



## CHARLIE NEEDS **A COLONOSCOPY**

### Which one do you want?

Scenario 1: 10 minutes of colonoscopy which is highly irritating, say a 7 on a pain scale of 1-10 where 10 is the maximum

Scenario 2: 15 minutes of colonoscopy which is a combination of 10 minutes of irritating pain on a scale of 7 out of 10 and the last 5 minutes as a dummy exercise where the tube is largely pulled outside, and so the irritation is 2 out of 10.

# Nearly 60% of Gen Z had mental health issues during COVID, some of them went into severe depression

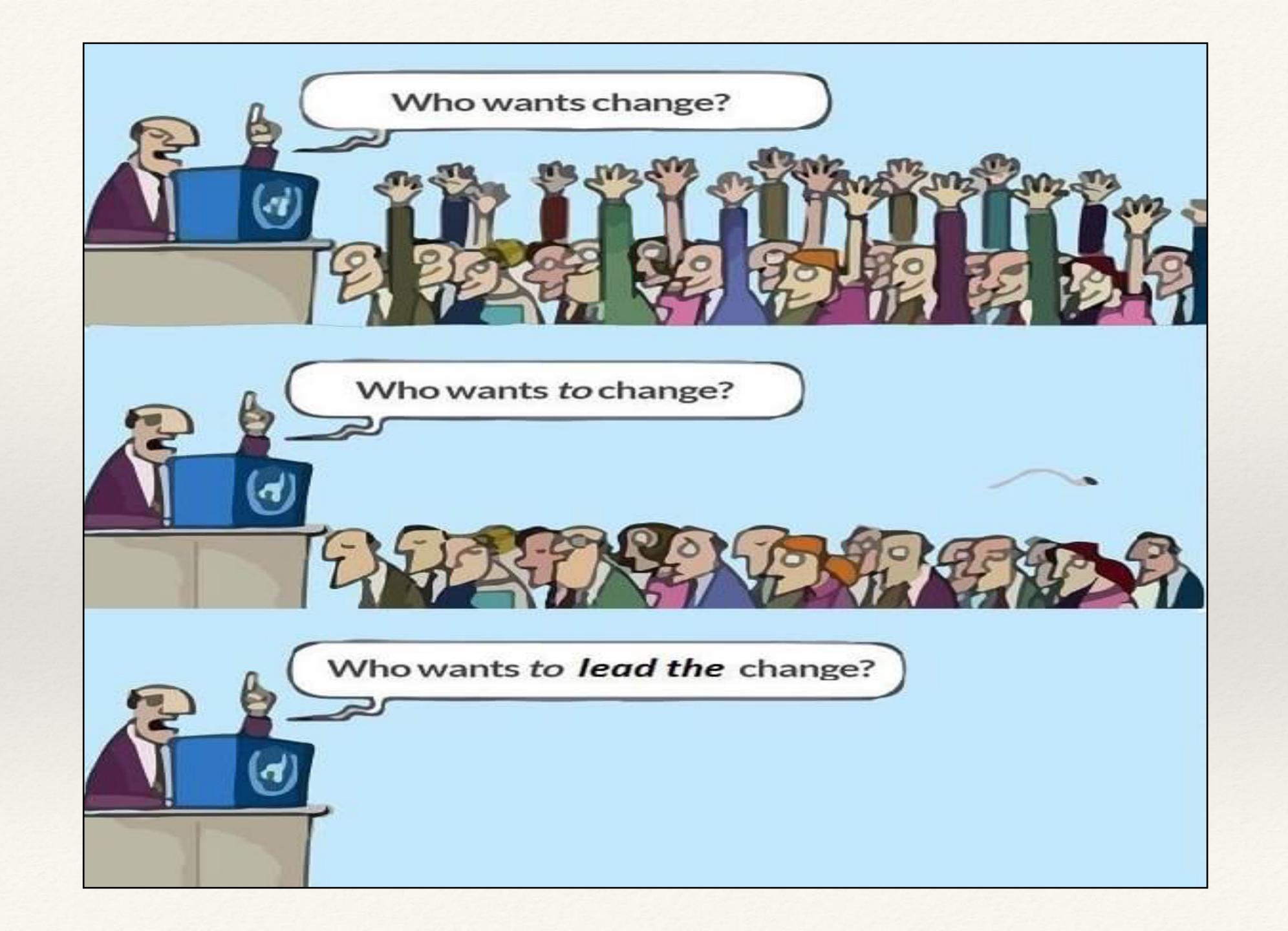
## Your sister suffered from mental health issues during COVID, she went into severe depression



## Rule of 3

### Applications of Written Storytelling





### How do I build an origin story?



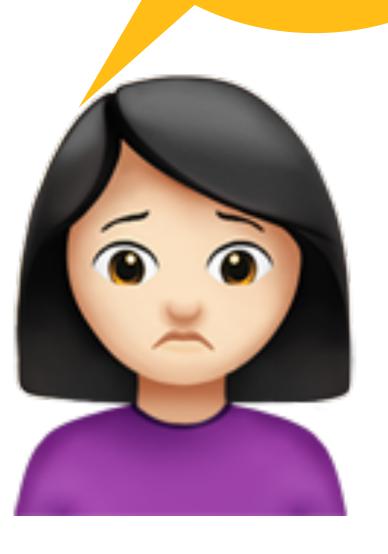
#### Today

Hi Natasha, do you want to take a look at our new line of washing machines?



James, Sales Executive, selling washing machines for a company that has multiple products

Hi James, I don't right now. But can you send me a batch of the latest line of microwaves?



Natasha, Store Manager

James, however, doesn't look after microwaves. It is not his responsibility. He takes down the statement verbatim without clarifying and types it in his phone that he should tell his colleague.

At the end of a long day, he forgets to mention it.

#### In the future

Hi Natasha, do you want to take a look at our new line of washing machines?



James, Sales Executive, selling washing machines & microwaves for his company

Hi James, I don't right now. But can you send me the latest line of microwaves?



Natasha, Store Manager

James is in charge of microwaves also now. He asks Natasha on the specifications she is looking for. He even shows her some of the videos of the latest microwaves on his tablet. She is very happy and orders for 3 more batches of microwaves.

## Storytelling and AI

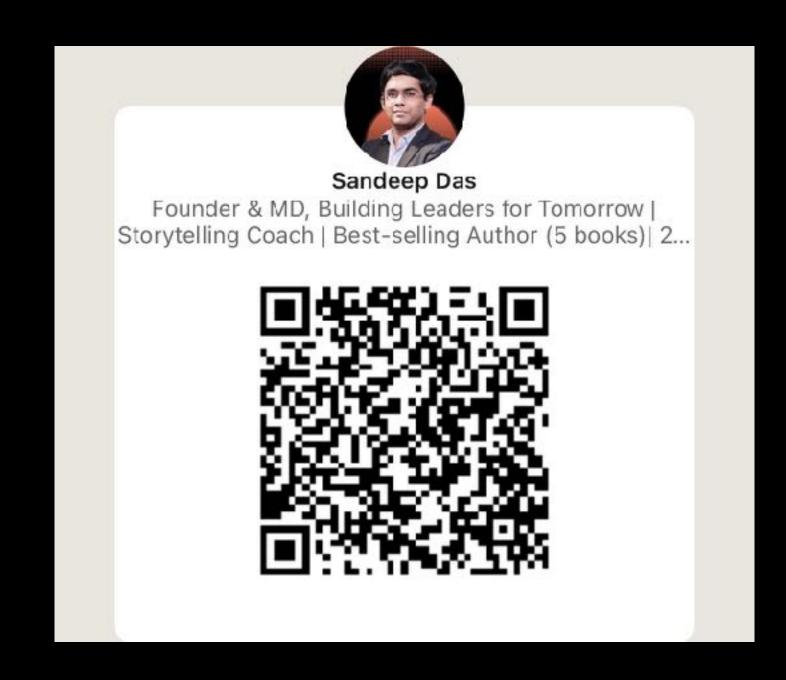




### Time to reflect...

## What can you start doing from tomorrow?

Email: sandeepdas99@gmail.com



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