

WHY STORY?

? RELIANT. ?

Introduction

- Zachary Leighton
- Founder & Principal Creative



“Storytelling is the most powerful way to put ideas into the world.”

- Robert McKee -

Origin



C.S. Lewis
Author & Theologian



Joseph Campbell
The Hero's Journey



Dan Harmon
Writer and Producer



Jonah Sachs
"Story Wars"



Christopher Vogler
"The Writer's Journey"



Simon Sinek
"Start With Why"



Carl Jung
Jungian Archetypes



Dr. Curt Thompson
Medical Director of New story

PROCESS

HIERARCHY

What story is NOT.

TO TELL A STORY WELL, WE NEED A PROPER DEFINITION.

CHRONOLOGY

JOURNEY

NARRATIVE

PROCESS

HIERARCHY

CHRONOLOGY

JOURNEY

NARRATIVE

What is a story?

“Conflict Changes Life.”

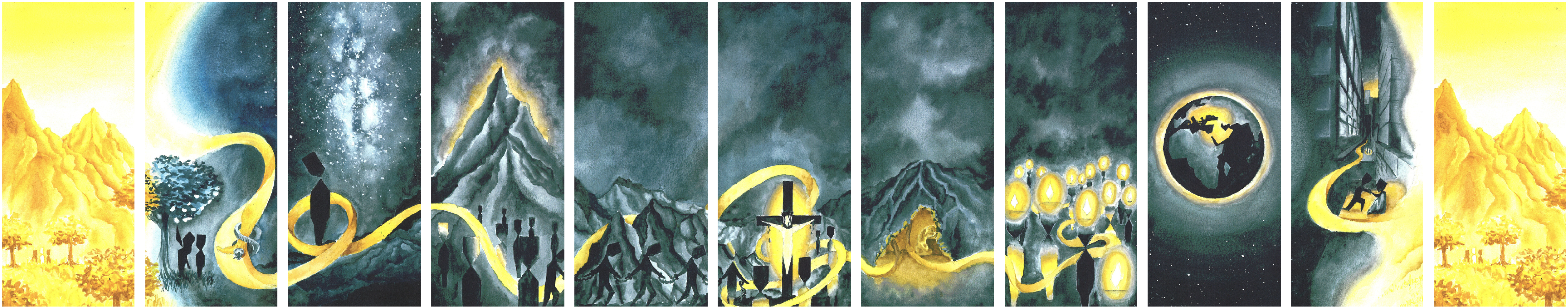
- Robert McKee -



The Printing Press

Artist Unknown

God's Redemptive Story



The Story of Scripture
Ingrid Bouma - c. 2020

Storytelling

The Bible is full of commands to testify of all that He has done.

REVELATION 12:11

And they have conquered him by the blood of the Lamb and by the word of their testimony, for they loved not their lives even unto death.

1 TIMOTHY 6:12

Fight the good fight of the faith. Take hold of the eternal life to which you were called and about which you made the good confession in the presence of many witnesses.

ACTS 22:1-21

Paul gives his testimony.

ACTS 26:1-32

Paul gives his testimony again.

ACTS 4:33

With great power, the apostles were giving testimony to the resurrection of the Lord Jesus, and great grace was on all of them.

ROMANS 10:17

So faith comes from what is heard, and what is heard comes through the message about Christ.

JOHN 4

The story of the Woman at the Well.

1 PETER 3:15

...but in your hearts regard Christ the Lord as holy, ready at any time to give a defense to anyone who asks you for a reason for the hope that is in you.

RELIANT.

01

MRI scans reveal that when we read words like “perfume” and “coffee”, our primary olfactory cortex activates.

02

Individuals who frequently read fiction seem to better understand other people and display greater empathy.

03

When someone listens to a character-driven story, their brain immediately floods with oxytocin.

04

Our brain will ignore facts and figures - but will remember information gleaned from a story.

05

“The Hero’s Journey” story structure is the foundation for most Hollywood films and the majority of the most-watched TED talks.

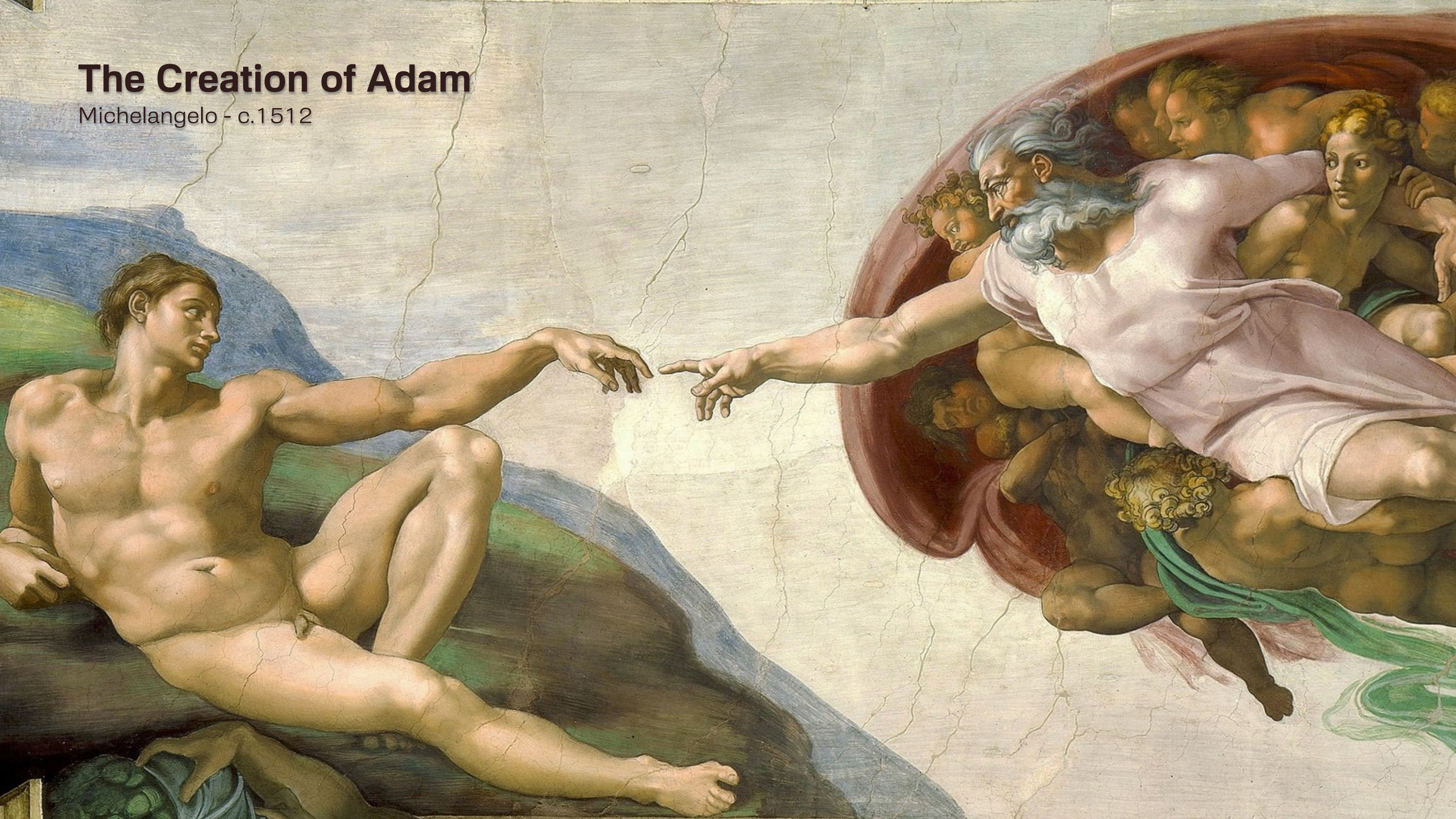
06

The hormone cortisol is released during the rising arc of a story, prompting a powerful emotional reaction even if the story is fictional.



The Creation of Adam

Michelangelo - c.1512



80%

**The world's population that
belongs to oral tradition cultures.**

≠

90%

**Christian workers use
literacy-based communication.**

12 KEY APPLICATIONS FOR STORYTELLING



“The process of reflecting on and telling others your story, and the way you experience others hearing it, actually shapes the story and the very neural networks it represents.”

- Dr. Curt Thompson -

“Marketing is no longer about the stuff that you make, but about the stories you tell.”

- Seth Godin -

Stories Inspire

“There are only two ways to influence human behavior: Inspiration and Manipulation.”

- Simon Sinek -

**“Storytelling is the most powerful
way to put ideas into the world.”**

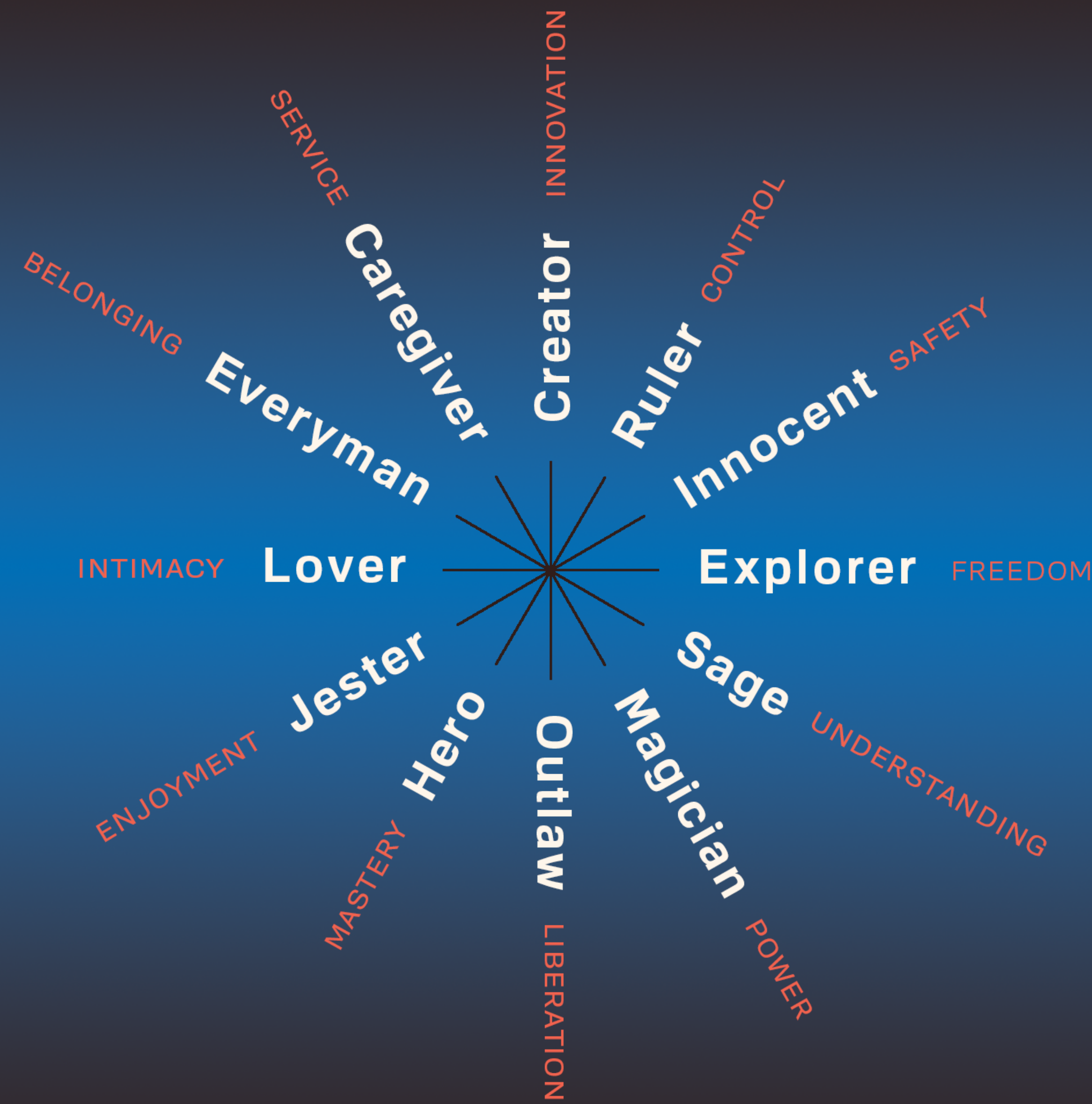
- Robert McKee -



Humans want to belong and shared beliefs allow us to feel that we belong.

The limbic brain = gut feelings that drive behavior

ARCHETYPES



CORE DESIRES

How can we provide **VALUE** to donors on a consistent basis without some sort of financial ask?

There is intrinsic value in connecting a donor to the story of a changed life.



Healing of the Man Born Blind

El Greco - c.1567

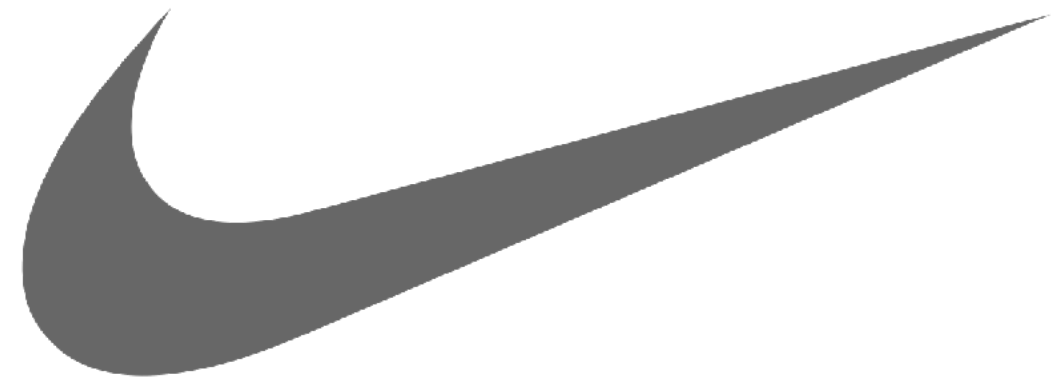


Interruption Marketing

VS



Value-First Marketing



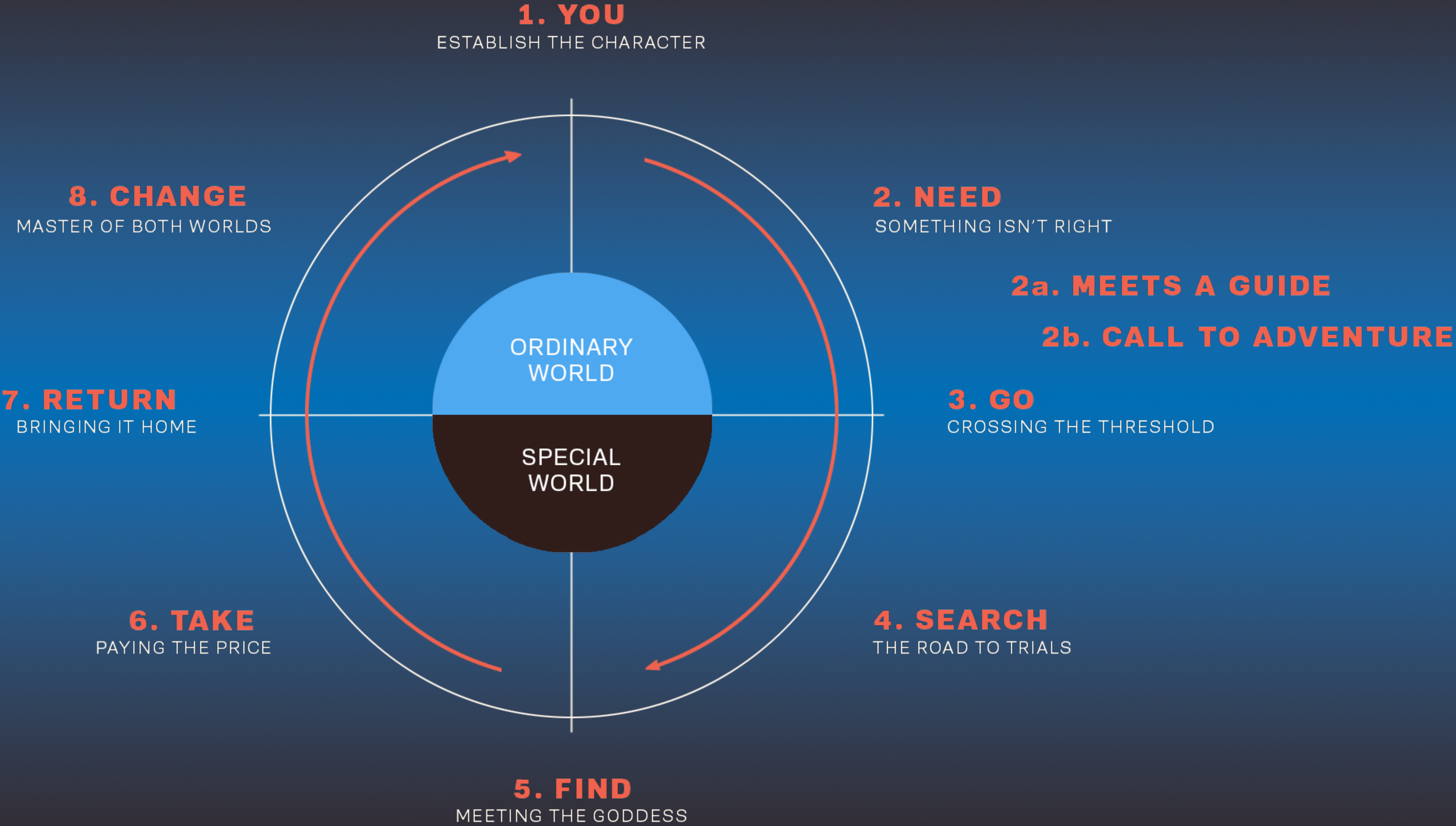
RELIANT.

**“Without some semblance of structure,
it’s not recognizable as a story.”**

- DAN HARMON -

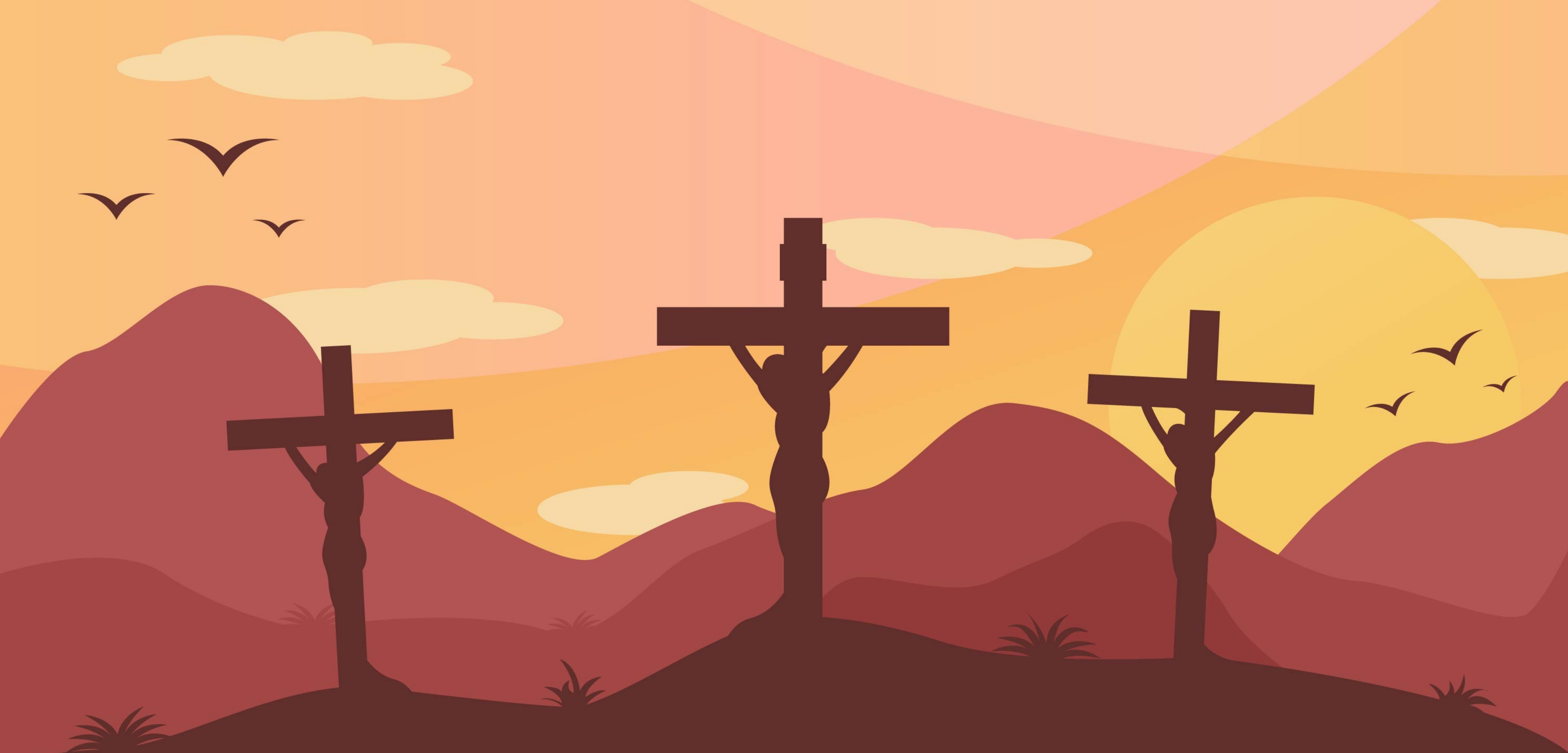
Dan Harmon's Story Circle

Revised version of The Hero's Journey



The Hero's Journey in the Bible





“CHRIST IS THE FULFILLMENT OF THE MONOMYTH.”

**“CHRIST IS THE FULFILLMENT
OF THE MONOMYTH.”**

- C.S. LEWIS -

You've heard it said,
“We all have a story to tell.”

I'm here to tell you,
“We all have countless stories to tell.”

If God is at work in every Christian's life, there is no end to the stories
we can tell that testify of His great love, and His transformational work in our lives.

A dramatic fantasy illustration featuring a massive, dark-scaled dragon with glowing orange eyes and a wide, fiery maw. The dragon is breathing fire, which illuminates the scene. In the foreground, a knight in full plate armor stands on a rocky outcrop, holding a sword and shield, facing the dragon. The background shows a hazy, mountainous landscape under a cloudy sky. The overall style is painterly and epic.

Dusan Kostic

Facing the Dragon

A tropical beach scene featuring several palm trees on the left, dark volcanic rocks in the foreground and middle ground, and waves crashing against the shore. The sky is filled with dramatic, colorful clouds in shades of blue, orange, and yellow, suggesting a sunset or sunrise. The text "Create Space & Abide" is overlaid on the right side of the image.

Create Space & Abide

Resources

Books

- Simon Sinek - “Start with Why”
- Joseph Campbell - “The Hero with a Thousand Faces”
- Jonah Sachs - “Story Wars”
- Carl Jung - Google Jungian Archetypes
- “The Hero and the Outlaw” - Margaret Mark and Carol Pearson
- Christopher Vogler - “The Writer’s Journey”

Videos

- Every Story is the Same - <https://youtu.be/LuD2Aa0zFiA>
- Dan Harmon Story Cycle - <https://youtu.be/-XGUVkOmPTA>
- Jonah Sachs Story Wars - <https://youtu.be/o69xW8wtBhk>
- Start with Why - <https://youtu.be/IPYeClXpxw>

Articles

- Jesus and The Hero’s Journey - <https://thecollision.org/the-one-true-myth-jesus-christ-and-the-heros-journey/>
- Moses and The Hero’s Journey - <https://everydayexiles.com/moses-and-the-heros-journey/>
- * [UGC is 35% more memorable](#)
- * [UGC gets 4x higher click-through rates](#)
- * [UGC results in 29% high web conversions](#)
- * [YouTube UGC gets 10x more views](#)
- * [41% of consumers only need between 1 and 4 UGC reviews to purchase](#)

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Helping the Church testify of all that Jesus is doing.



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THANK YOU!