The Power of Your Story
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 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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