



The Hero's Journey: A Must Have Tool in the EC Tool Kit to Boost Engagement & ROI
Ivy Walker, Helios Digital Learning

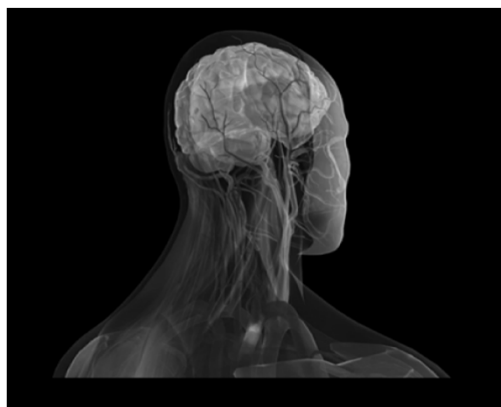
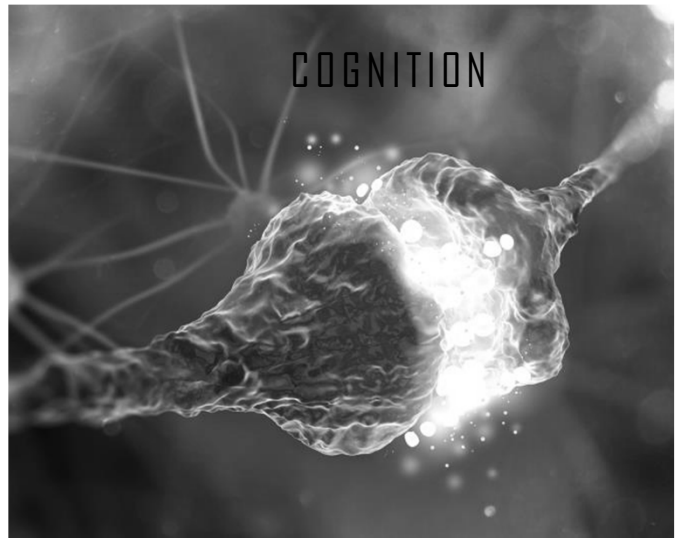


How you can use this knowledge
Session Objectives
to create more engaging and
decisions
more effective content

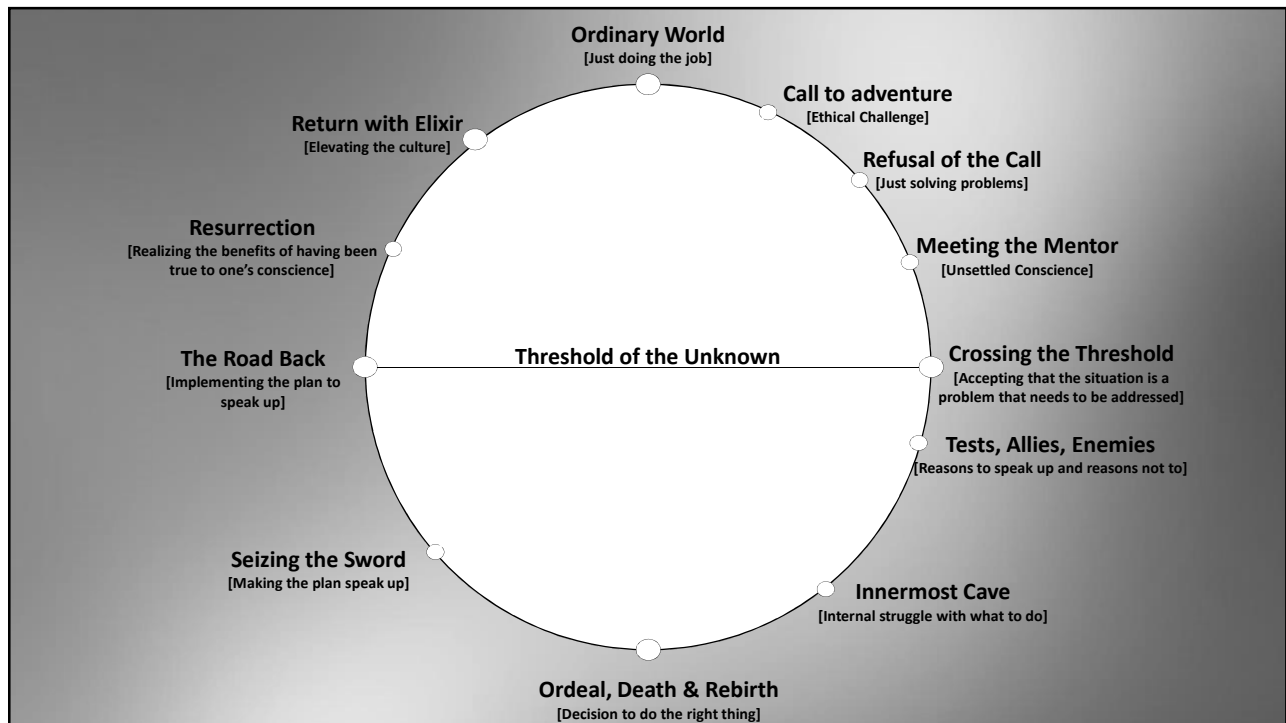
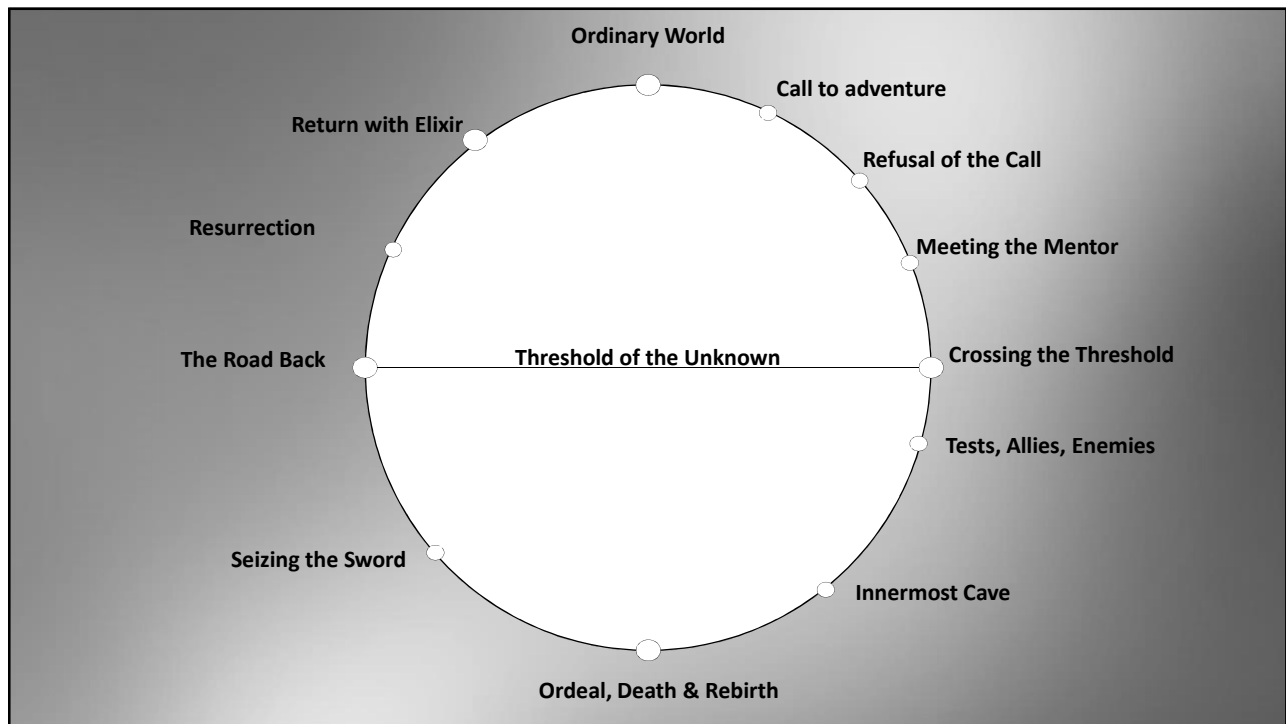
How We Decide



PHYSIOLOGY







When the Hero Fails

Hero's Journey Map for Jay

When the Hero Succeeds

Hero's Journey Map for Jackie

- They are relatable.
- They tap into our emotions.
- They help us to virtually model behavior.
- They become a part of our working knowledgebase.
- They help us to build decision-making muscle memory.

How Stories Like These Boost Engagement and Effectiveness

Key Takeaways