



POWER of STORY

with **MAGDA PECK**

CREATE YOUR STORY



TA & SUPPORT CENTER
NICHQ
National Institute for Children's Health Quality

HELLO, MY NAME is
SUNNY

WHAT'S the STORY of your NAME

BE HEARD

Agreements of STORYTELLING

- WONDER & CURIOSITY
- NO JUDGEMENT
- LET a STORY BREATHE: TAKE TIME



HUMANIZING the NUMBERS

LIVED EXPERIENCE

EVERYTHING is POSSIBLE

MAKE SENSE of the DATA



HACKING BRAIN HARDWIRING
PEOPLE LOVE a GOOD COMEBACK and TRIUMPH

YES!

TATTOOs are STORIES
ASK to LEARN

WE TELL STORIES to CHANGE the NARRATIVE

KNOW YOUR ANCHOR STORY



BE a MASTER of STORYTELLING with

STRATEGY

