Sharing Our Faith with Post-Christian Generations: The Power of Storytelling

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Suggestive principles

- Experience
- Community
- Storytelling





Storytelling in history

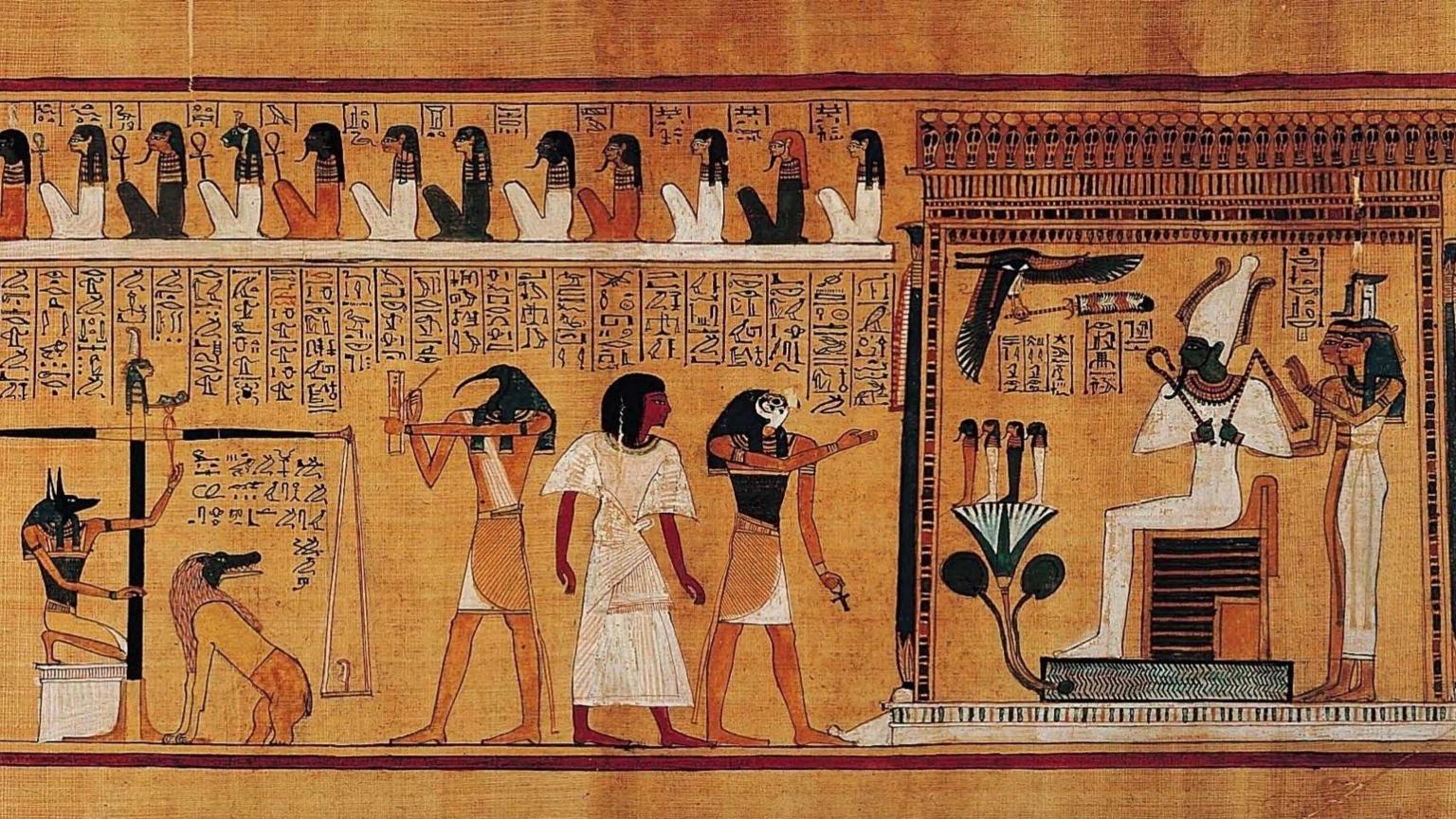
- The use of narrative, stories as a way in organizing life.
- Self-expressions
- Communication process











Storytelling in history

- The use of narrative, stories as a way in organizing life.
- Self-expressions
- Communication process
- Sharing of lessons learned, experiences
- Mythical stories (i.e.: "The Epic of Gilgamesh")









Rediscover of storytelling

- Pre-Enlightenment worldview
- Secularization of historical narratives
- Rejection of metanarratives
- The post-Christian world is one that has lost its story
 - Confusion
 - Fragmentation
 - Contradiction
 - Too many options, several competing stories



Rediscover of storytelling

- Today we can easily see an intentional emphasis on the importance of storytelling
 - Oral cultures
 - Written cultures
 - Digital cultures
- Storytelling on a multicultural context







The search for identity

- We have been created with curiosity, complexity, profound need for meaning
- The longing for understanding the bigger questions of life brings new opportunities in reaching millennial generations
- Life itself is a drama, a narrative
- Need of stories that can define personal identity and give purpose to life





The power of storytelling

- It is what connects us in our humanity
 - It links us to our past
 - It provides a glimpse into our future
- It creates empathy







The power of storytelling

- It is what connects us in our humanity
 - It links us to our past
 - It provides a glimpse into our future
- It creates empathy
- Things happen to us (elements of a story)
- We enjoy to hear stories with a beginning, a middle, and an end...
- Mhhis



Our brains love good stories

- Stories change our attitudes, beliefs, and behaviors
- Good stories stick to our brains



Jennifer Aaker, Stanford University



Jennifer Aaker, Stanford University

"Stories are remembered up to 22 times more than facts alone."



Our brain loves good stories

- Stories change our attitudes, beliefs, and behaviors
- Good stories stick to our brains
- Oxytocin: neurochemical/hormone
 - Regulates social interaction
 - Guides sexual reproduction
 - Empathy
 - Generosity
 - Creates the feeling of falling in love



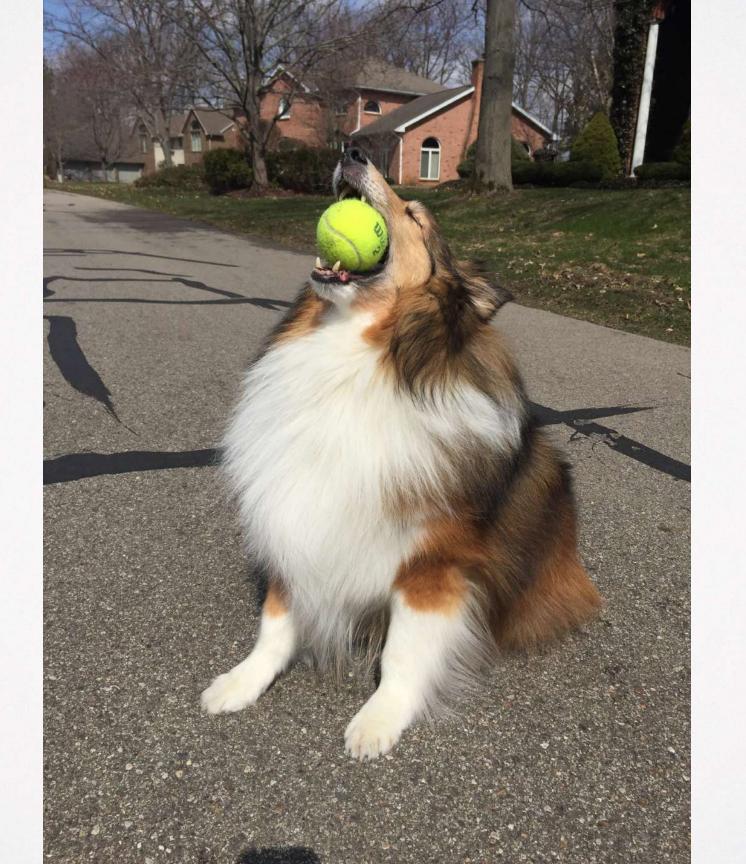
What stories can do for us?

- Gain trust
- Win hearts
- Transform minds
- Get decisions
- Motivate people
- Get us out of speeding tickets!













Keys to powerful stories

They touch our emotions



Simple structure for storytelling

- Context
- Character
- Goal
- Challenge/Conflict/Obstacles
- Resolution



How to create a story

- Identify and understand your audience
- Find and use the right character
- Determine your goal
- Present the challenge(s)
- Bring it to resolution





Climax

Rising Action (conflict)

Falling Action (results)

Resolution

Exposition





Becoming storytellers

- We must develop the ability to think creatively and adapt wisely
- New approaches in communicating the Eternal Gospel becomes imperative
- Storytelling is one of the most powerful ways to reach younger generations





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Becoming storytellers

- We must develop the ability to think creatively and adapt wisely
- New approaches in communicating the Eternal Gospel becomes imperative
- Storytelling is one of the most powerful ways to reach younger generations
- Nothing can substitute the relevance and applicability of biblical narrative in this process



