



UHUBS PRESENTS  
**TECH WEEK SPECIAL:  
THE POWER OF  
STORYTELLING**

With **Hasan Kubba**

Tuesday 8th October  
18:30 - 20:00  
Birmingham Tech Week

# Who am I?





Employee 2013



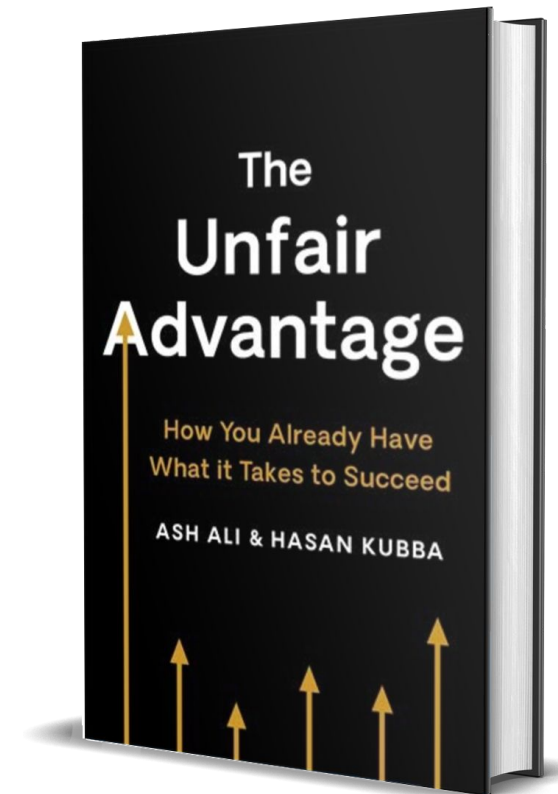
Lifestyle Startup Founder 2016



Signing book deal 2018



Giving TED Talk 2019



Book out in Jan 2020  
Available for Pre-Order Now

# What will you learn today?

1. Why stories are so powerful
2. What makes a story great?
3. How to tell engaging stories



# **#1: Why Storytelling is so Powerful**



**Humans did not write until  
around 3,200 B.C.**

**So how did we pass on  
knowledge before then?**

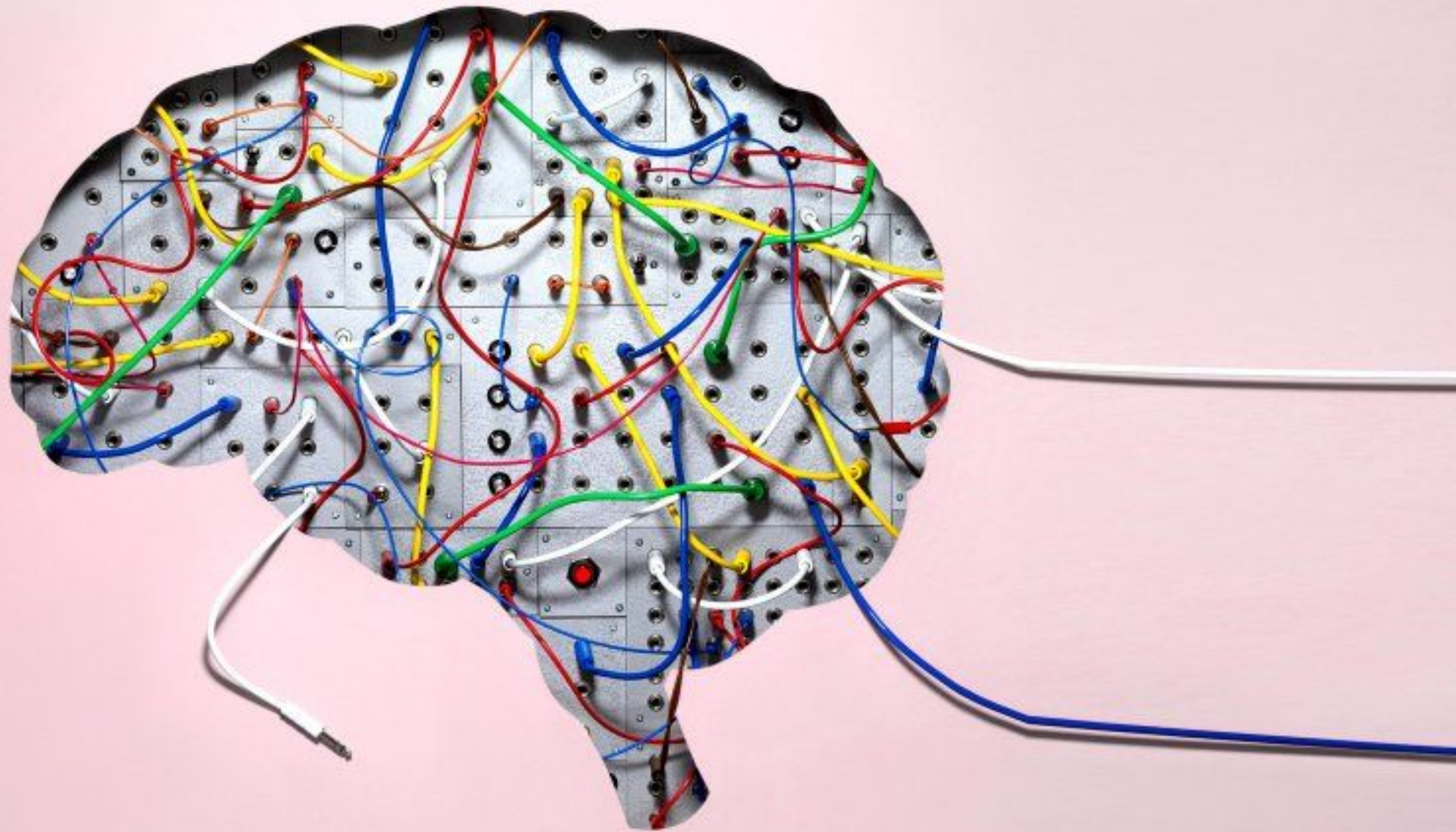
# Stories = Information



**But information can be  
boring**



**Story is 22 times more  
memorable than facts  
alone.**



**Stories aren't just nice.  
They are wired into our brains.**

**Story triggers two important chemicals in the brain:**

**1. Dopamine (excitement and engagement)**

**2. Oxtocin (connection and trust)**

**STORIES**

**STORIES EVERYWHERE**

# Exercise: What is your 1 minute story?

(What story would you tell about yourself in a job interview or when pitching to investors?)

**Any  
questions?**

## #2: What Makes a Story Great?



**“I can see”**

Not a story.

**“I once was blind, but  
now I can see”**

Tell me more!





**Gentlemen, you had my curiosity.  
But now, you have my attention.**

# What do good stories have in common?



**Answer:**

**TRANSFORMATION**

# Remember this...?



# Exercise: Your Transformation

“I once was \_\_\_\_\_  
But now I am \_\_\_\_\_”

# What Else Makes a Story Great?



# Conflict

**(Overcoming odds and slaying dragons)**



**There always needs to be a villain.**

**Could be external, or internal.**

# What Else Makes a Story Great?



# Cause and Effect.

**“The King died and then  
the Queen died”**

Boring story.

**“The King died and then  
the Queen died, of grief”**

Fascinating story



Replace ***ands*** with either  
***buts*** or ***therefores***.

- Trey Parker, co-creator of South Park

# #3: How to tell engaging stories

**Tip:** Increase **Contrast**

**Ups**

**Day**

**Life**

**Downs**

**Night**

**Death**

# Raise the Stakes



# Use Metaphor

In March, we  
made a lot of  
sales

In March, we  
had an  
avalanche of  
sales

# Brain sees...



# Brain sees...



...and feels and hears and smells

Increasing Contrast also means:  
**Have Emotional Ups and  
Downs**



**Matthew Luhn - Pixar Writer and  
Storytelling Consultant**

**Tip:** Cut the **Nonessentials**, and  
the pointless 'and then's

**Get to the good stuff in your story.**

**No extra fluff or details that don't increase drama or drive the story forward**

**Tip:** Structure your story:  
a beginning, middle and end

Act I  
Beginning

Act II  
Middle

Act III  
End

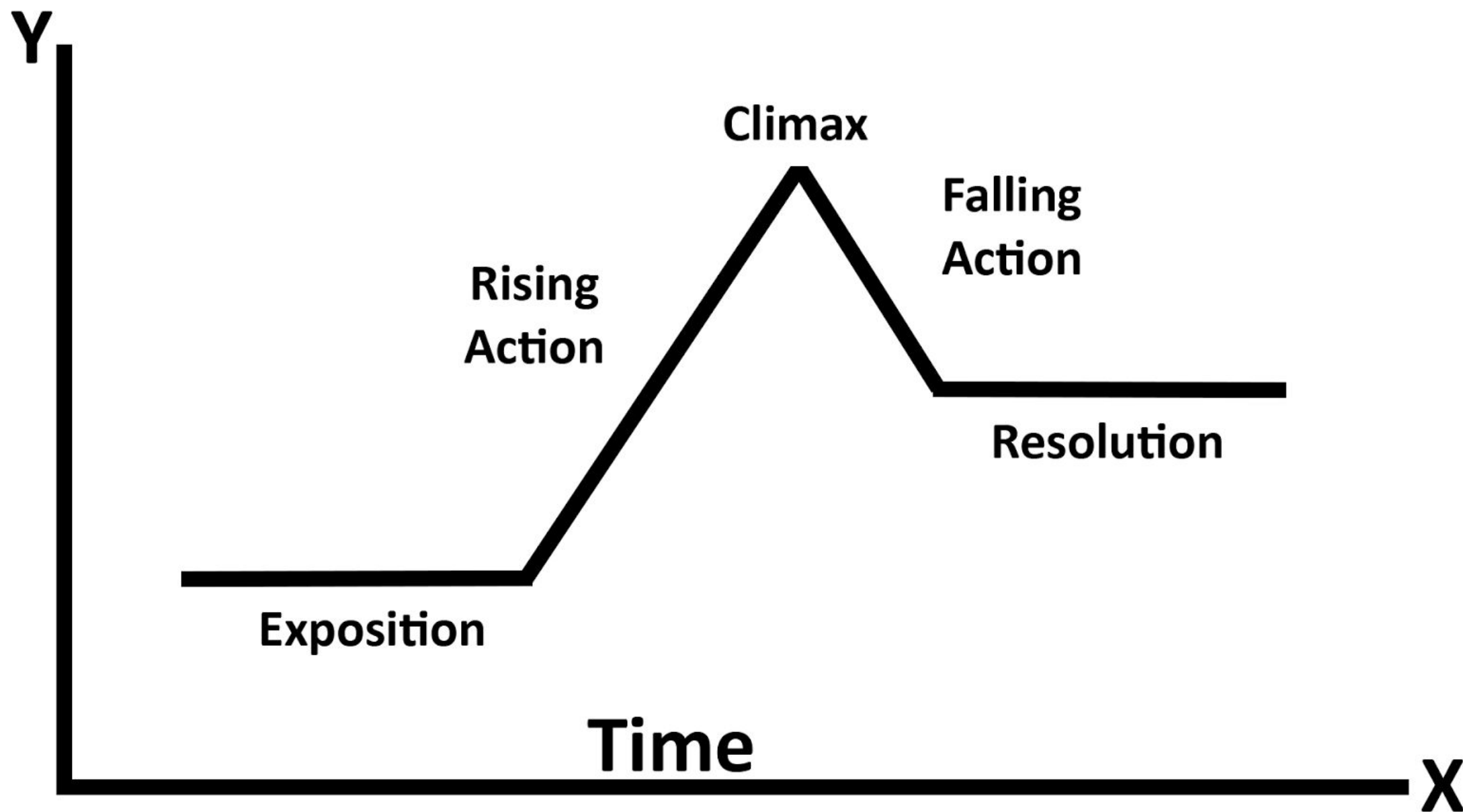


**Set-up**

**Conflict**

**Resolution**

**Solutions**



# What you have learned today

1. Why stories make us feel things
2. What makes a great story
3. How to tell a great story



# Main Takeaways

1. Transformation
2. Conflict
3. Contrast (Drama)

# Exercise: What is your 3 minute story?

(What story would you tell about yourself in a job interview  
or when pitching startup investors)



# Congratulations!



# Q&A



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**Message me:**

**LinkedIn, Instagram, Twitter: @StartupHasan**

# Bonus Slide

## Dan Harmon's Simplified Story Circle

