Speak to be Remembered
Science Communication and the Art of Storytelling
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The human brain has a strong tendency to lose focus.
Speak to be Remembered

Stories are 22 times more memorable than facts alone
Brain Activity
A well-told story engages eight separate regions of the brain.

Brain Chemistry
Dopamine and Oxytocin are released.

Neural Coupling
Occurs when two people’s brains synchronize.

Mirroring
Listeners experience similar brain activity to each other AND to the speaker.

Speaker-Listener Neural Coupling

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We are all natural storytellers
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The Core of a Story
(That which drives a character and hooks a reader)
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Don’t commentate; Describe
Use Sensory Information
Emotions are Key!
Edit, Edit, and then Edit

More Tips
The importance of non-verbal communication

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(Mehrabian, 2007)
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Understanding Stewardship through Storytelling
Speak to be Remembered

Thank You!
The story of Lady Blue

...and how Park Stewardship saved her