



# POWER of STORY

with **MAGDA PECK**

CREATE YOUR STORY



HELLO, MY NAME is  
**SUNNY**

WHAT'S the STORY of your NAME

**BE HEARD**

Agreements of STORYTELLING

- WONDER & CURIOSITY
- NO JUDGEMENT
- LET a STORY BREATHE: TAKE TIME



HUMANIZING the NUMBERS

LIVED EXPERIENCE

**EVERYTHING is POSSIBLE**

MAKE SENSE of the DATA



HACKING BRAIN HARDWIRING  
PEOPLE LOVE a GOOD COMEBACK and TRIUMPH

**YES!**

TATTOOs are STORIES  
ASK to LEARN



faith.

4 TYPES of POWER STORIES

BE a MASTER of STORYTELLING with

**STRATEGY**

WE TELL STORIES to CHANGE the NARRATIVE

KNOW YOUR ANCHOR STORY

