



# “Let’s Get To Know Each Other Better” BRUNCH

## Transformative Storytelling: Using the Power of Story to Educate, Motivate and Inspire

Presenter: Jude Treder-Wolff, LCSW, RMT, CGP

**Sunday, February 12, 2017**

11:00am – 2:00pm (11:00am - 11:30am Networking)  
PPSC – 80 Fifth Avenue, NYC (14th St) Room 1408C

The 2016 Psychotherapy Networker Symposium included a storytelling event in the style of The Moth - the NPR radio broadcast and live shows that feature true stories about lived experiences, told live, without notes - in which several leaders in the field shared about a memorable, life-changing therapy-related event. Written versions can be found in the May/June issue of the magazine and they are powerful, deeply-felt and insightful windows into the soul of the work from both sides of the couch. This workshop will explore the role this kind of storytelling has in the healing process and how to garner its power through listening to and developing stories.

Research shows that when a storyteller has successfully engaged the emotions and imagination of the listener their brains "synch up," deepening the human connection and enhancing the story's impact. In this workshop we will discuss the research that shows how storytelling is being used in health care and health education, and how psychotherapists can garner its power in our work. This can be expressed in developing our own stories to be shared and maximize our impact in meetings, presentations, pitches or in performance. In understanding the power of story we develop different ways of listening, questioning and sharing feedback with clients, and have a skill set for supporting them in rethinking and reshaping their own personal narratives.

- The 5-beat story structure for shaping details of stories for maximum impact
- Techniques that help to mine true events for stories that have meaning for others
- How to select specific details that engage the imagination of the listener and how to structure them to maximize the power of the story
- How to embed facts and information into a story to use in education or training situations
- What research tells us about storytelling and empathy and social connection
- What research tells us about storytelling for consciousness-raising and behavior change

PLEASE REPLY TO THE PROGRAM COORDINATOR, SUSAN APPELMAN. YOU MUST RSVP AS SPACE IS LIMITED!

If you RSVP and later cannot attend, please call/email ahead to cancel.  
[shrinksga8@aol.com](mailto:shrinksga8@aol.com)

There are no CEs for this event

