



The Art of Storytelling

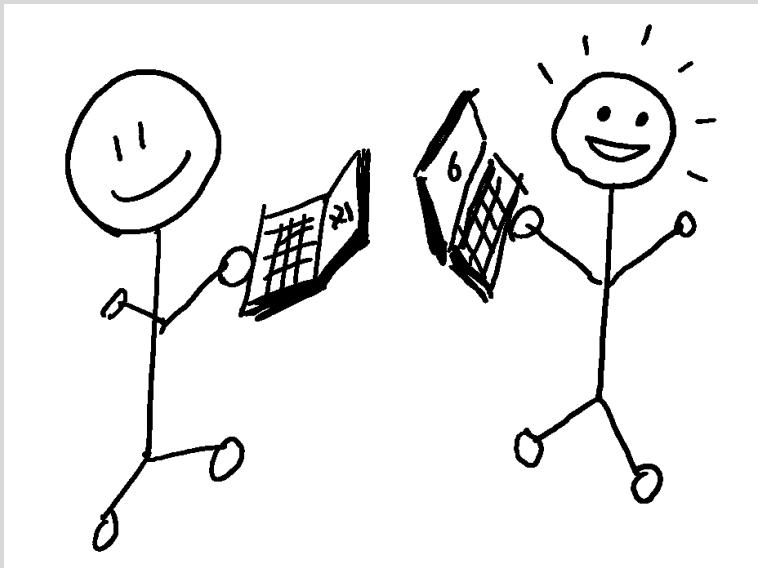
audience
educational message
information
communication

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Describe your latest research project...

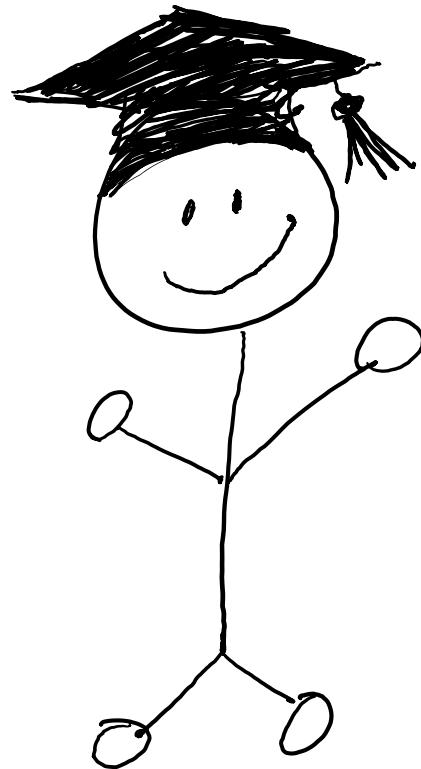


Statistician



Airplane Acquaintance

Turkish Airlines



Graduate Training

coursework

presentations

research

teaching

writing

consulting

mug device
battery just Solid electrolyte
hydrogen small around investigate gasses
plus common forming cathode phases stop
like yttria name supported batteries compound
single tend grow need feed
new cook next continuous securely
Future load AA material really ceramics
Oxide minus Now maybe issue water brittle about
SOFCS zirconia using involves
big more press nice behavior recipe
ceramic resulting names novel
power cyclic mix Essentially clamping
environment research pet focuses
vase conditions

How do we translate science for the public?



Physics



Engineering



Math Sciences



Earth Sciences



Library Sciences



Education



Author & Actor

Three Elements of Communication

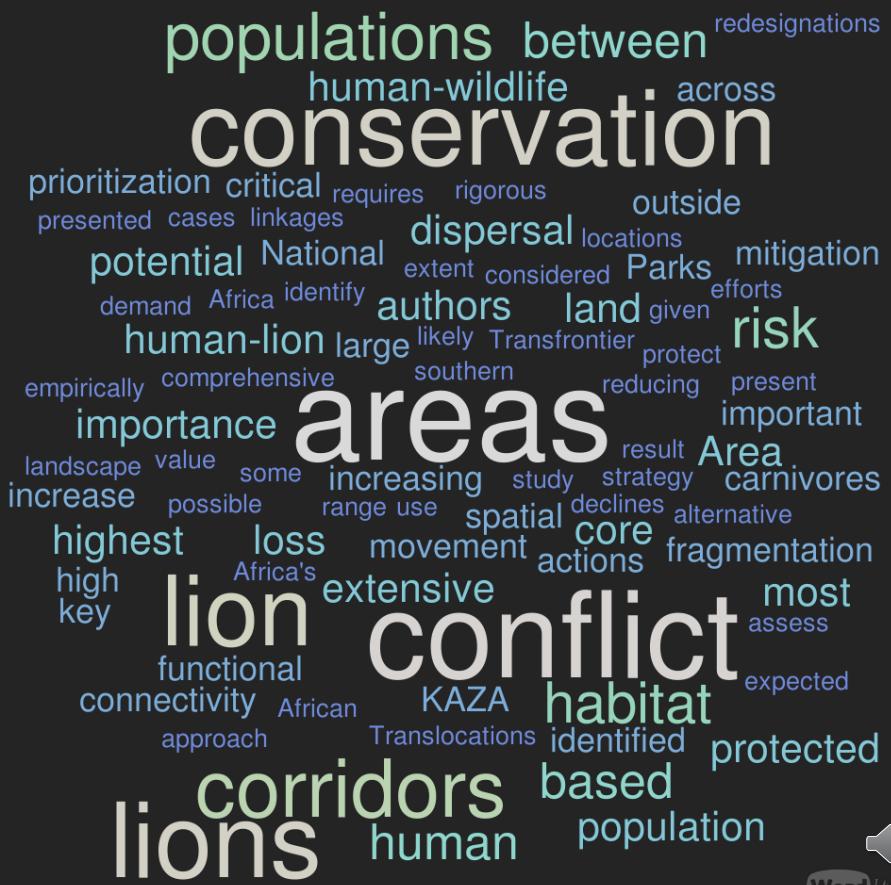
- Storytelling
- Delivery
- Improvisation

“The Story...Matters, Not Just the Ending”

--Paul Lockhart

Storytelling

- Break away from the norm
 - Suspense! Surprise!
- Clear structure and purpose: So what?
- Clarity and focus: What is the take-away message?



areas important development
researchers agricultural population
conflict conflicts
movements colleagues
protect like land
people habitat high movie
move



Lion Podcasts

Africa's human population is expected to increase threefold by the end of this century and growth is expected to be highest near protected areas....

Accelerating declines of carnivores as a result of human-carnivore conflict and habitat loss are likely.

The movie the lion king has been captivating audiences since 1994. ... Many people dream of visiting Africa and seeing lions in their natural habitat.

However, *people may be the bigger threat that lions face.*

Lion Podcasts

Spatial prioritization of conservation actions is *critical* given extensive land use redesignations that are reducing the extent and increasing the fragmentation of lion populations.

It is *important* to look at how and where animals move...to prevent issues like inbreeding and ... common issues between local people and lions...

Identifying these areas allowed the researchers to determine where conservation actions should be placed to best protect lions and people.



Storytelling

- Break away from the norm
 - Suspense! Surprise!
- Clear structure and purpose: So what?
- Clarity and focus: What is the take-away message?
- Analogy and metaphor

Lion Podcasts

[G]rowth is expected to be highest near protected areas.

The fastest growing areas in Africa are along the borders of protected areas. *This would be like the US having major human development occurring around Yellowstone and Yosemite national parks as opposed to around metropolitan areas.*

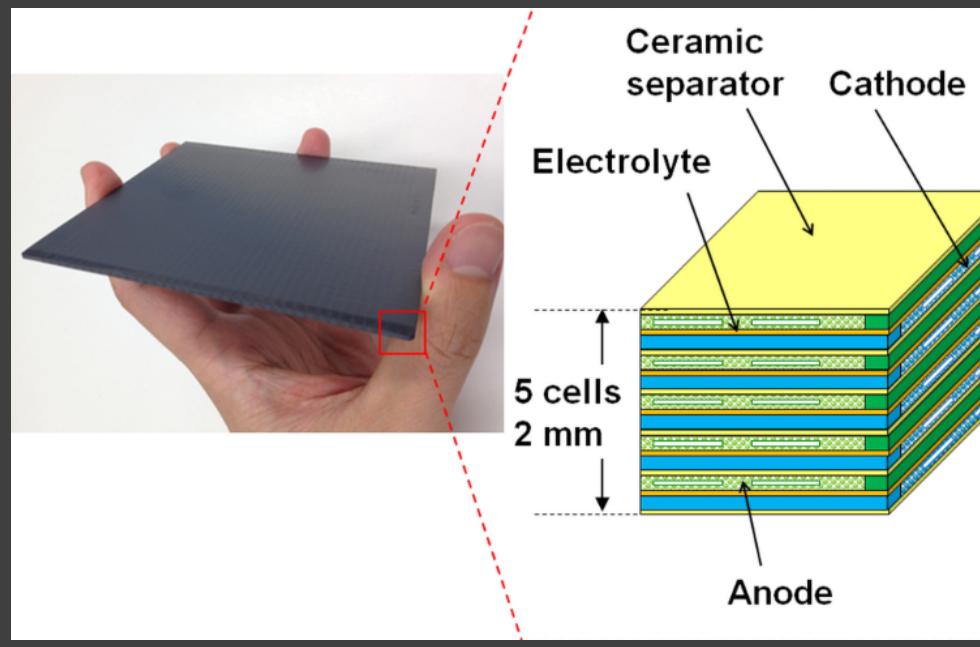
Microbe Communities

Scientists...research...microbe communities...by looking at the community as a whole, and making educated guesses about the characteristics of individuals...

However, I only have to say, "***You're from Montana, you ride a horse to school, right?***" for you to see just how much we might miss by drawing conclusions about individuals by only looking at the community.

SOFC Operation Times

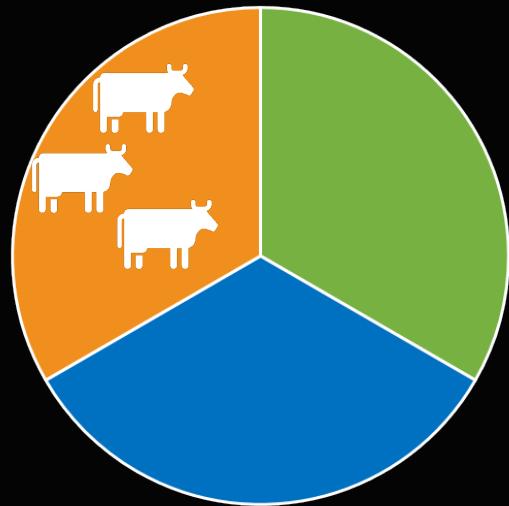
40,000 hours is 1,667 days
1,667 days is 4.6 years!



“It’s All in the Delivery”

- Animate with voice  
- Nonverbal communication
- Visuals

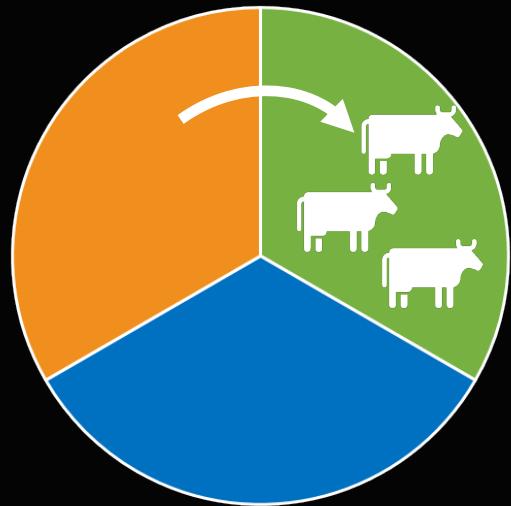
Hormay rest-rotation



Year 1

- Grazed during growing season
- Grazed post-growing season
- Rested

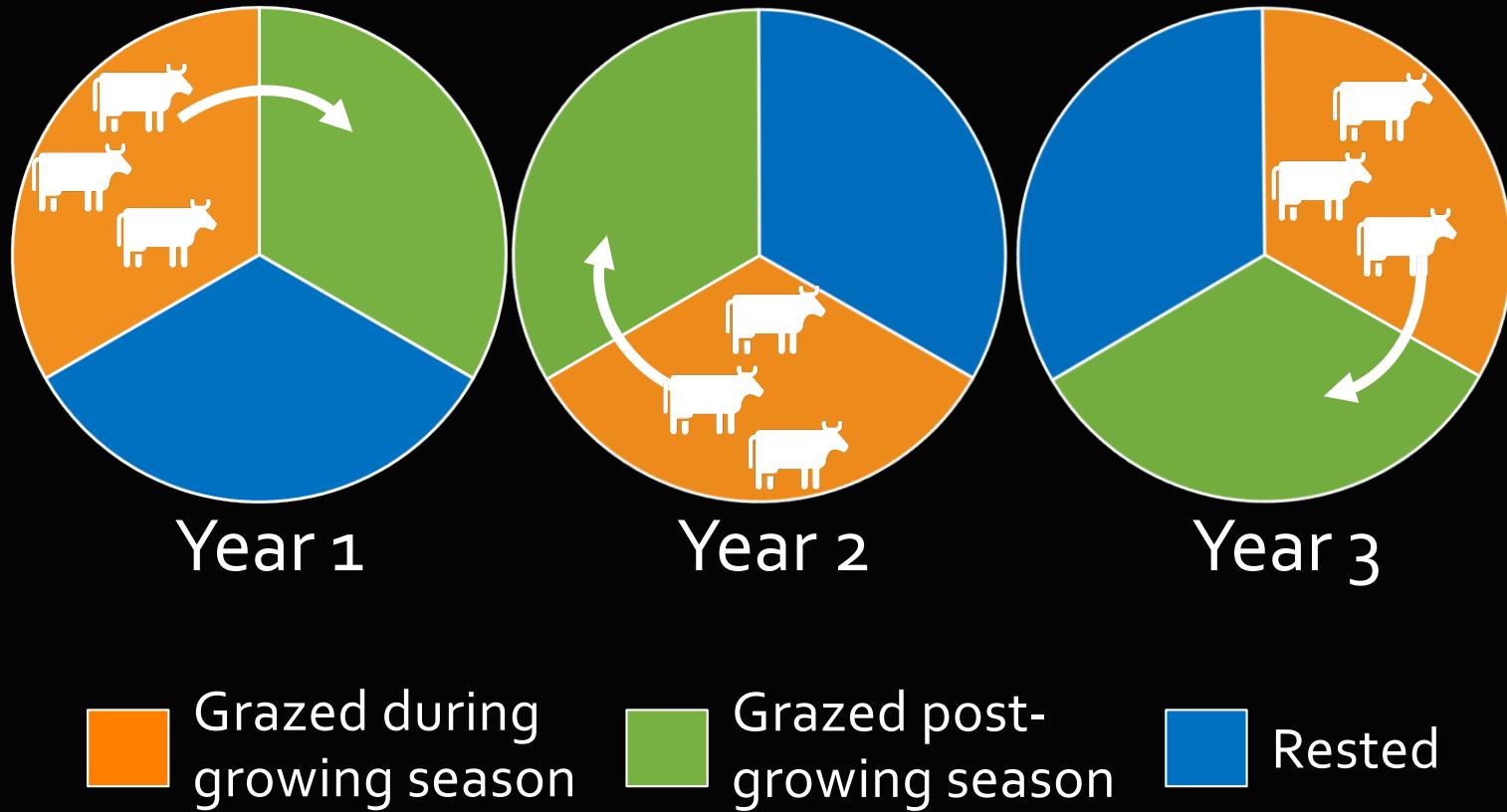
Hormay rest-rotation

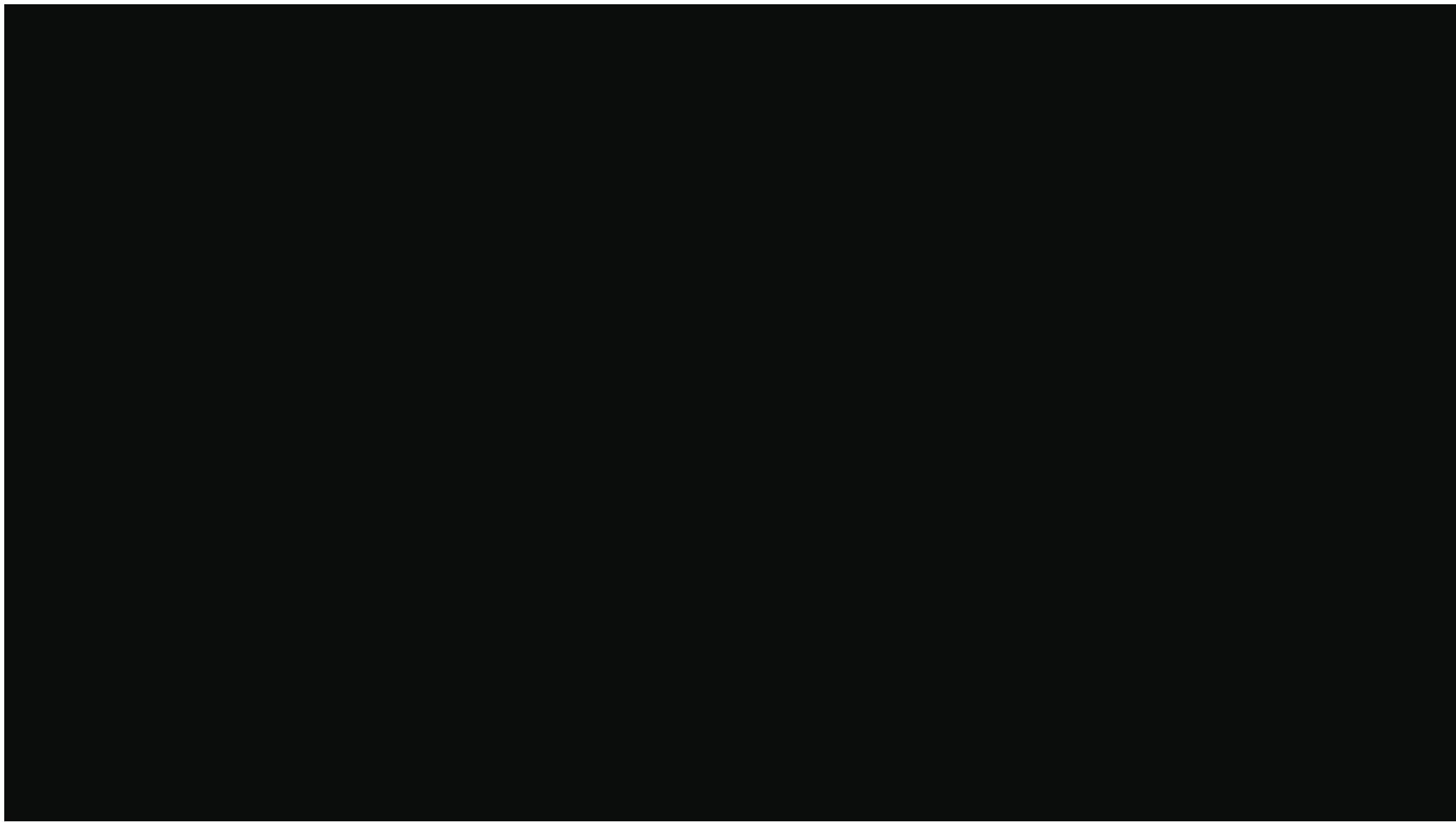


Year 1

- Grazed during growing season
- Grazed post-growing season
- Rested

Hormay rest-rotation





“All the World’s a Stage”

--Shakespeare



Improvisation

- Normalize stress and vulnerability
- Build confidence
- Actively listen and adapt to audience
- Develop stage presence

Implications

- Broader impacts apply to *anyone*
- Faculty benefits
 - “Yes, **AND**” vs. “Yes, **BUT**”
 - Slides + Words
 - Ongoing



Questions?

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