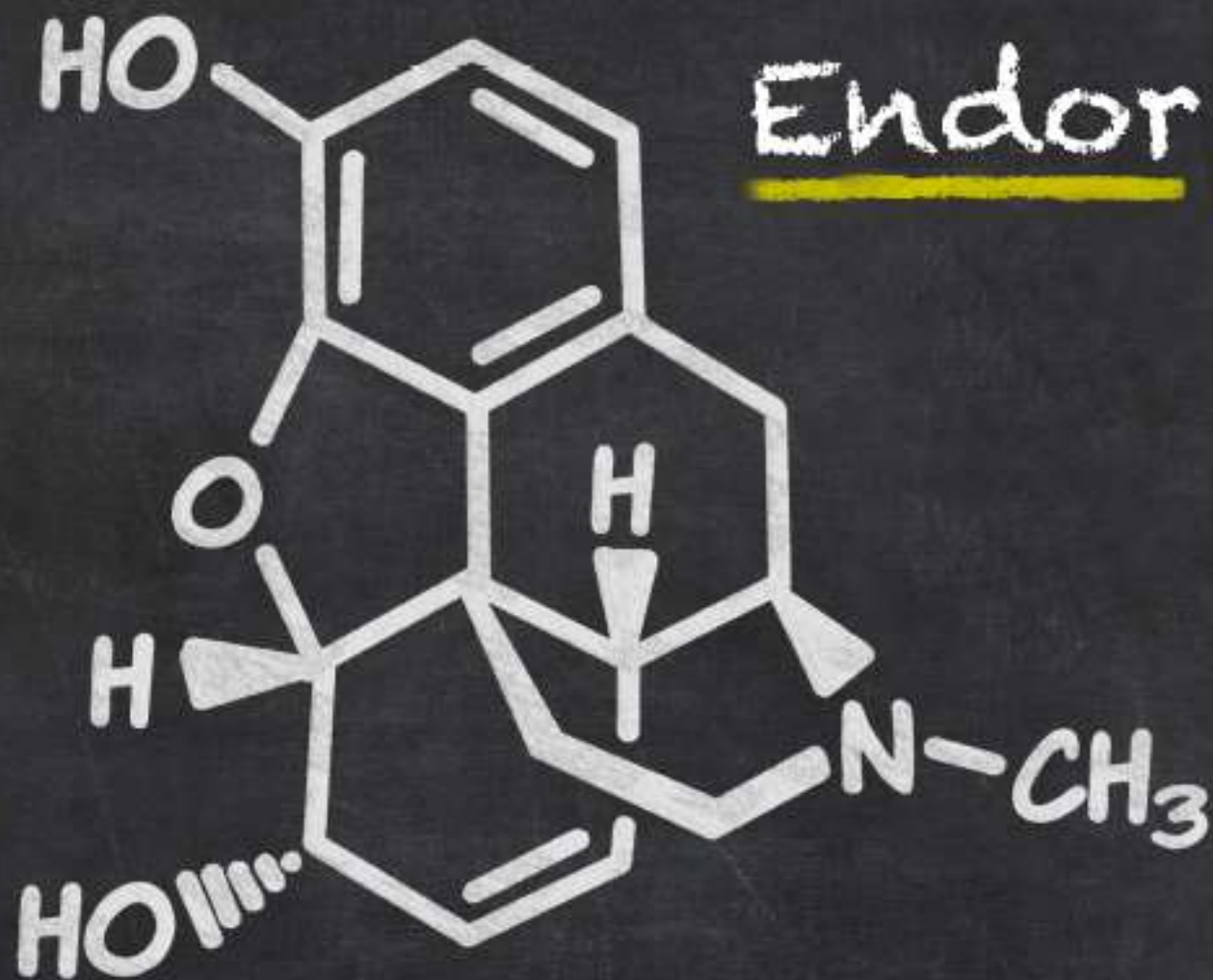




Tips

Proud  
Happiness  
Success  
Social status

# Endorphin





Effects

Positive  
Open  
Less critical





"Bride Gets the Giggles" clip from "America's Funniest Home Videos" provided courtesy of Vin Di Bona Productions."



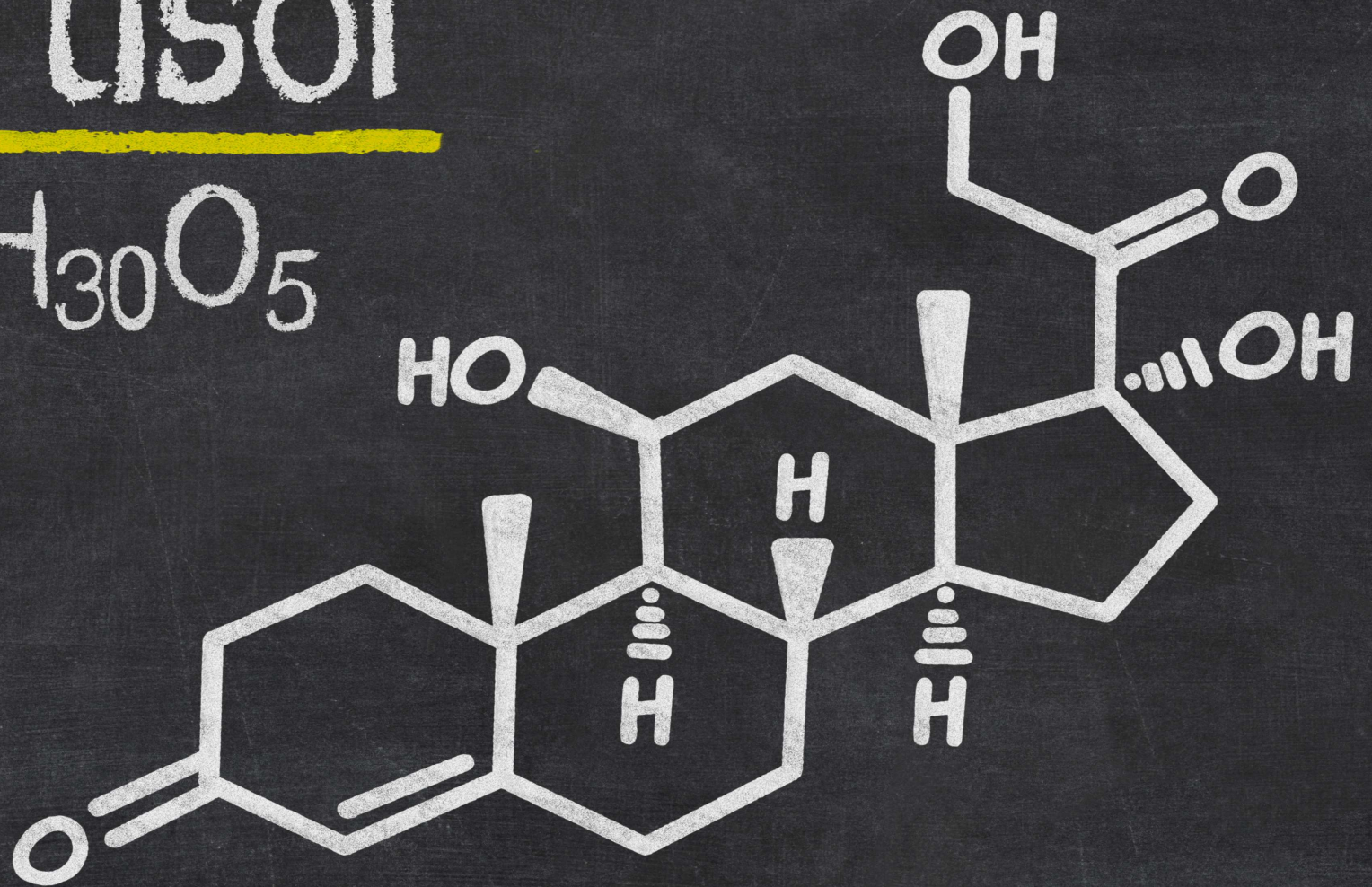
Tips

# Laughter





# Cortisol





Intolerant  
Irritated  
Lack of fantasy  
Critical  
Reduced memory  
Worse decisions





Motivated

Relaxed

Generous

Trusting

Bonding

Positive

Creative

Calm

Better memory

Better decisions





## Exercise 3

Develop Exercise 1 with:

Stimulate 5 senses

Describe your feelings

Describe your physical phenomena  
(saliva, tears, stupid veins, vomiting)



# STRUCTURE





## Exercise 4

Develop exercise 1 & 2 with:

Structure



DELIVERY











## Exercise 5

Add voice usage, gesture, drama to your story or choose a new one and practice it if you want.



250 000





27 000



# 3 500





# 28

## Result-Driven Design

- Robust 24/7 deliverables to end users
- Client focused value-added best practices
- Scalable enterprise wide benchmarks
- Mission-critical best of breed cutting edge knowledge bases





3000000

2500000

2000000

1500000

1000000

500000

0



