



Storytelling  
Creative Business Academy '23

INSPIRING  
CHANGE

+

DRIVING SUCCESS

# MY STORY AMY COSPER

I'm an editor, writer, journalist, storyteller, angel investor, wanderer, speaker who is a touch wanderlusty. Former EIC, Entrepreneur Media, Current EIC, Family Business magazine. I survived a wildfire and I've never missed a deadline.





# HOW STORIES SHAPE US & CONNECT US

- Connecting with audiences, driving empathy, and influencing decision-making.
- Stories foster empathy and understanding among people
- Impactful stories that brought **communities** together.  
The story of Saifudan
- Investors, policymakers, and entrepreneurs can leverage storytelling to drive success.



# MALALA

- Brought attention to the importance of education, especially for girls.
- Inspire change through her personal narrative
- Media coverage or global support for Malala's cause



# PATAGONIA

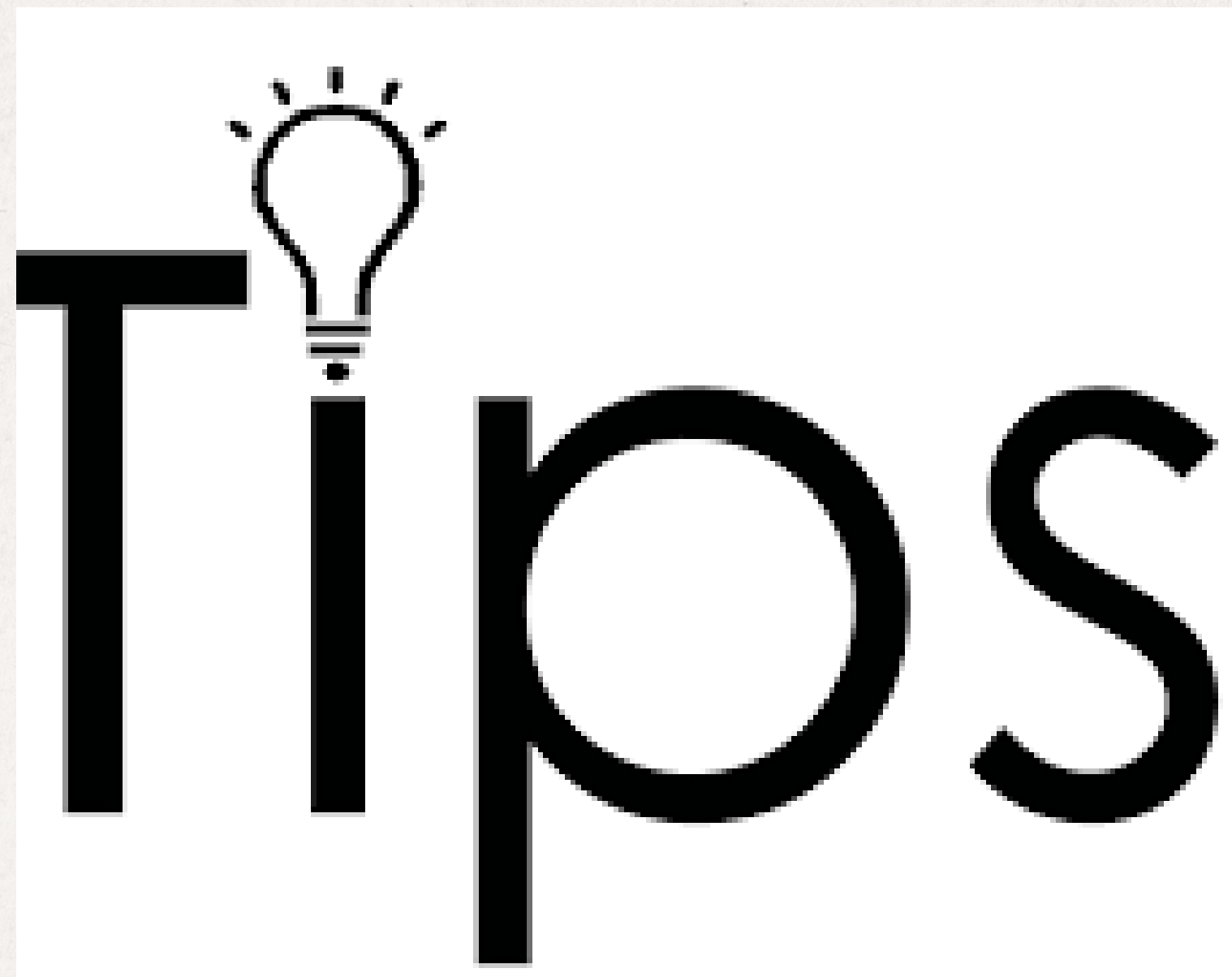
- Commitment to sustainability and environmental activism.
- Storytelling campaigns
- "Don't Buy This Jacket" and their impact on consumer behavior.
- Set up 501c nonprofit to benefit Planet Earth



# #METOO

- Empowered individuals to courageously share their personal experiences of sexual harassment and assault
- Through these stories, the movement shed light on the magnitude of the issue, ignited a global conversation, and led to tangible societal changes.

# Tips



## PRACTICAL TIPS FOR STORYTELLING

- Craft a compelling origin story
- Encourage personal storytelling
- Know what you stand for
- Be authentic
- Build trust
- Encourage personal storytelling
- **Clarity**
- Simplify complex ideas
- Be authentic, be vulnerable

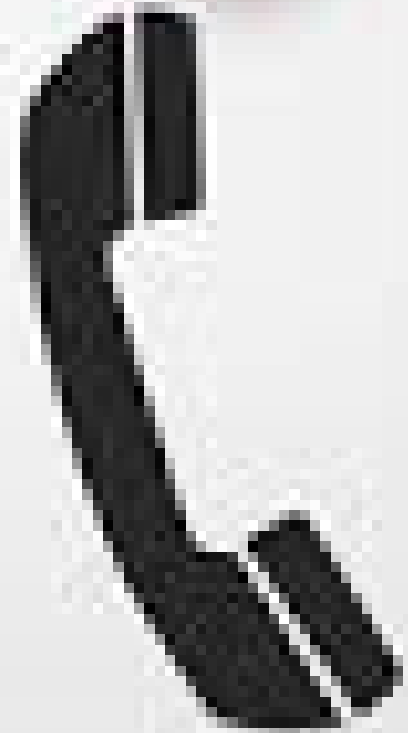
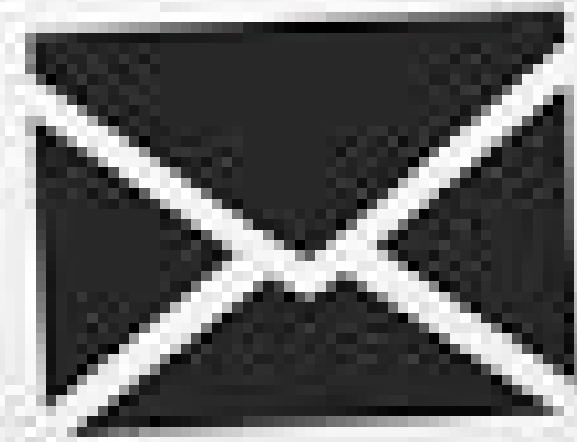


# KEY ELEMENTS IN EFFECTIVE STORYTELLING



# PEOPLE ARE STORIES





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