**Farewell party
for
Dr. Yiliang Lin**

Steve Jobs said: "The most powerful person in the world is the storyteller." Here's the storytelling framework Jobs used (that you can too):

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B Overlap of Speaker-Listener and Listener-Listener Neural Coupling

- A study from Princeton shows the same parts of the brain light up in both the speaker and the listener of a story. Jobs used this to transfer his energy, his excitement to his audience. It's a big reason Apple has a cult-like following. Let's dig in:

**1. Use a hook. A tantalizing statement to draw the audience in. Here Jobs promises "a revolutionary product that changes everything."**

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2. Create the buildup. Set the context by using comparisons on the scale you hope to achieve. Here Jobs compares what he's revealing to the Macintosh 1 and the iPod Two products that, as he reminds you, changed entire industries.

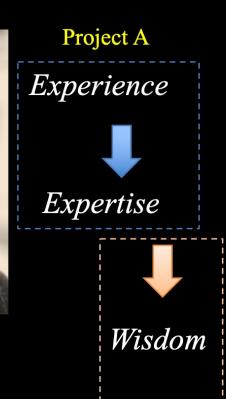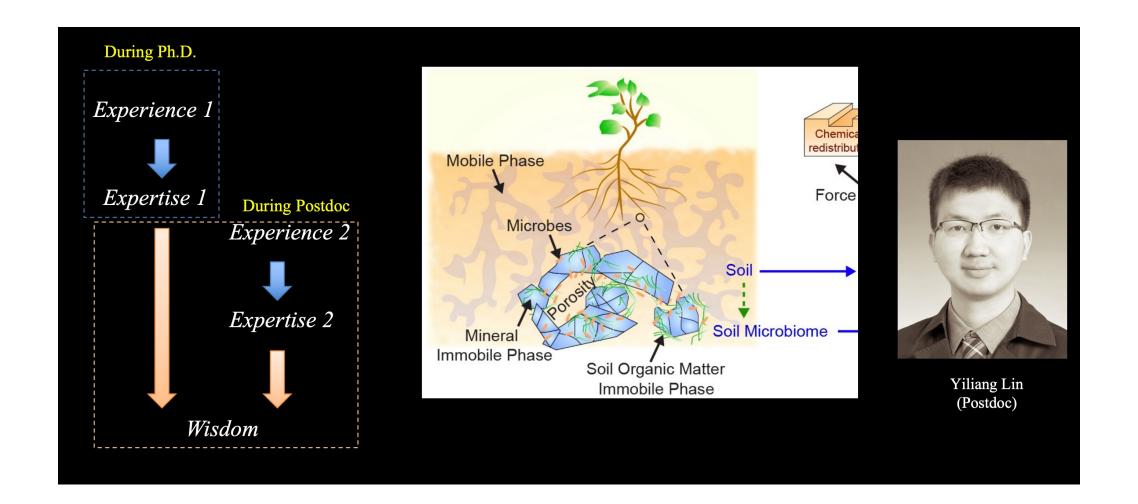Yuanwen Jiang
(Postdoc, Stanford)

Experience → Expertise → Wisdom

Ramya Parameswaran
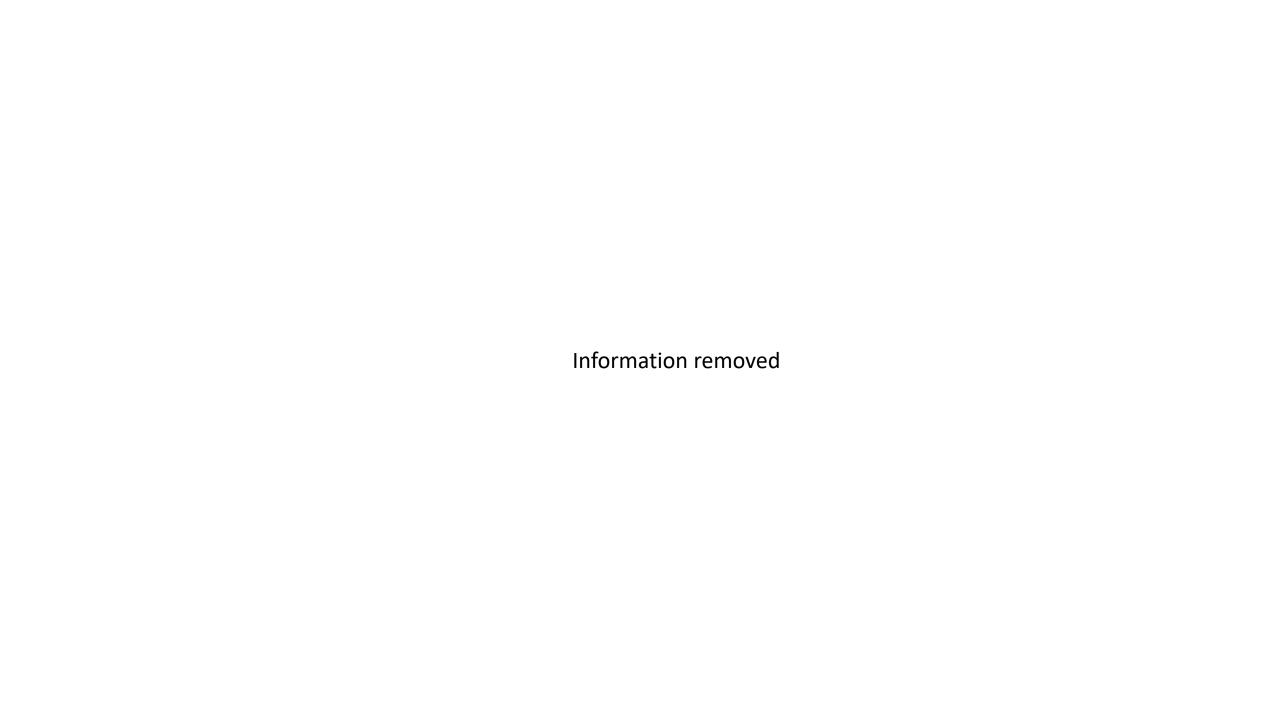(Residency, UCSF)

Project A: Experience → Expertise

Project B: Wisdom

**3. Introduce confrontation. If there's no problem, then there's no suspense, no entertainment. Every great story has a villain – whether fiction or in business. Here, Jobs makes it the smart phone.**

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**4. Climax Bring on the drama. Jobs says "Apple is going to reinvent the phone." He was right. But think about how bold that claim was in 2007 before anyone had heart the word "iPhone."**
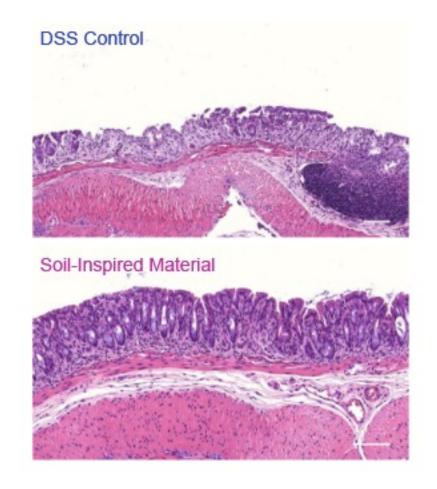
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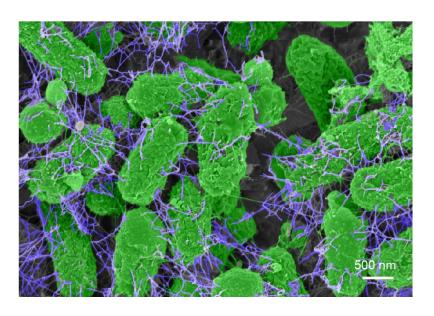
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**Yiliang Lin**

**5. Demonstrate it. Show your audience why your product – your story – is important. Jobs does a great job injecting humor here.**
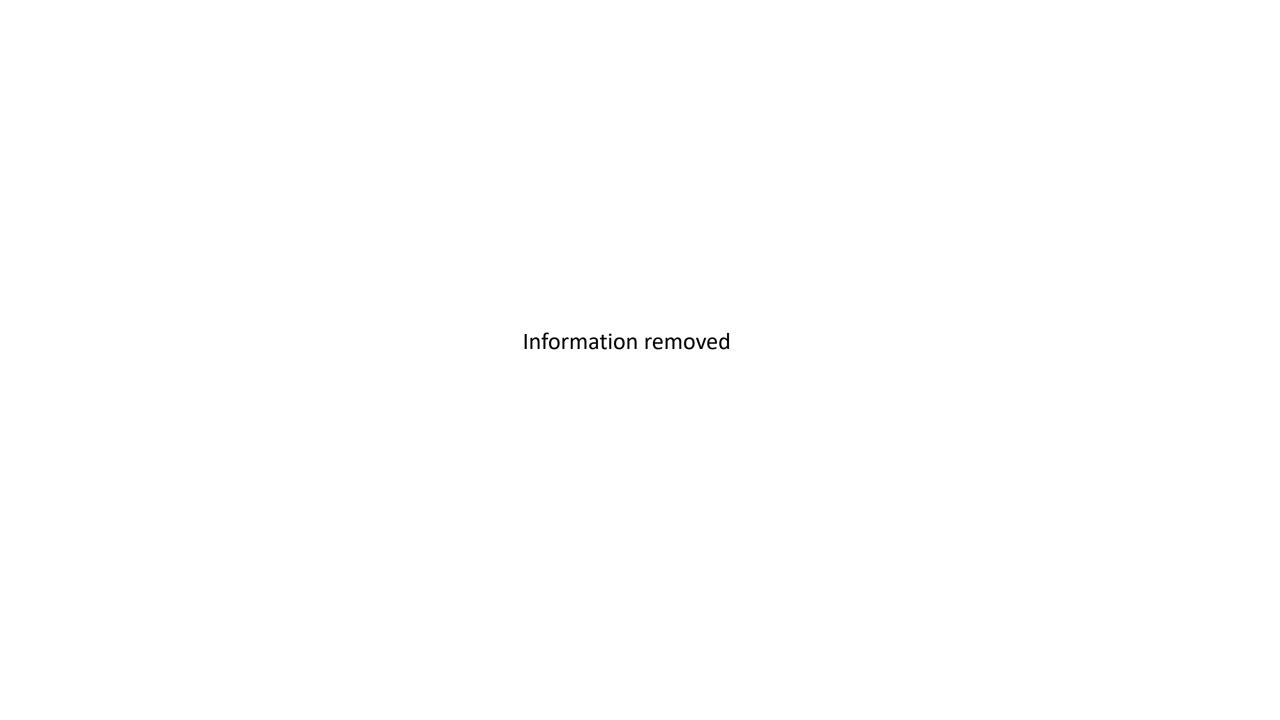
**Soil-inspired
chemical system**

**Periplasmic
biomineralization**

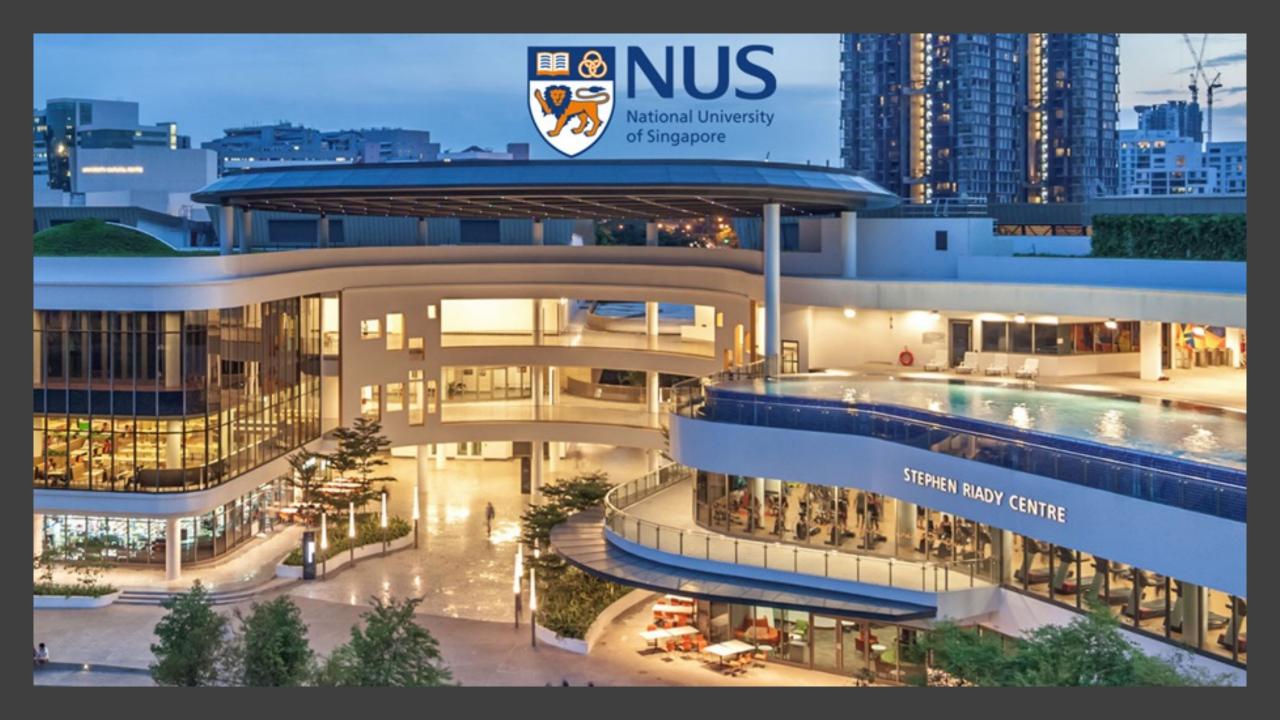**Living materials**

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**6. Bring back the problem. Remind everyone how annoying the current state is. It's painful — and that's why your product is needed.**

Followers will never know how hard the leader tries to create path.

Someday someone will choose you.

And will keep choosing you everyday.

**7. Wrap it up. Position your product as an elixir. In 30 seconds, Jobs lists 13 different features of the iPhone that traditional phones didn't have. Include your call to action – what you want people to do.**