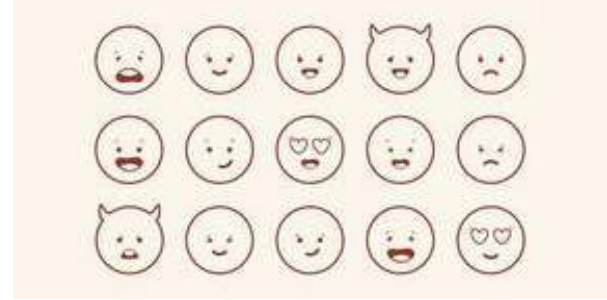


STORYTELLING

THE PIXAR MAGIC FORMULA

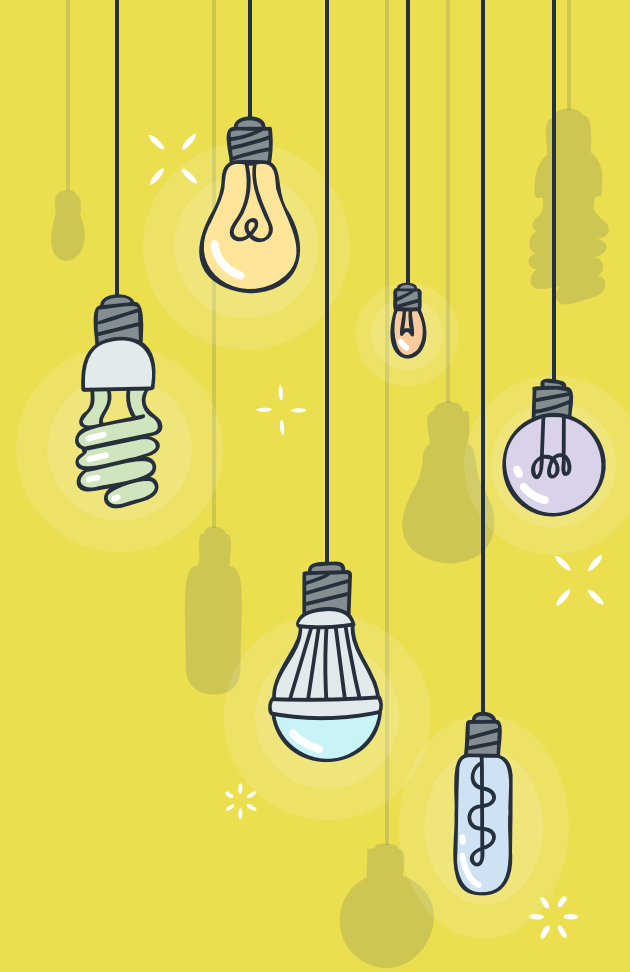


RELATABLE CHARACTERS:



“

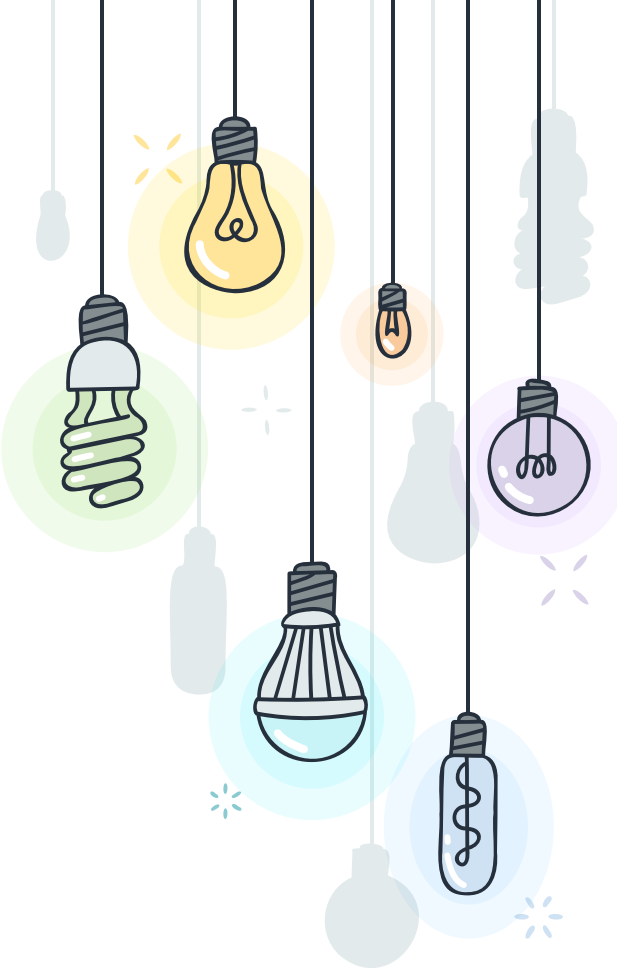
GREAT STORIES HAVE A
CLEAR STRUCTURE
AND PURPOSE



ALL PIXAR MOVIES FOLLOW THIS STORY SPINE



TESLA

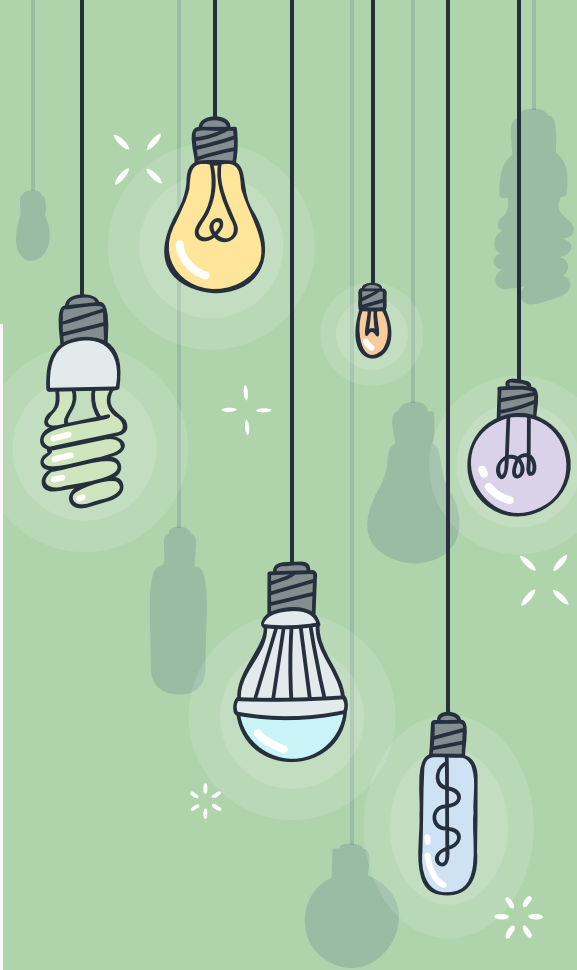


BUILDING A 'STORY SPINE'

“

Once upon a time there was _.
Every day, _.
One day _.
Because of that, _.
Because of that, _.
Until finally _.

The Story Spine

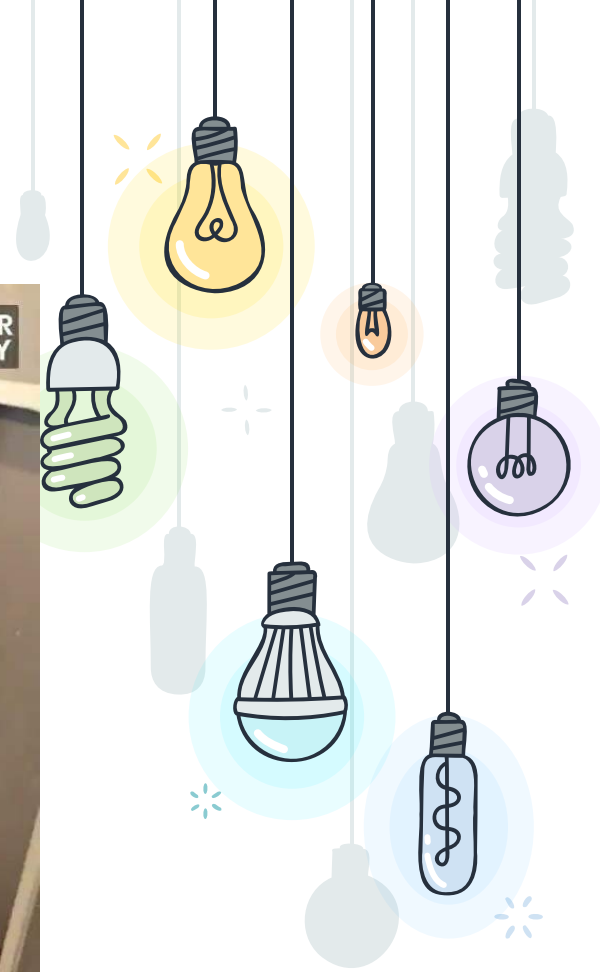


SCRIPTS THAT WIN CUSTOMERS



They tell me, "Mummy, we'll make it big in the world."

STORIES THAT GET TEAMS EXCITED, ALIGNED AND RALLIED AROUND A COMMON GOAL



NAILING THE **STORIES** THAT COMPELS
INVESTORS TO CARE ABOUT **YOUR IDEA**





OWN YOUR STORY



MOTIVATION



MAGICAL



GENTLE



CARING

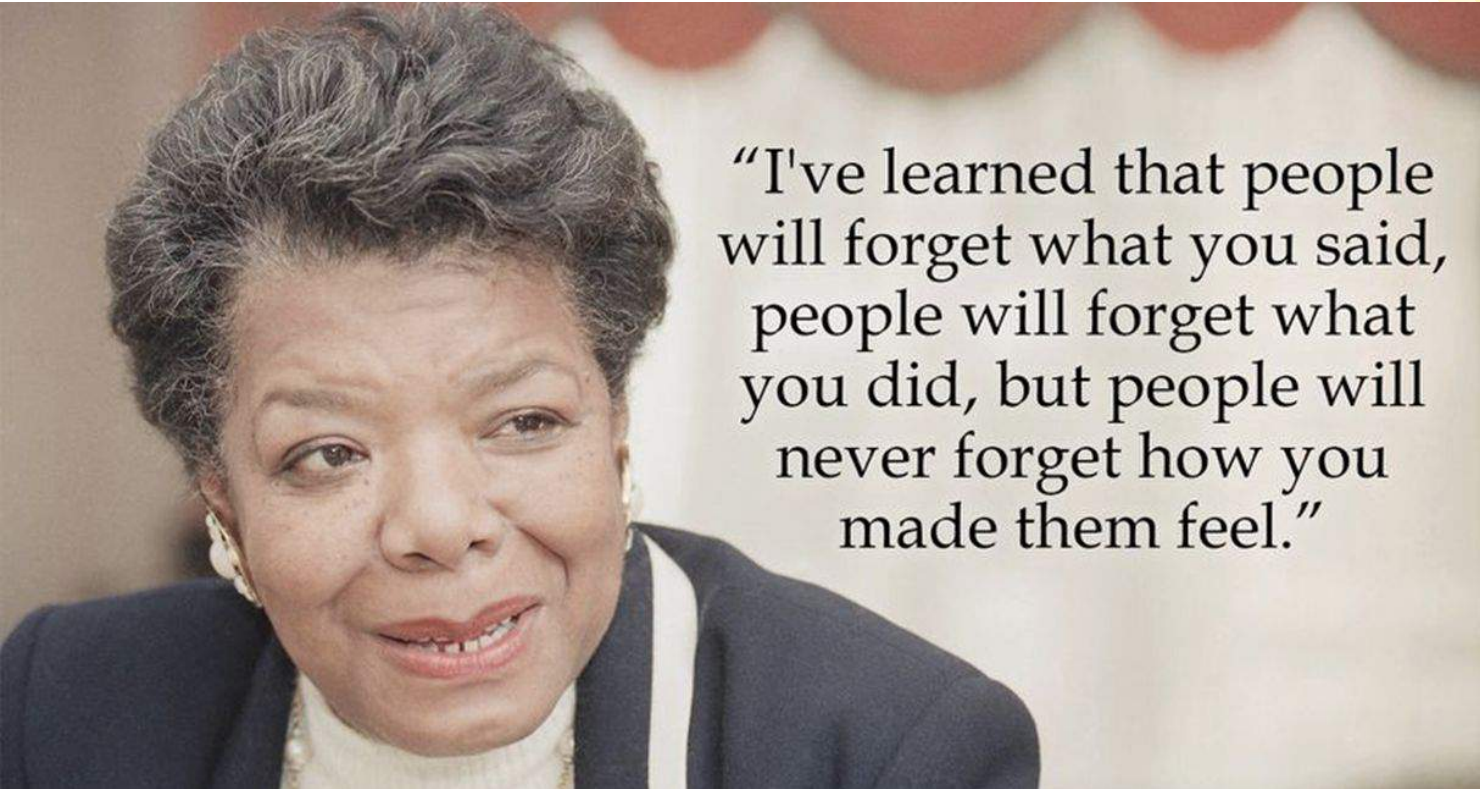


PERFORMANCE

LUXURY



* A POWERFUL INSIGHT



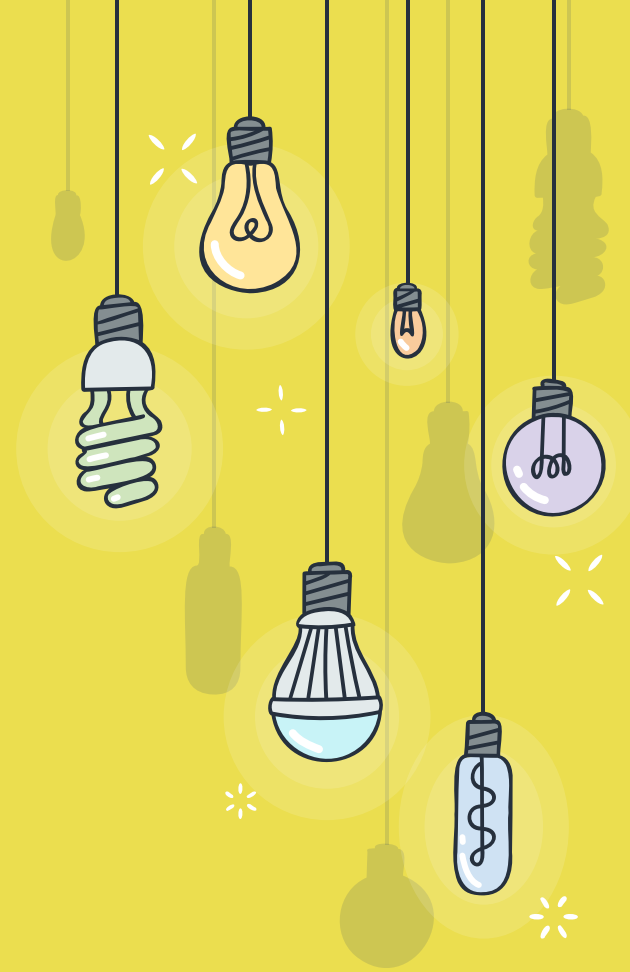
“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”



“

BOOKS WE HIGHLY RECOMMEND:

- STORY, SUBSTANCE, STRUCTURE, STYLE AND THE PRINCIPLES OF SCREENWRITING, ROBERT MCKEE
- CREATIVE CONFIDENCE, DAVID AND TOM KELLY
- CREATIVE INC, ED CATMUL



THANK YOU!

