



6 superpowers of storytelling

How to harness the power of stories to inspire change

A good story is more than just entertaining — it can define how we see the world and how to change it. As data and generative AI make storytelling more effective and accessible, it's time to explore how powerful narratives can support the next wave of progress.

1

Creating and shaping social norms

The stories told within our social groups shape the way we understand concepts like family, community, and sustainability. These collective narratives influence our values and behaviors, setting the stage for policies to succeed or fail.

2

Generating momentum for change

Social change doesn't happen overnight, but powerful narratives can accelerate large-scale shifts in public behavior. Whether promoting equality or improving wellbeing, an impactful story is key to convincing and motivating people to join the movement.

3

Steering the direction of progress

Stories often predict and legitimize innovation. From drones to video chat and space travel, storytellers envisioned these advancements long before they became reality. Well-crafted narratives propel discoveries forward, focusing resources on the ones that capture our imagination.

5

Fostering collaboration and empathy

Neuroscience shows that storytelling builds deep connections, creating shared experiences that drive empathy and collaboration. These connections lead to greater cooperation and commitment among teams.

4

Enhancing knowledge and creativity

Storytelling isn't just enjoyable — it improves memory, fosters critical thinking, and keeps our brains healthy. By making learning varied and inclusive, our ability to tell stories is a key human skill for thriving in the age of AI.

6

Transcending time

Great stories connect the past, present, and future, helping us make sense of our heritage while shaping a vision for what's ahead. This connection between history and future ambition is what makes national or organizational identity so critical to success.

To learn more about storytelling for policy, [click here](#) to read our article written in collaboration with Professor Paul Dolan from the London School of Economics.