



Why Storytelling For Personal transformation

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Why Story



It's Validating

Stories explore universal feelings. A character arc is all about watching a character process a feeling through life events. Our own emotions and process gets validated through the experience of story.



Bird's Eye View

We tend to be harder on ourselves than on our friends. Viewing an event from the outside as a story, or reading or listening to a story with a character with a similar personality and struggle as our own takes us out of our heads and into our hearts.



Compassion and Understanding

And once we are in our hearts, we are in a compassionate, understanding place. Story encourages understanding backstory and what led the character to that moment and inspired their current decisions.



Why Story con.



Safety and Predictability

A good story follows some kind of plot structure, based on how real humans change and grow. Our own lives might have a few stories thread together and seem messier, but when we get to see a clear, organized series of events, we start to notice the patterns within the chaos and realize that life isn't random.



Taking responsibility for your own narrative

Watching a character overcome their inner demons and external difficulties can inspire us to do the same.



Powerful Metaphors

The outside story is the metaphor for the inside story. Metaphors are a powerful healing tool, which is front and center in a story.