“I believe that the ways of storytelling and the ways of conceptualizing that go with them become so habitual that they finally become recipes for structuring experience itself, for laying down routes into memory...” (Bruner, 1987, in Haven, 2007, p. 107.)

“The major processes of memory are the creation, indexing, storage, and retrieval of stories.” (Schank, 1990)

“a thought will always have a sequence, whether is a grievance, whether it’s a memory, whether it’s a fantasy, whether it’s a hope; it always has a sequence. And so stories, I think, have that great appeal because it’s very deeply embedded in how the brain works, in thought itself.” (S. Greenfield, Professor of Synaptic Pharmacology at Lincoln College, Oxford, BBC Radio 4, 02.02.11)

It is accepted that we think, communicate and understand each other through the medium of stories. (Angus & McLeod, 2004)

“Furthermore, “the story form is a cultural universal; everyone everywhere enjoys stories.” (Egan, K., pp.2., 1986)

“Evolutionary biologists confirm that 100,000 years of reliance on stories have evolutionary hardwired a predisposition into human brains to think in story terms. We are programmed to prefer stories and to think in story structures.” (Haven, 2007, p. 4.)

“Narrative (stories) are accessible to the literate and illiterate alike, to the logico-mathematically sophisticated and unsophisticated. We might we develop a respect for narrative as everybody’s rock-bottom capacity, but also as a universal gift, to be shared with others.” Egan (1997) (in Haven, 2007, p. 101)

Teaching is storytelling. Storytelling is teaching.