

# Your Brain on Story

Nadine Gall & Todd Wolansky  
Quality Summit 2015

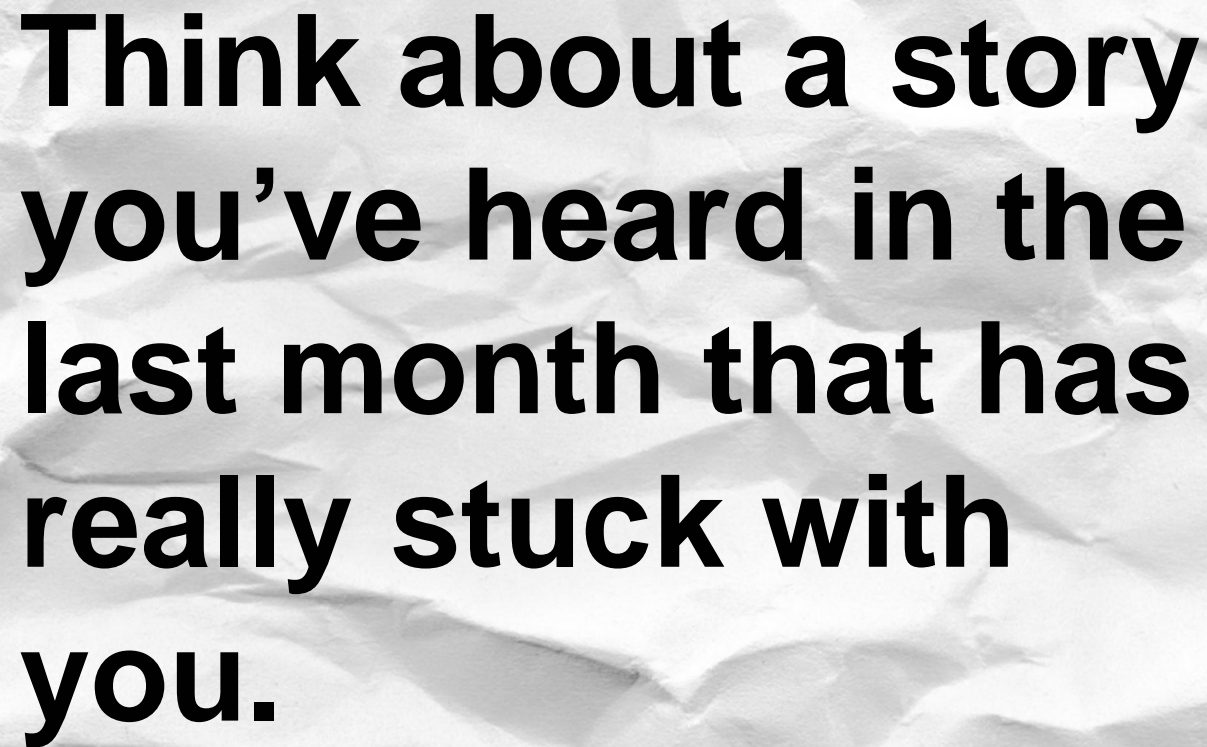
# Need to Know

---

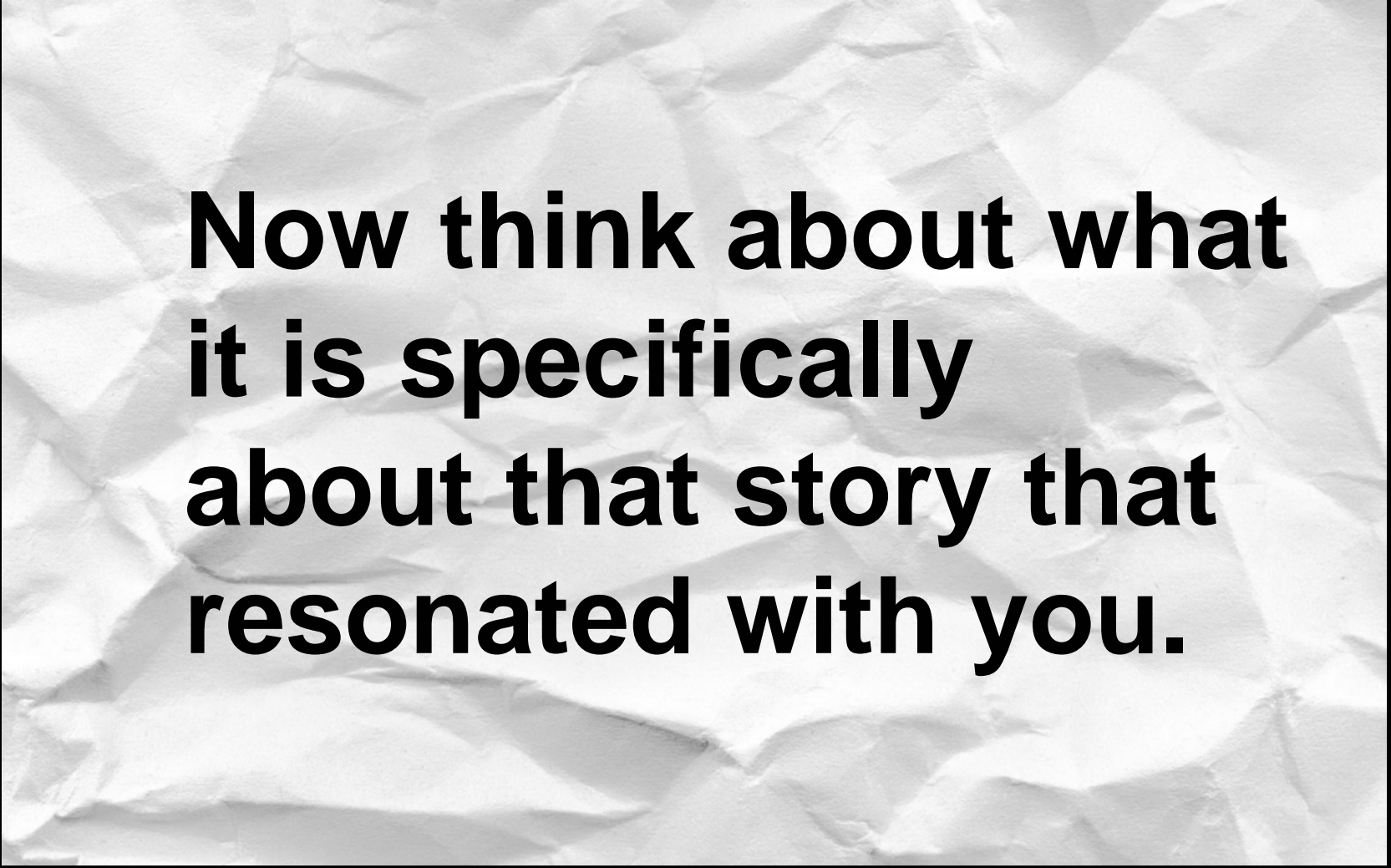
Stories ignite the brain!

Stories are powerful

Stories 2.0

A piece of crumpled white paper is centered on a solid black background. The paper is wrinkled and folded, creating a textured, three-dimensional appearance. The text is printed in a bold, black, sans-serif font, centered on the paper.

**Think about a story  
you've heard in the  
last month that has  
really stuck with  
you.**

A piece of crumpled white paper is centered on a solid black background. The paper is wrinkled and folded, creating a textured, three-dimensional appearance. The text is printed in a bold, black, sans-serif font, centered on the paper.

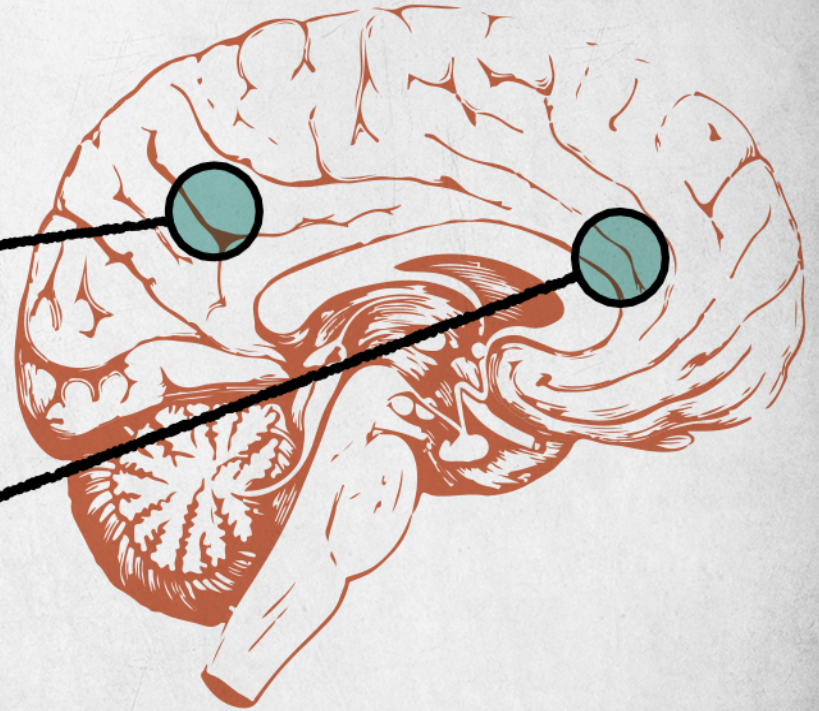
**Now think about what  
it is specifically  
about that story that  
resonated with you.**

## WERNICKE'S AREA

LANGUAGE COMPREHENSION

## BROCA'S AREA

LANGUAGE PROCESSING



# YOUR BRAIN ON STORIES

## VISUAL CORTEX

COLORS & SHAPES

## WERNICKE'S AREA

LANGUAGE COMPREHENSION

## OLFACTORY CORTEX

SCENTS

## AUDITORY CORTEX

SOUNDS

## BROCA'S AREA

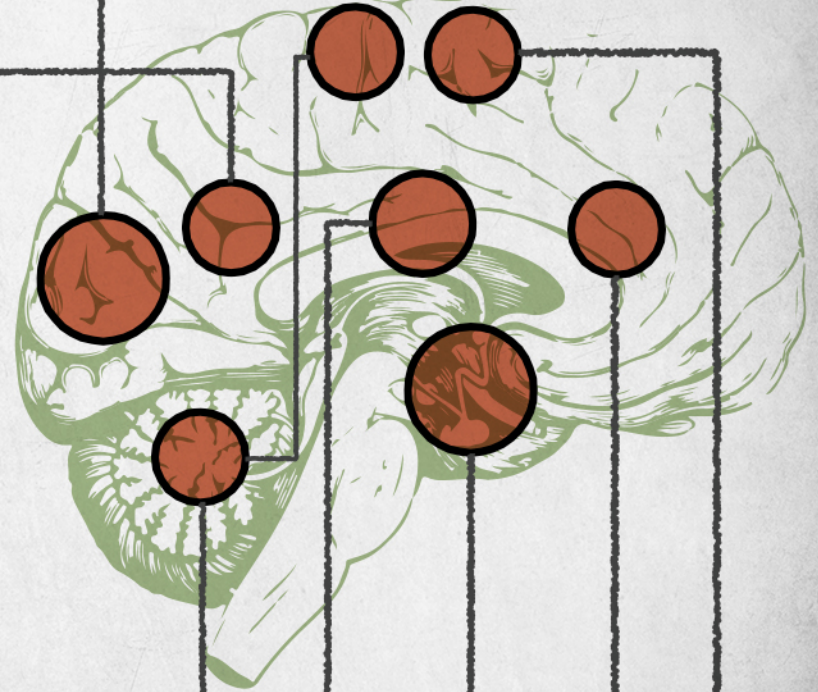
LANGUAGE PROCESSING

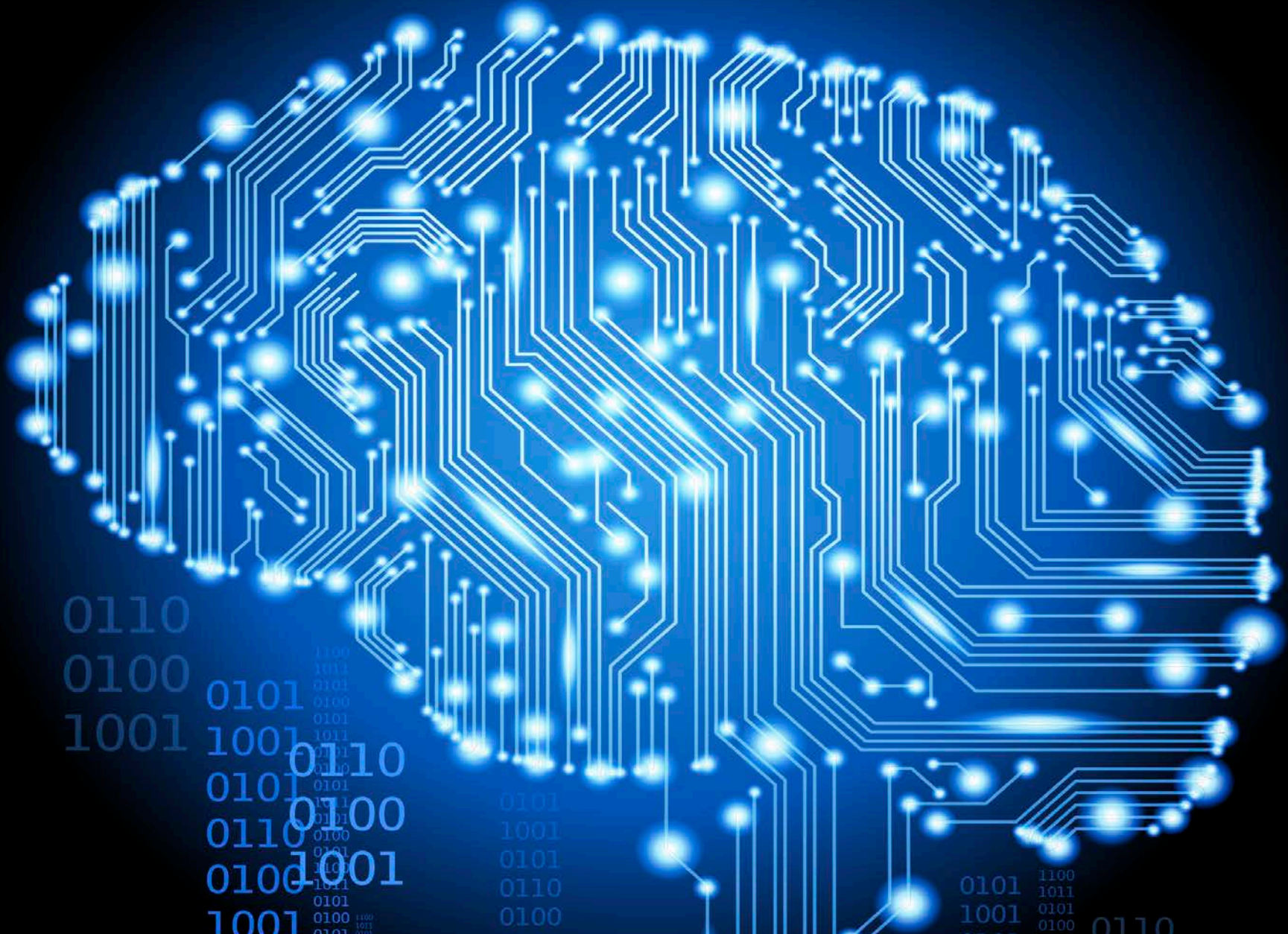
## MOTOR CORTEX

MOVEMENT

## SENSORY CORTEX & CEREBELLUM

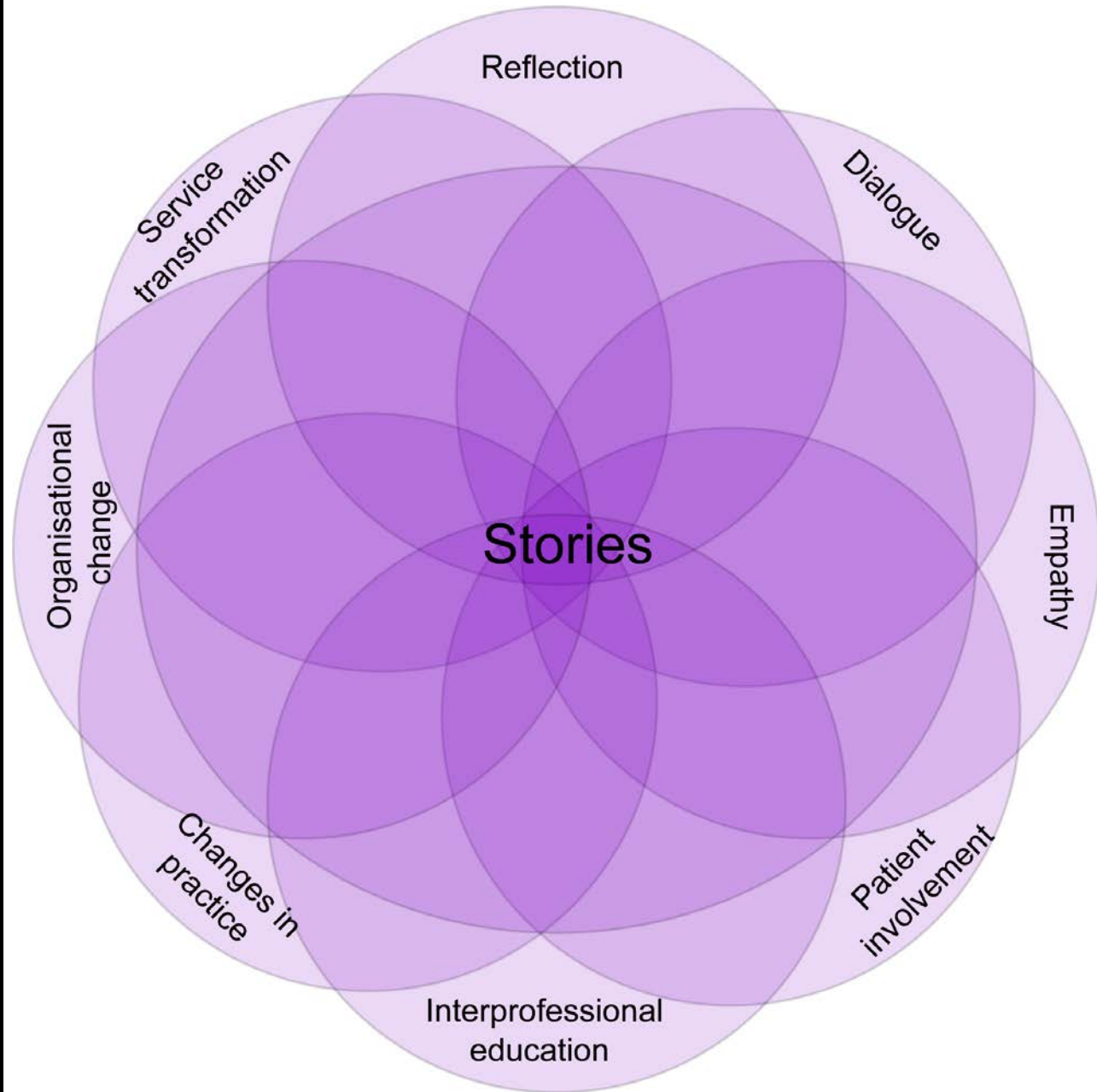
LANGUAGE COMPREHENSION





Nadine's Brain circa 2003

# A Place for Story in Health Care





# Need to Know

---

Stories ignite the brain

Stories are powerful

Stories 2.0

**What we've  
learned...**

**(in a nutshell)**



**Stories are Powerful**





Stories work well when...

they are collected and shared with

**Purpose**

- 'Why' are you collecting these stories?



Stories work well when...

you consider **Form** and **Function**

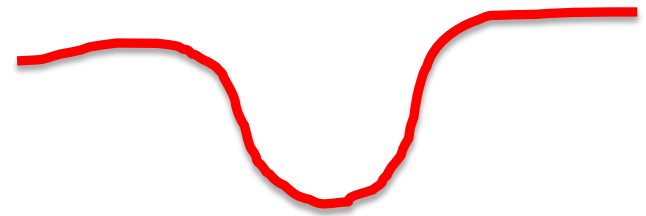
- Effective stories are:
  - Authentic
  - Well-crafted
  - Real

*Good stories are 'experienced'*



Stories work well when...

they are collected at the  
**Appropriate Time**





**Story listening** is as important as  
story telling...

# “The 18-second rule”

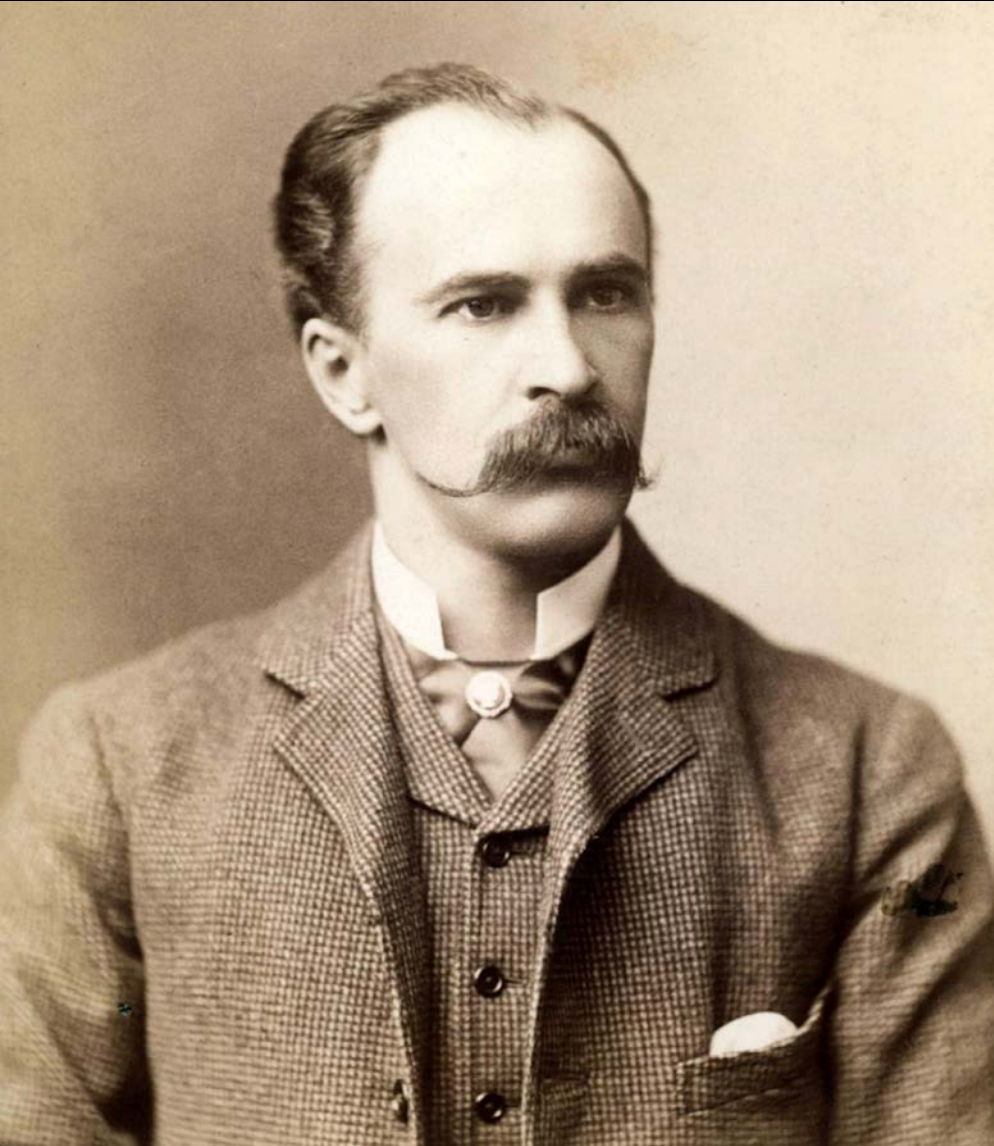




Mrs. S.



# Sir William Osler



“Listen to your patient, he is telling you the diagnosis.”

*Where is the wisdom we have lost  
in knowledge?*

*Where is the knowledge we have  
lost in information?*

T.S. Eliot 1934





Need to Know

---

Stories ignite the brain

Stories are powerful

Stories 2.0

**The Problem:**

**Transitioning from child to adult services.**

**The task:**

**How could you improve the transition process?**

Matt's Story or  
"How a patient's story changed  
health care"

## **The Problem:**

**Transitioning from child to adult services.**

## **The task:**

**What could you do to help Matt's next care team get to know Matt?**

# When stories **work well** they...



Ignite  
Change



Inspire  
Action



Solve  
Problems



# Thank you

Nadine Gall

[vnadinegall@gmail.com](mailto:vnadinegall@gmail.com)

Todd Wolansky

[todd.wolansky@ahs.ca](mailto:todd.wolansky@ahs.ca)

