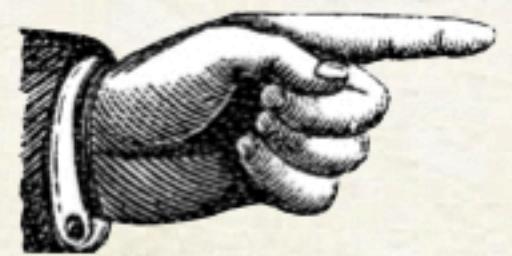


*THE*  
APPLIED SCIENCE  
*&*  
BEWITCHERY  
*of Storytelling*

# THE ABT

AND

Start here



BUT

THEREFORE

THE  
APPLIED SCIENCE  
&  
BEWITCHERY  
*of Storytelling*

# THE FIVE PRIMAL ELEMENTS TO STORY



When



Where



Who



What



Aha

# MEDELA MOMENTS

Build Trust



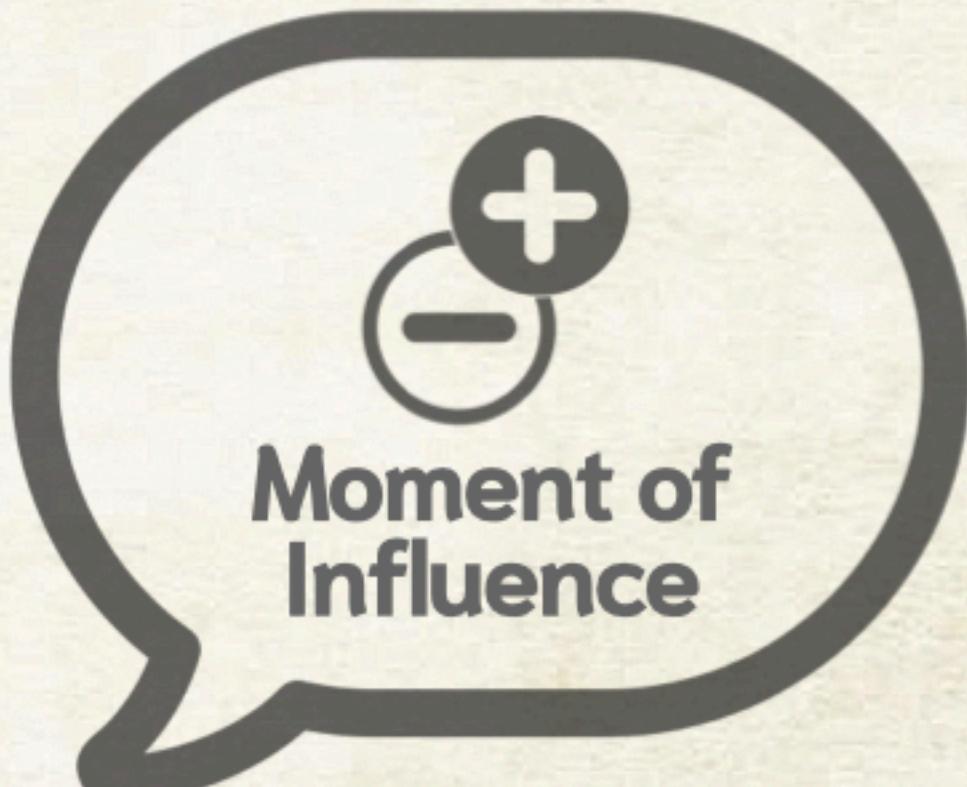
Moment of Connection

Convey Expertise



Moment of Insight

Overcome Objections



Moment of Influence

Celebrate Outcomes



Moment of Success

# THE APPLIED SCIENCE AND BEWITCHERY OF STORYTELLING™

## ACT I SETUP

Focused theme:

This **AND** this.....

Story structure:



When

Where

Who

## ACT II PROBLEM

**BUT** then that....



What

## ACT III RESOLUTION

**THEREFORE**....



Aha

Your stories:



Moment of  
Connection



Moment of  
Insight



Moment of  
Influence



Moment of  
Success

the business  
of Story

# MEDELA MOMENTS

Moment of Connection



Moment of Insight



Moment of Influence



Moment of Success



Patient Experience



Administrative Freedom



Therapy Confidence

<p><i>That time when...</i></p>	<p><i>That time when...</i></p>	<p><i>That time when...</i></p>
<p><i>That time when...</i></p>	<p><i>That time when...</i></p>	<p><i>That time when...</i></p>
<p><i>That time when...</i></p>	<p><i>That time when...</i></p>	<p><i>That time when...</i></p>
<p><i>That time when...</i></p>	<p><i>That time when...</i></p>	<p><i>That time when...</i></p>