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Teri Quimby (teri@teriquimby.com, [linkedin.com/in/teriquimby/](https://www.linkedin.com/in/teriquimby/)) is President of Quimby Consulting in Michigan, USA. She has served on and worked with numerous boards and commissions.

Ditch the deck: Share stories instead

By Teri Quimby, JD, LLM

“That movie was great!” Can you think about a time when you said that? Maybe it’s a line you can’t get out of your head or a suspenseful story scene.

Trailers—those short teasers made to draw viewers into a full story—help predict a movie’s success. If trailers are engaging, viewers tune in; if not, viewers tune out. The same can be said for board members listening to compliance reports or seeing slide decks of data. Learning lessons for compliance communication is offered by storytelling and movie neuroscience knowledge.^[1]

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