

The Power of **Your Story**

JUST BLOOM

We study the neuroscience of creativity.

We pioneer a narrative theory of creativity called **Storythinking.**



Storythinking

Thinking in terms of:

Character

World

Plot

Narrator



Storythinking

boosts:

- Deep brain creativity & innovation
- Emotional and psychological resilience
- Optimism and self-efficacy.

Two Myths About Story



Myth

Story is for
communicating to
others

Two Myths About Story



Truth

The most important
story is the one we
tell ourselves

Two Myths About Story



Myth

Story is ultimately for marketing

Two Myths About Story



Truth

The most powerful version of a story is always the true one

The most powerful stories are the true
stories we tell ourselves about
ourselves

These are the stories we're losing
to our modern world





I'm here to propose
an antidote... and
ask you to join the
resistance

Your task?

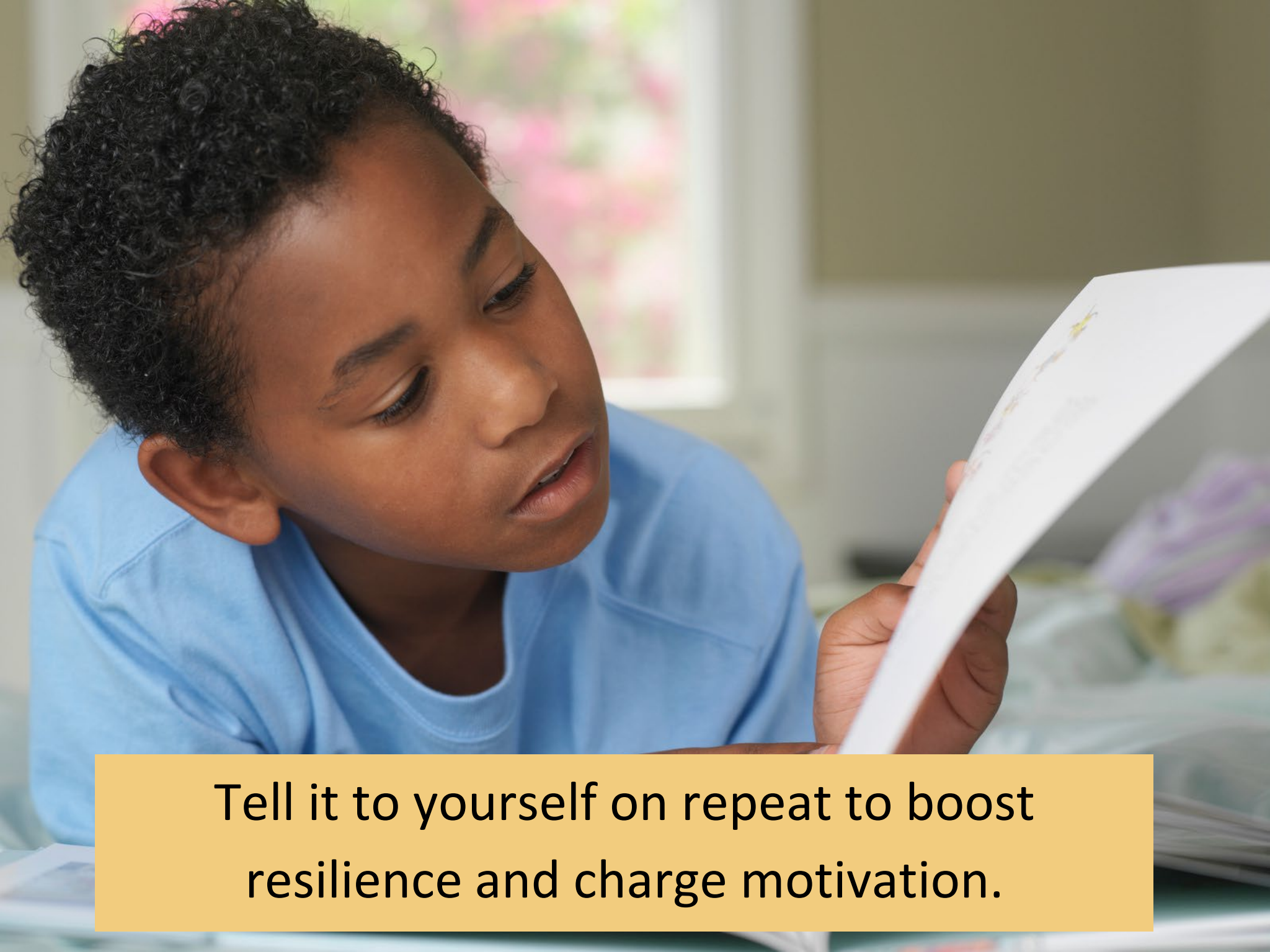
Find **your** unique story.

And play it on repeat in your mind.

Tell yourself a story that your brain
knows as **true** completely.



The most powerful versions of these stories are ones in which you surprised yourself by overcoming an unexpected challenge.



Tell it to yourself on repeat to boost resilience and charge motivation.

Mark those wonderful small
moments for children



**Don't tell your story to others, instead
encourage them to find their own**



Find your story:

- Make a list of moments of positive change in your life.
- What external prompts or challenges that motivated that change?
- What was your internal response?

Craft your story:

I am the person who....when

OR

When..., I am the person who....

This is your own personal well of resilience and
creativity.

Hold it dear
Call it up and visit it often

Your story
is the most powerful story.

Questions?
Please feel free to contact us!

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