

THE EMPATHY EFFECT

DRIVE SUSTAINABLE BEHAVIOR CHANGE
THROUGH HUMAN-CENTERED STORYTELLING

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Dream Big: Imagine the World You Want to Create

PRINCIPLE 1



Make It Human: Feature People Who Share the Full Range of Emotion

PRINCIPLE 2



Show Struggle & Triumph

PRINCIPLE 3



Classic Story Structure of Struggle & Triumph

Character has
**a goal with
high stakes**

Character faces
obstacles to
achieve the goal

Character
struggles to
reach the goal

Character
transforms
in the process

Character reaches
their goal:
Triumph!!

THE EMPATHY EFFECT: 3 PRINCIPLES

- DREAM BIG: IMAGINE THE WORLD YOU WANT TO CREATE
- MAKE IT HUMAN: FEATURE PEOPLE WHO SHARE THE FULL RANGE OF EMOTION
- SHOW STRUGGLE & TRIUMPH

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