

# Interactive Storytelling

**What is it?** It's time to tear up the rulebook on how we tell our stories. Narrative no longer flows one way - from writer to reader, artist to viewer, creator to consumer. It's time for interactive storytelling.

**Why Should I care?** The movement from one-way communication towards a more interactive style of engagement opens up a new realm of possibilities to create connections and build bonds with supporters. Empowering them to explore and curate stories that answer their interests and motivations. These connections are more genuine, personal and fundamentally more likely to stand the test of time.



Empathy Through Storytelling



The Power of Simplicity



No-Code Revolution

### So what?

What does your non-linear story look like? How can you let the reader unpack things in the way that works best for them? People crave interaction now more than ever, but is there one way that will work best for all your audiences? Does your story lend itself to being user-defined, repositioned or rethought?

What are the small things we can do to begin building more two-way, discovery-inspired interactions?