



**ENGINE**



**Listen more.  
Listen longer.  
Listen better.**



# Jennifer Adams

SVP, DIGITAL HIVES AND ONLINE COMMUNITIES



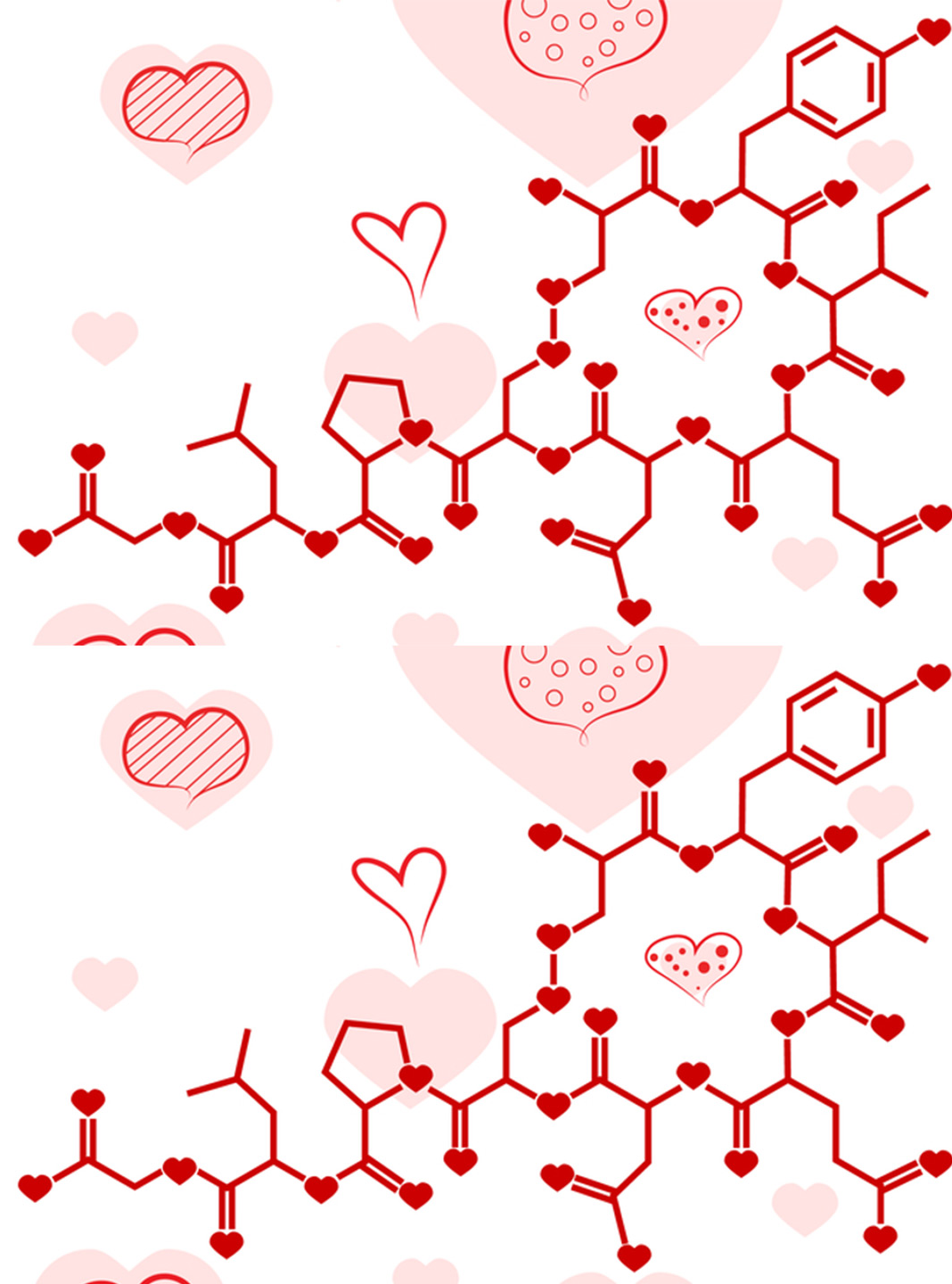
**“No story lives unless  
someone wants to listen.”**

J.K. ROWLING

# What family gatherings looked like in 2020...



**THIS IS  
YOUR BRAIN  
ON OXYTOCIN,  
the “storytelling”  
hormone.**





**“Narrative is  
the poetry that  
connects the  
numbers, the  
music to go  
with the math.”**

CASEY SEILER



# The Art and Alchemy of Generating Rich Conversation Online





## Step One

**“C'mon tell me...  
Who are you?  
Who who  
who who?  
I really want to know...”**



**I call it my  
Batman shot.**

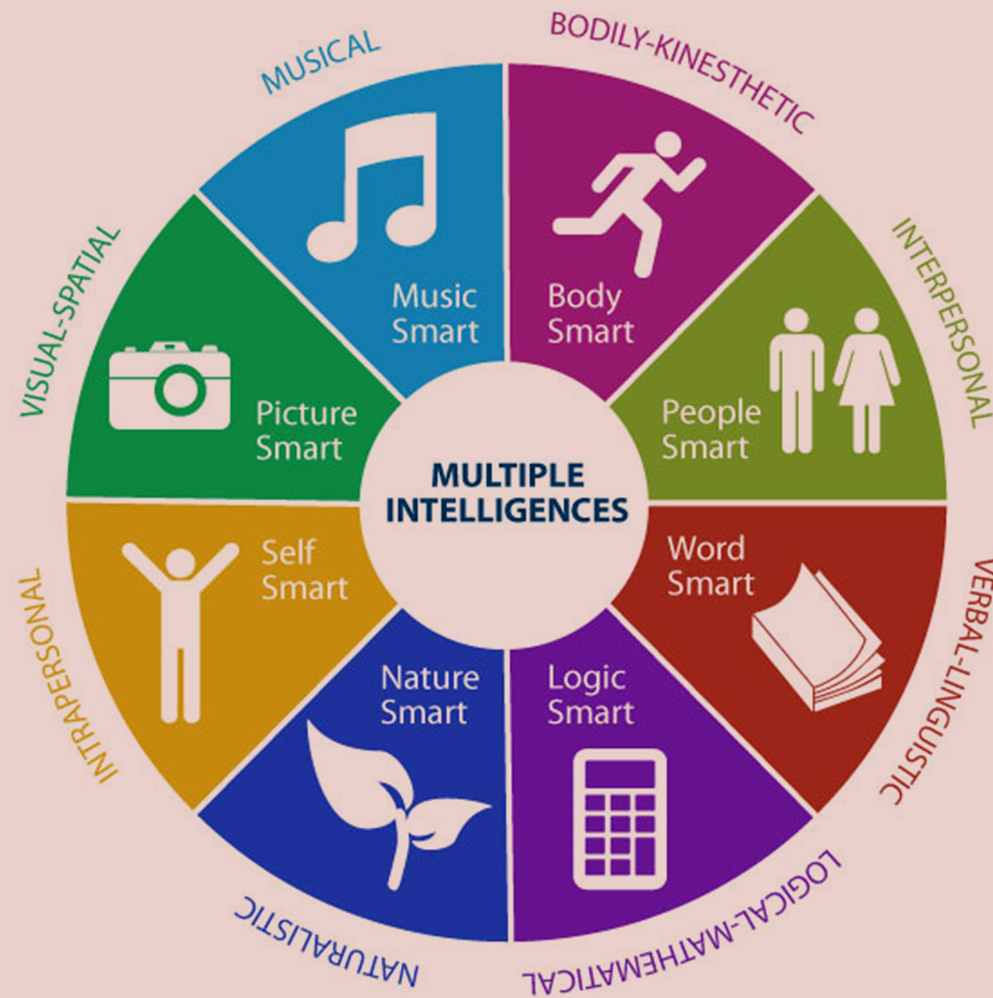




## Step Two

**“It’s not how smart you are that matters, what really counts is how you are smart.”**

ROBERT GARDNER



# Applying multiple intelligence theory to planners and procrastinators



## Step Three

**“A conversation is a dialogue, not a monologue. That's why there are so few good conversations.”**

TRUMAN CAPOTE

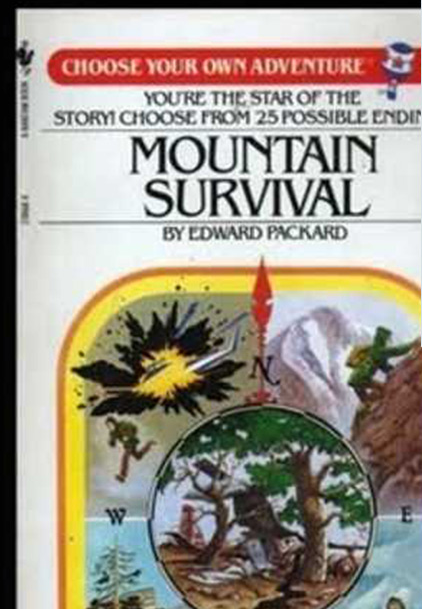
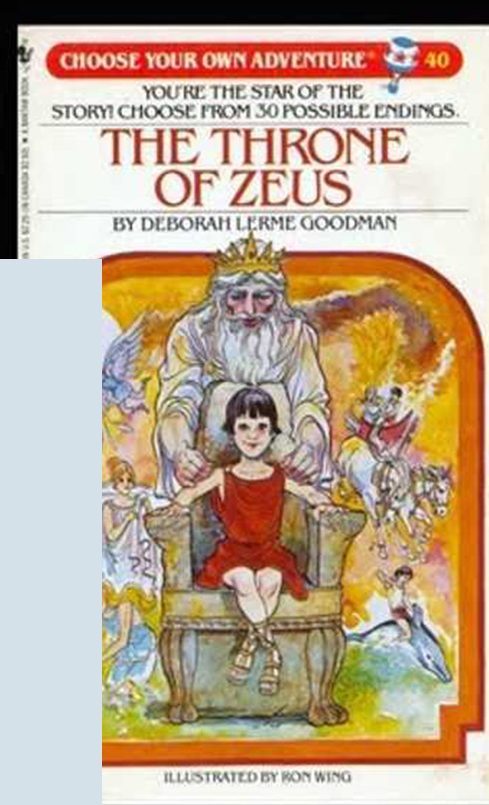
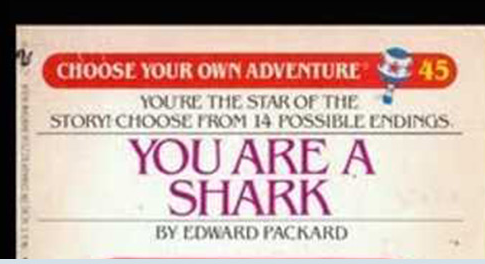
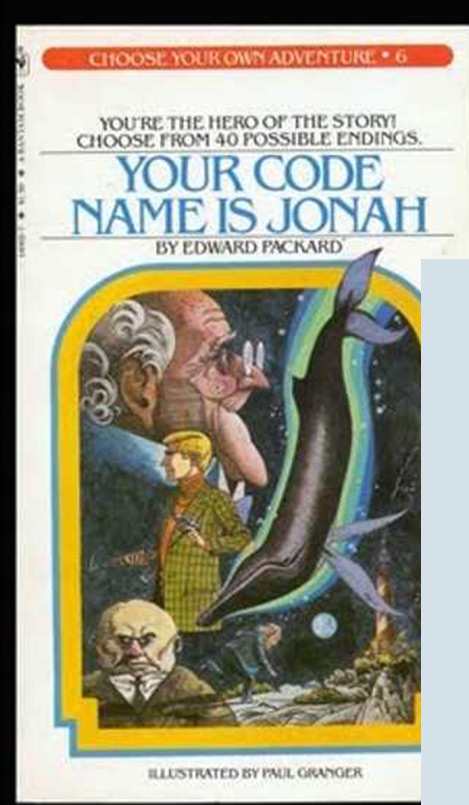




**Today, there is  
no one you can't  
meet...and  
engage in  
conversation**

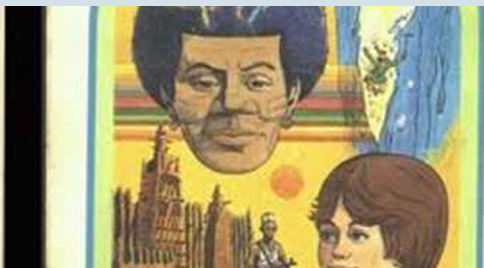
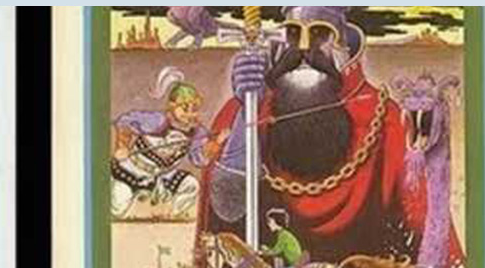
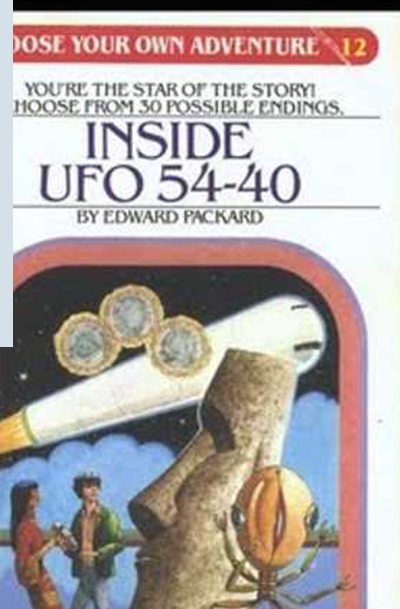






**Step Four**

**And finally, it's not just  
about listening to stories...  
it's about telling them too.**



# Questions?

**ENGINE**