

### Breaking Through: Storytelling that Resonates



Park Howell President The Business of Story



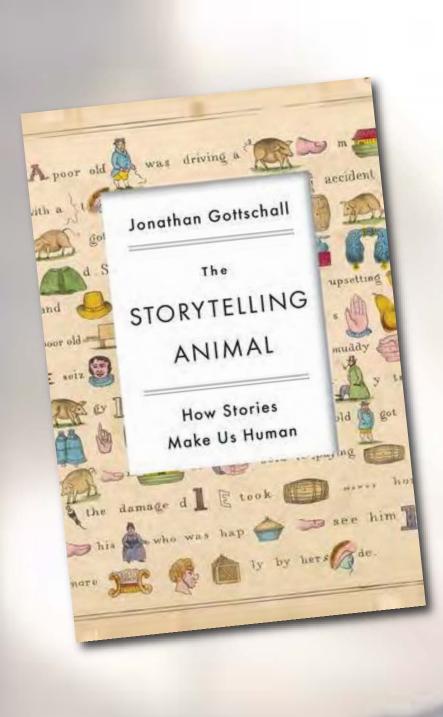


### The Magic of Moments

Park Howell









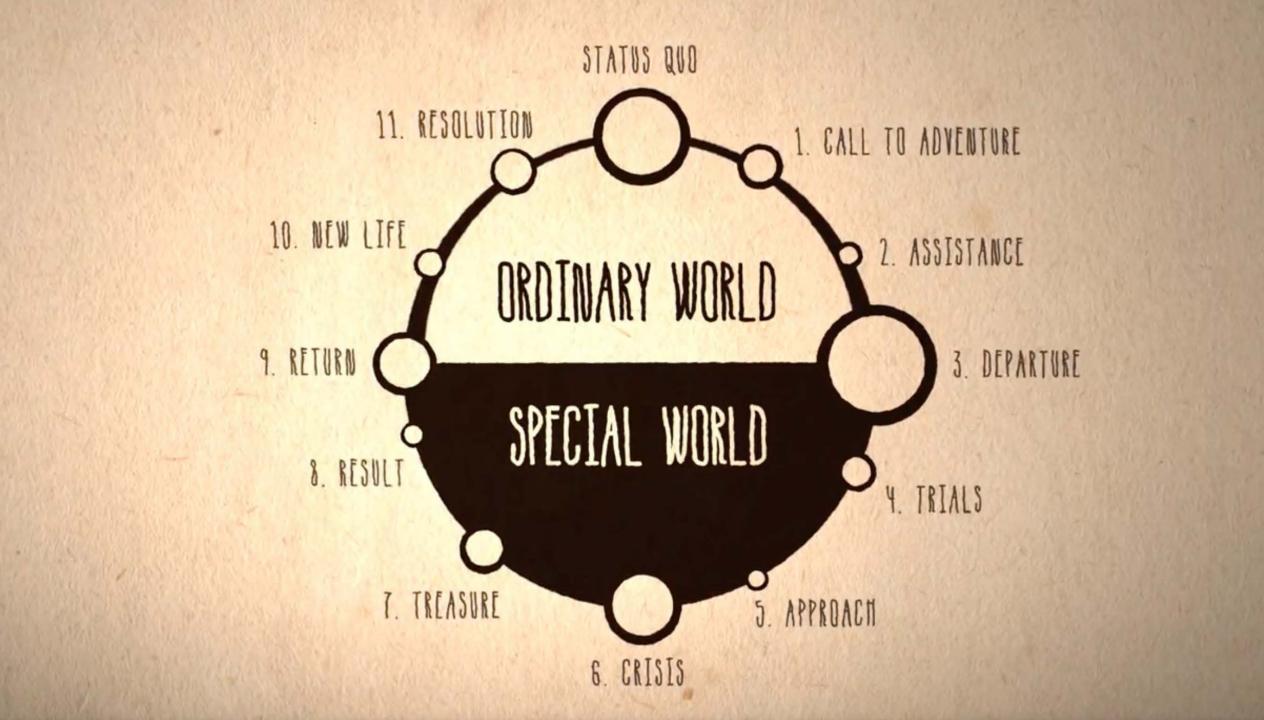
# Story is primal.



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### Call to Adventure The hero starts off in a mundane situation of normality from which some information is received that acts as a call to head off into the unknown.

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### Refusal of Call

Often when the call is given, the future hero refuses to heed it. This may be from a sense of duty or obligation, fear, insecurity, a sense of inadequacy, etc.

### Supernatural Aid Once the hero has committed

to the quest, consciously or unconsciously, his or her guide and magical helper appears, or becomes known.

### **Crossing First** Threshold

This is the point where the person actually crosses into the field of adventure, leaving the known limits of his or her world and venturing into an unknown and dangerous realm where the rules and limits are not known.

### Belly of the Whale The belly of the whale represents the final separation from the hero's known world and self. By entering this stage, the person shows their willingness to undergo a metamorphosis.

### Road of Trials

The road of trials is a series of tests, tasks, or ordeals that the person must undergo to begin the transformation. Often the person fails one or more of these tests, which often occur in threes.

### Meeting with the Goddess

This is the point when the person experiences a love that has the power and significance of the all-powerful, all encompassing, unconditional love that a fortunate infant may experience with his or her mother.



This step is about those material temptations that may Temptation lead the hero to abandon or stray from his or her quest.

### Freedom to Live

Mastery leads to freedom from the fear of death, which in turn is the freedom to live. This is sometimes referred to as living in the moment, neither anticipating the future nor regretting the past.

> Master of Two Worlds Achieving a balance between the material and spiritual (the inner and outer world).

### Crossing the Return Threshold

Retaining the wisdom gained on the guest, integrating that wisdom into a human life, and possibly sharing the wisdom with the rest of the world.

### Rescue from Without

Offentimes the hero needs a powerful guides to bring them back to everyday life, especially if the person has been wounded or weakened by the experience.

### Magic Flight

Sometimes the hero must escape with the boon. This can be just as adventurous and dangerous returning from the journey as it was to go on it.

### Refusal of Return

Having found bliss and enlightenment in the other world, the hero may not want to return to the ordinary world to bestow the boon onto his fellow man.

### The Ultimate Boon

The ultimate boon is the achievement of the goal of the quest. It is what the person went on the journey to get. All the previous steps serve to prepare and purify the person for this step.

### Apostasis

When someone dies a physical death, or dies to the self to live in spirit, he or she moves beyond the pairs of opposites to a state of divine knowledge, love, compassion and bliss.

### Atonement with the Father

In this step the person must confront and be initiated by whatever holds the ultimate power in his or her life. In many myths and stories this is the father, or a father figure who has life and death power. This is the center point of the journey.



SEPARATION



THE 17 STAGES

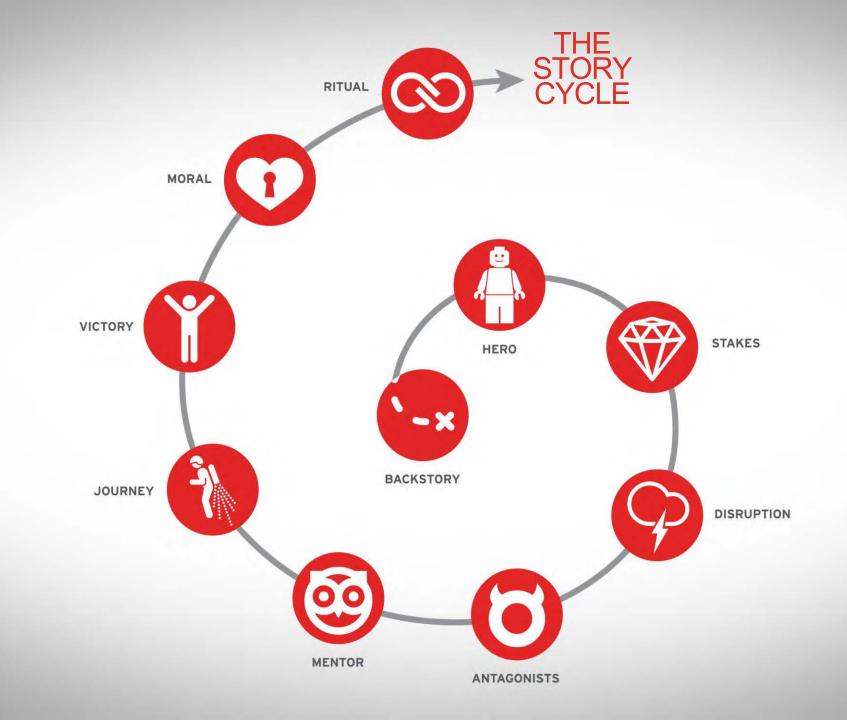
OF JOSEPH CAMBELL'S

MONOMYTH

INITIATION

RETURN





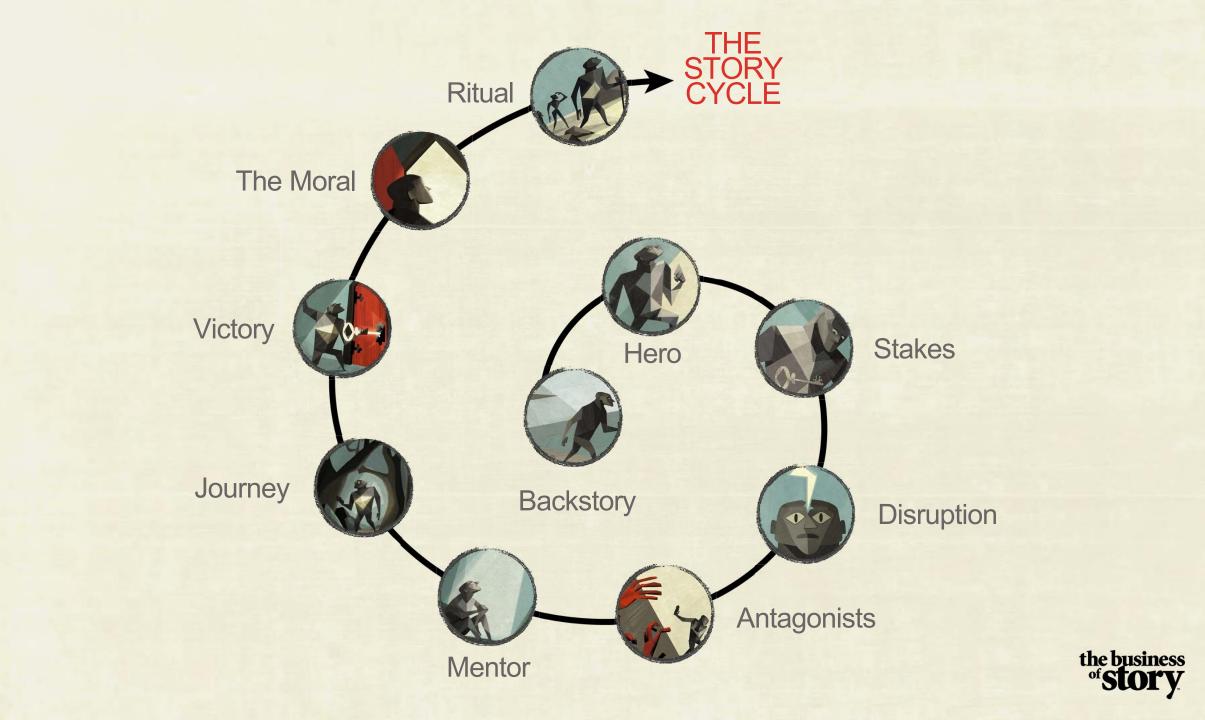
Story marketing is a strategic marketing approach that creates a brand experience through audio, visual and immersive storytelling whereby the customer becomes the center of the story to drive profitable engagement.

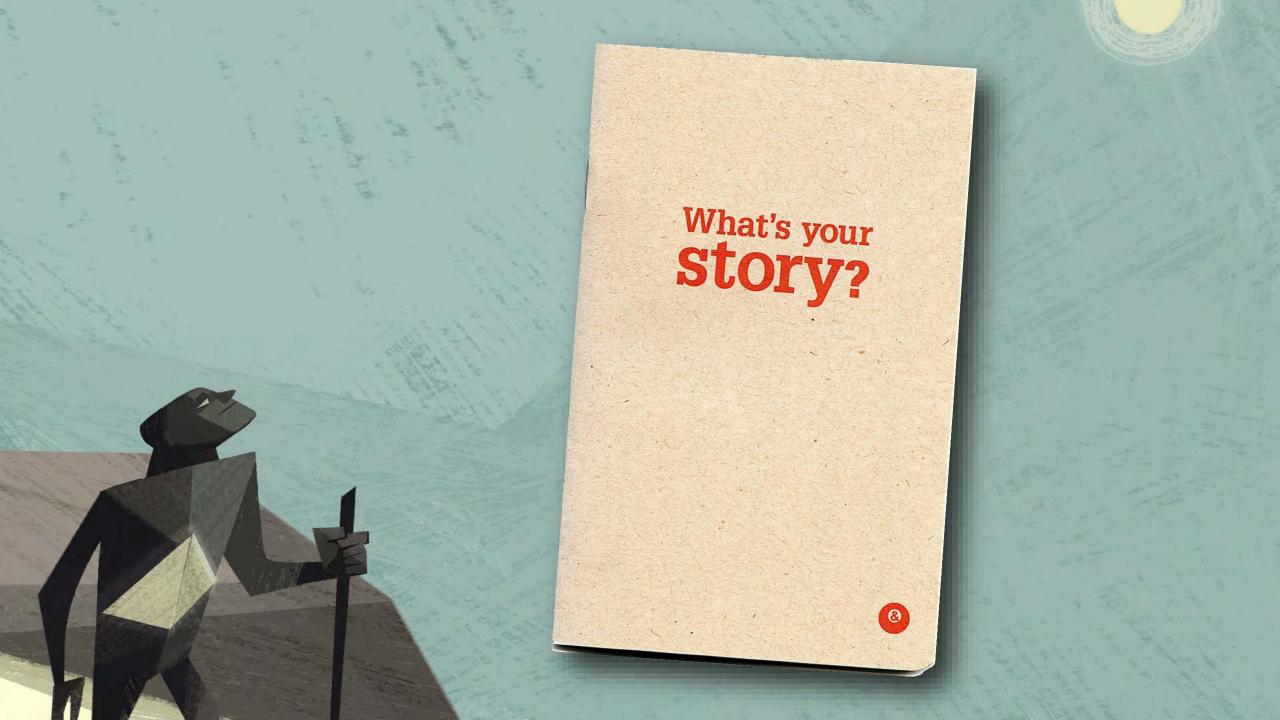
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### (Placeholder slide for story examples to come)







## Act I Set Up





## where in the world have you been?





### Who's Your Hero?



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### what's at stake?







### The Call to Adventure







## Act II Problem

### Conflict is the marrow of all stories.



## Villains, fog and crevasses





### Enter the mentor



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### the road of trials









### victory is at hand!



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## Act III Resolution

What does it all mean?



### The Moral of Your Story



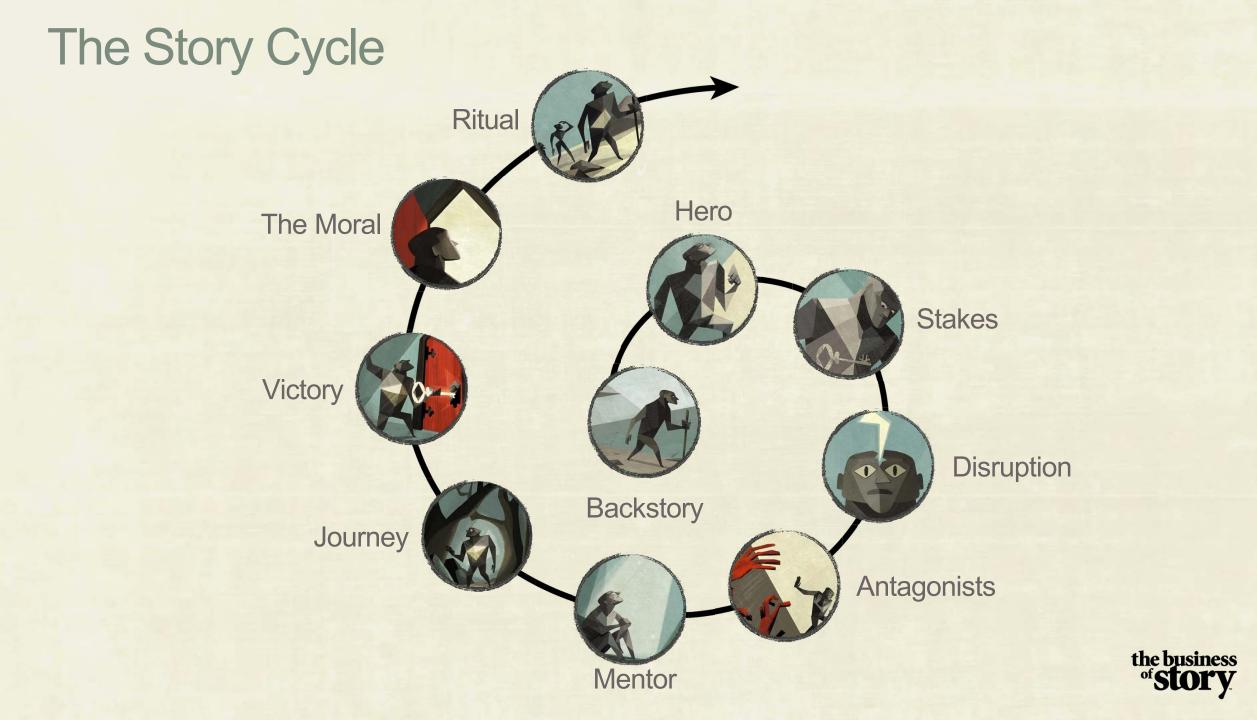




### To be continued...











The most potent story you will ever tell is the story you tell yourself. Make it a good one.

