

Will Storr

Storytelling expert and award-winning author exploring how narratives shape identity, culture, and human behaviour

Why Your Brain Needs a Story Our brains don't just record reality – they constantly turn events into stories. Explore why we instinctively search for meaning, characters and cause-and-effect, and how this shapes the way we understand ourselves and the world around us.

The Hidden Game We're All Playing: Status From social media to the workplace, status influences how we behave, what we want and how we see other people. This topic explores the psychology behind our desire for recognition, belonging and respect – and why status matters far more than we might realise.

You Are the Story You Tell Yourself The stories we create about who we are can shape our confidence, relationships and ambitions. Explore how personal narratives are formed, why we sometimes get trapped in them, and how changing the story can change the way we experience our lives.

How Stories Change What We Believe Stories can make complex ideas memorable, influence our emotions and even change our perception of reality. Drawing on psychology, journalism and neuroscience, this explores why a compelling story can sometimes have more power than a collection of facts.