

KATIE QUESADA



# Story School

How you tell stories matters

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# Stories Over Stuff



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# The Science of Storytelling

65% vs 5%  
Make it stick

Stories = oxytocin = empathy  
and the desire to cooperate

\* If you want someone to do something,  
you need to make them feel something.

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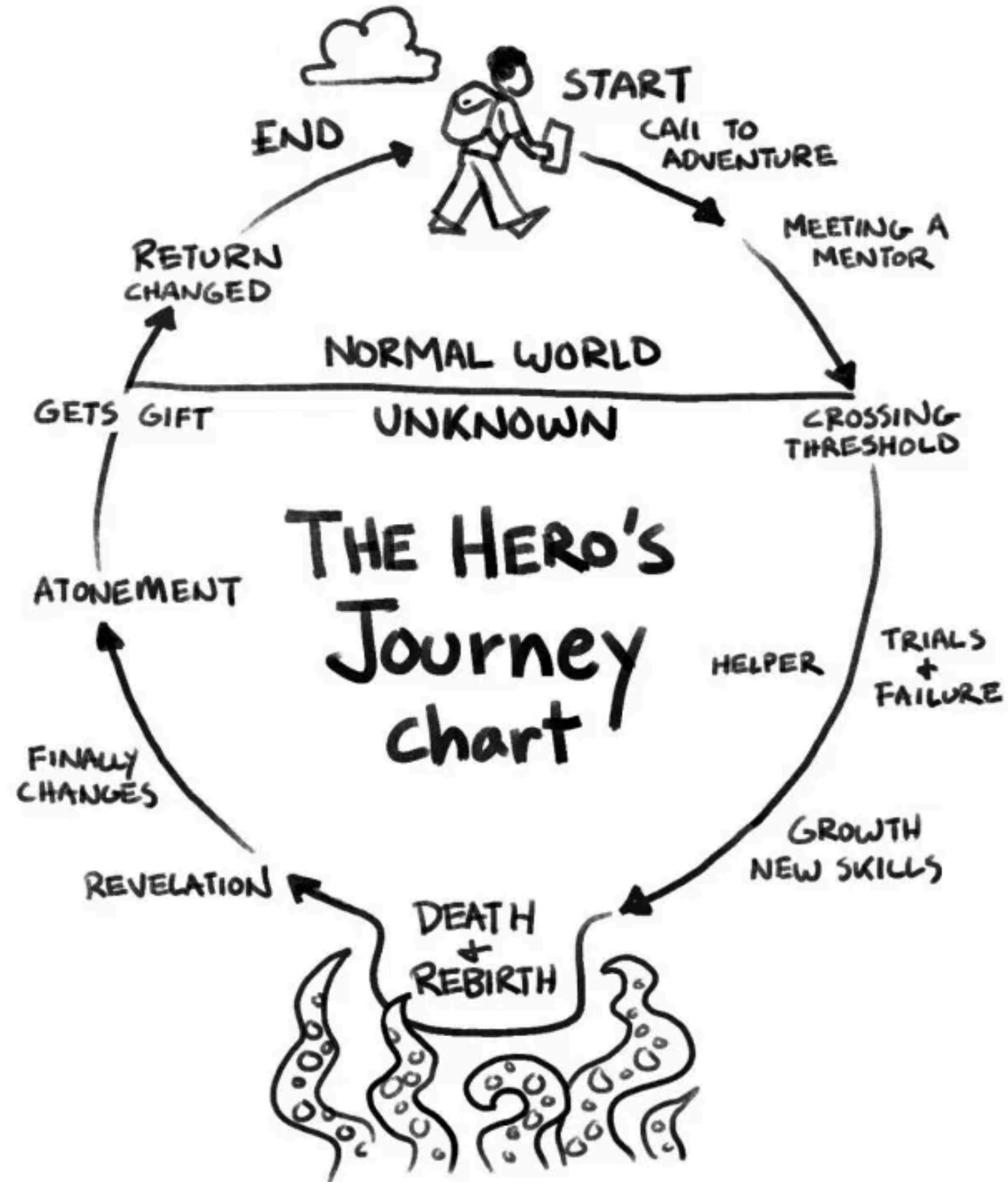
DeStory

vs

ReStory









# Micro vs Macro Storytelling

Moving from moments to meaning

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# Value Words

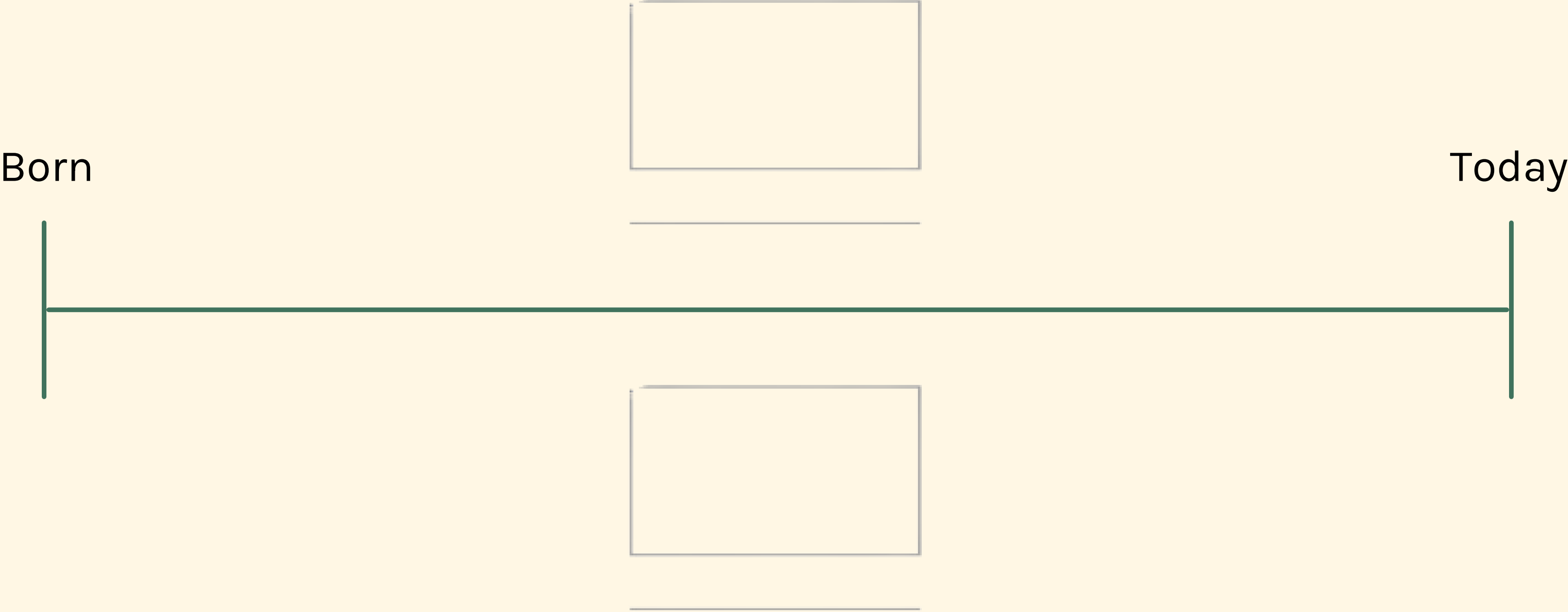
Authenticity  
Achievement  
Adventure  
Authority  
Autonomy  
Balance  
Beauty  
Boldness  
Compassion  
Challenge  
Citizenship  
Community  
Competency  
Contribution  
Creativity  
Curiosity  
Determination  
Fairness  
Faith

Fame  
Friendships  
Fun  
Growth  
Happiness  
Honesty  
Humor  
Influence  
Inner Harmony  
Justice  
Kindness  
Knowledge  
Leadership  
Learning  
Love  
Loyalty  
Meaningful Work  
Openness  
Optimism

Peace  
Pleasure  
Poise  
Popularity  
Recognition  
Religion  
Reputation  
Respect  
Responsibility  
Security  
Self-Respect  
Service  
Spirituality  
Stability  
Success  
Status  
Trustworthiness  
Wealth  
Wisdom



# Story Mapping



# The 3 C's of Storytelling

1

Context

2

Conflict

3

Conclusion



# Story Struggles

- Long Winded
- Circle Talker
- Too Little Info
- Negative Energy
- Too Much Data
- It's All Hunky Dory

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# Story Successes

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- Clear Context
- Riveting Conflict
- Value Based Conclusion
- Inclusive Storyteller
- Authentic Tone

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# Storytelling Homework

Mine, Refine, Remind

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What types of stories you should stop telling in 2025?

What new stories need to be told with your team and clients?

How can you Re-Story this past year?



# Time For Your Story

Before my time in my current role I thought...

But because of my work I have realized....

Our industry is changing because...

We will ride that wave of change by....

I love that I get to help people....



In an AI world, your  
human storytelling  
will be what makes  
all the difference.

Let's go tell better stories

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# Time To Hear From You



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