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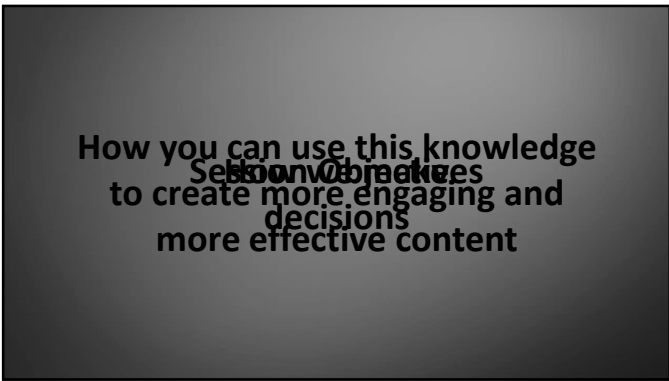
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## How We Decide

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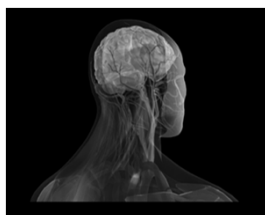
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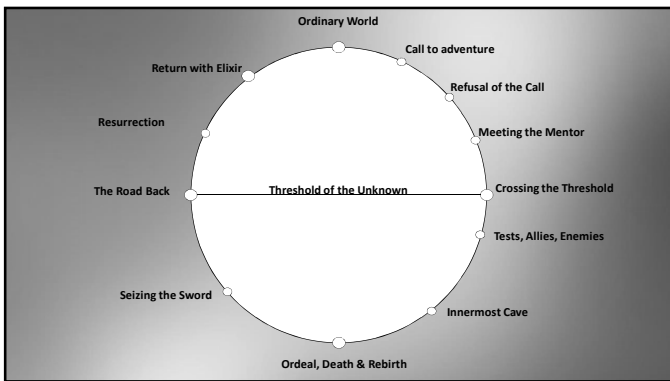
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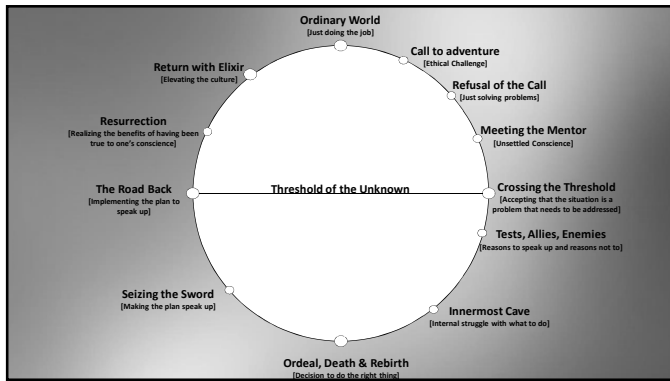
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**When the Hero Fails**

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**Hero's Journey Map for Jay**

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## When the Hero Succeeds

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## Hero's Journey Map for Jackie

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- 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

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**Key Takeaways**

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