

# RES 712: Exploratory and Qualitative Research Methods



Walsh College

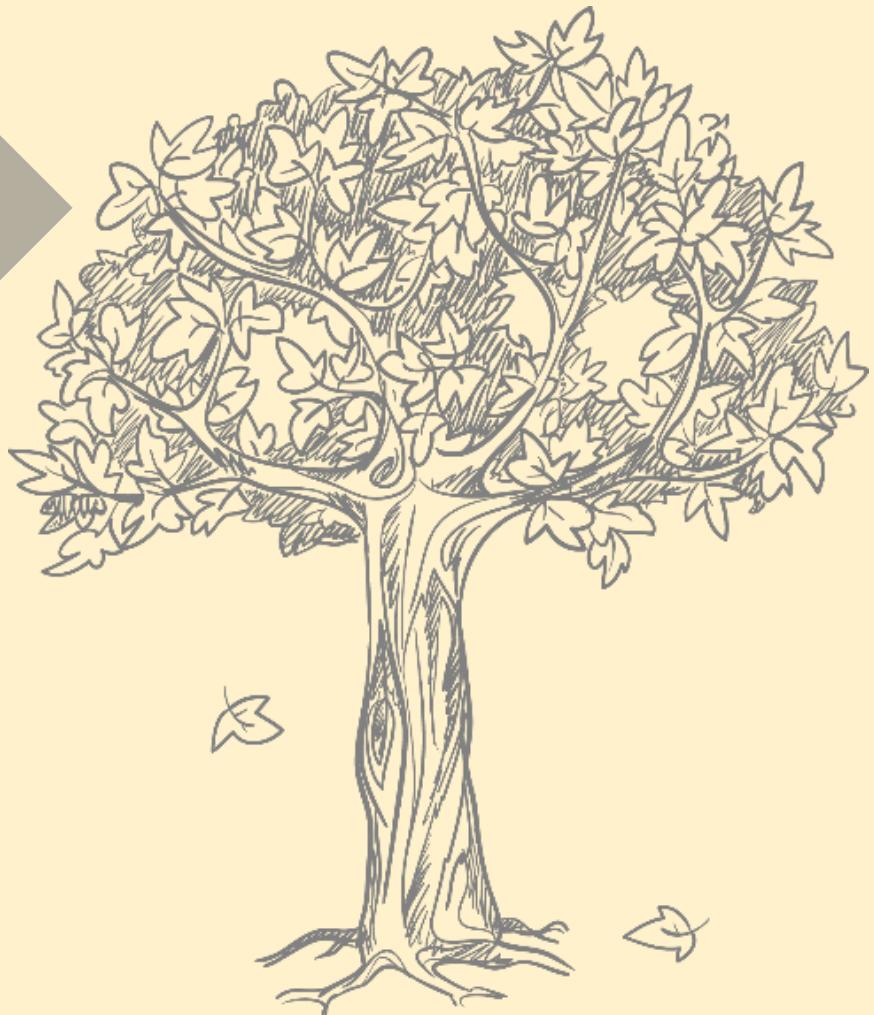
## STORYTELLING WORKSHOP

The Next Chapter

Beyond Findings  
and Reporting

# WHAT IS INTEGRATION?

# AN ANALOGY



# A DIFFERENT MINDSET



## PRIMARY RESEARCH

We're the 'experts,'  
gathering information and  
conveying new knowledge



## INSIGHTS INTEGRATION

We're (often) facilitators,  
helping clients/academics  
extract and articulate a  
unified story from pieces  
of research they've lived  
and have a feel for.

# AN ANALOGY

# CUSTOM RESEARCH



# INSIGHTS INTEGRATION

The New York Times

#### **Fasting Diets Are Gaining Acceptance**

ВАЛЕНДАС ГУСОВИЧ © 2009-2010 © ИП Гусов

Mark Mattison, a neuroscientist at the National Institute on Aging in Maryland, has not had breakfast in 13 years. Most days he practices a form of fasting — skipping lunch, taking a midafternoon nap, and then eating all



## INSIGHTS INTEGRATION

"I'm not hungry at all in the morning, and this is other people's experience as well. It's just a matter of getting adapted to it."

In a culture in which it's customary to eat three large meals a day while snacking from morning to midnight, the idea of regularly skipping meals may sound extreme. But in recent years intermittent fasting has been gaining popular attention and scientific endorsement.

It has been promoted in best-selling books and endorsed by celebrities like the actors **Hugh Jackman** and **Benedict Cumberbatch**. The late-night talk show host **Jimmy Kimmel** claims that for the past two years he has followed an intermittent fasting program known as the **5:2 diet**, which entails normal eating for five days and fasting for two — a practice Mr. Kimmel credits for his significant weight loss.

Fasting to improve health dates back thousands of years, with Hippocrates and Plato among its earliest proponents. Dr. Mattson argues that humans are well suited for it: For much of human history, sporadic access to food was likely the norm, especially for hunter-gatherers. As a result, we've evolved with livers and muscles that store enough glucose

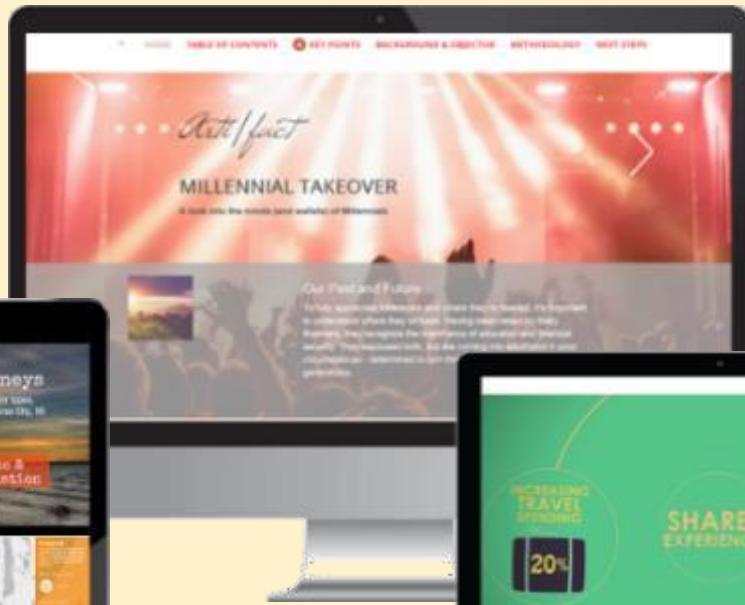


# TRANSFORM THE WAY THE ORGANIZATION/UNIVERSITY SOCIALIZES AND PRESERVES CONSUMER WISDOM

JOURNEY  
MAPPING



DYNAMIC REPORTING



VIDEO  
STORIES



INFOGRAPHICAL STORIES





Stories have been used to communicate since the dawn of humanity. Across time, distance, culture, they are used to teach the young and motivate the old.

Leveraging the tradition of storytelling will give purpose and dimension to your research and insights.

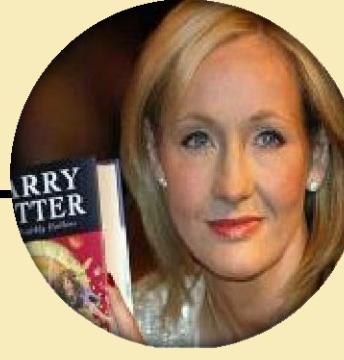
# CONTINUING IN THE TRADITION OF A LONG LINE OF GREAT STORYTELLERS...



'50s & '60s



'70s & '80s



'90s & '00s



'10s & on

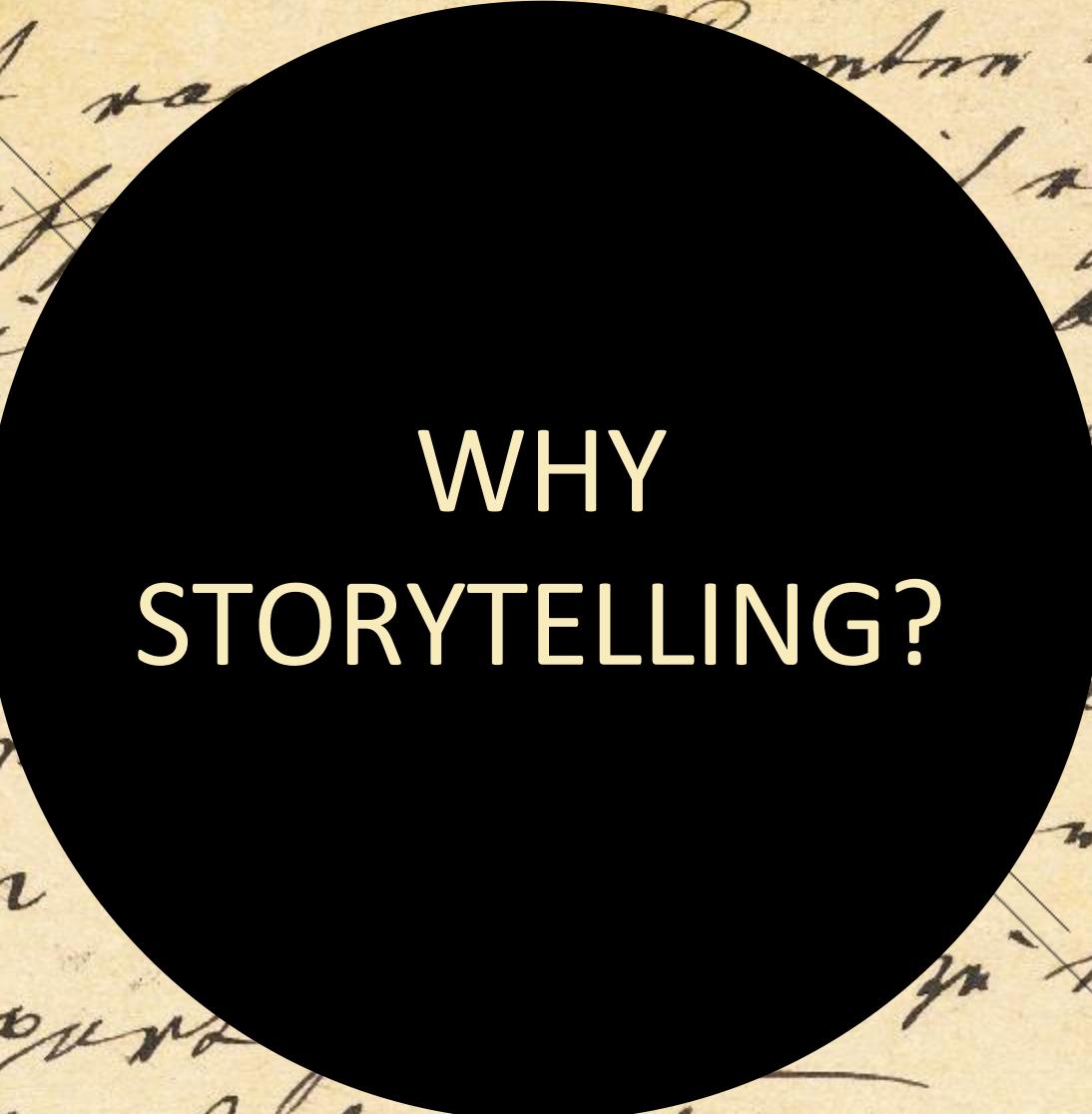
# LONG TERM SUCCESS DOES NOT COME FROM REGURGITATING THE DATA – WE MUST PROACTIVELY PROVIDE INSIGHTS AND DIRECTION

## The Problem

Traditional reports are too long, detailed and boring for the general presentation audience. They currently serve the purpose of documenting findings not socializing learnings.

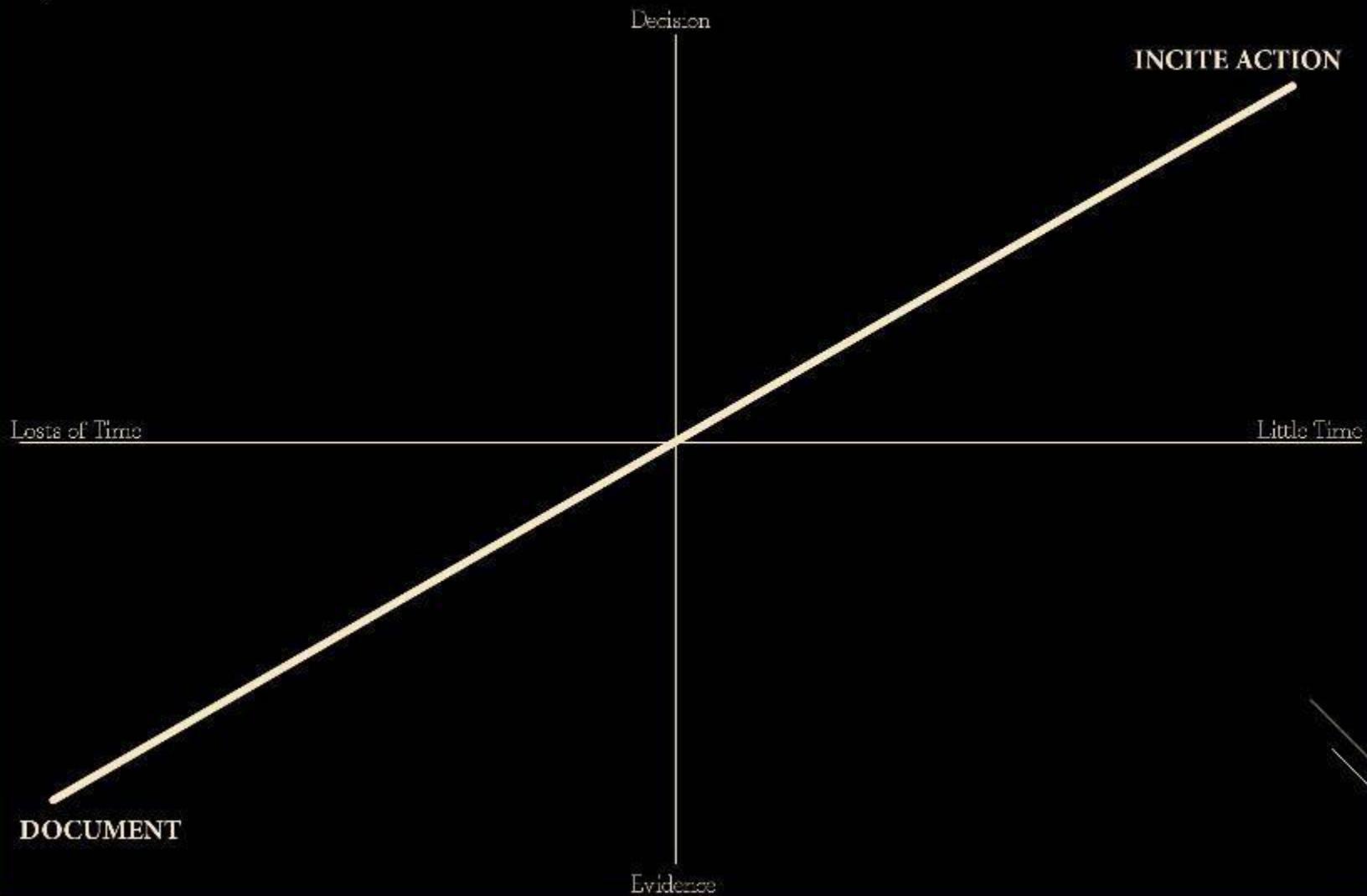
“The presentation should take 10 minutes. The conversation should last for hours.”

“If you don’t like change, you’ll like irrelevance a whole lot less.”

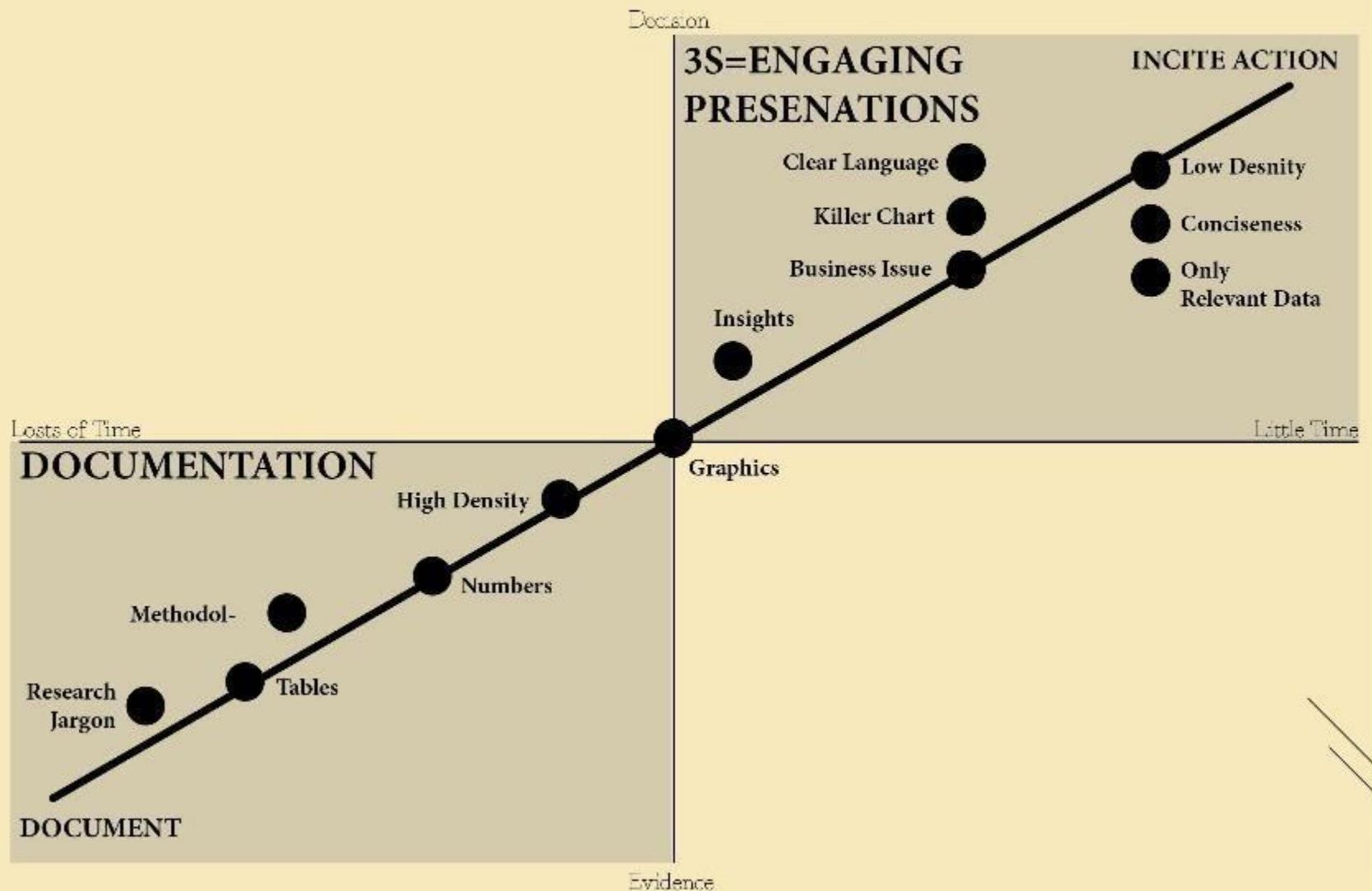


# WHY STORYTELLING?

# ANATOMY OF COMMUNICATION



# ANATOMY OF COMMUNICATION



A close-up photograph of a person's hands typing on a vintage typewriter. The hands are positioned on the keys, and the background shows the metal frame and rows of keys of the typewriter.

# STORYTELLING IS:

The crafting of a clear message,  
focused on the business  
problem/challenge, that helps  
our audience understand,  
remember, retell, and act on the  
knowledge.

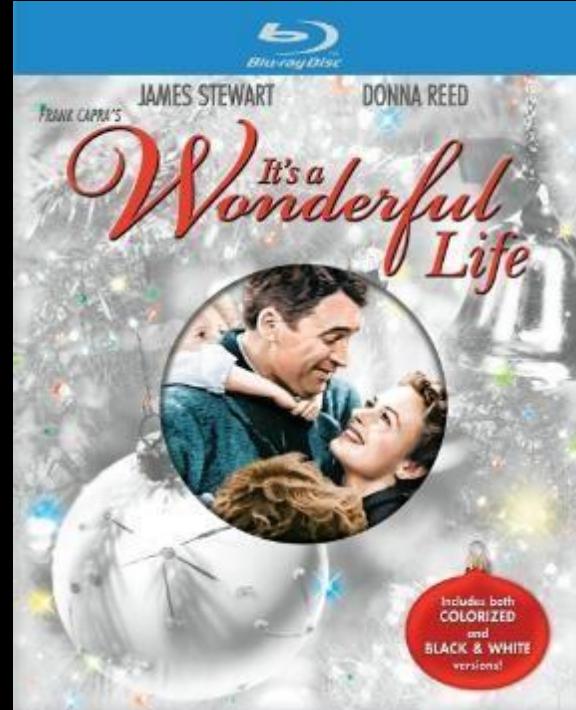
# TELL A STORY ABOUT THE DATA

RESEARCHER/ANALYST

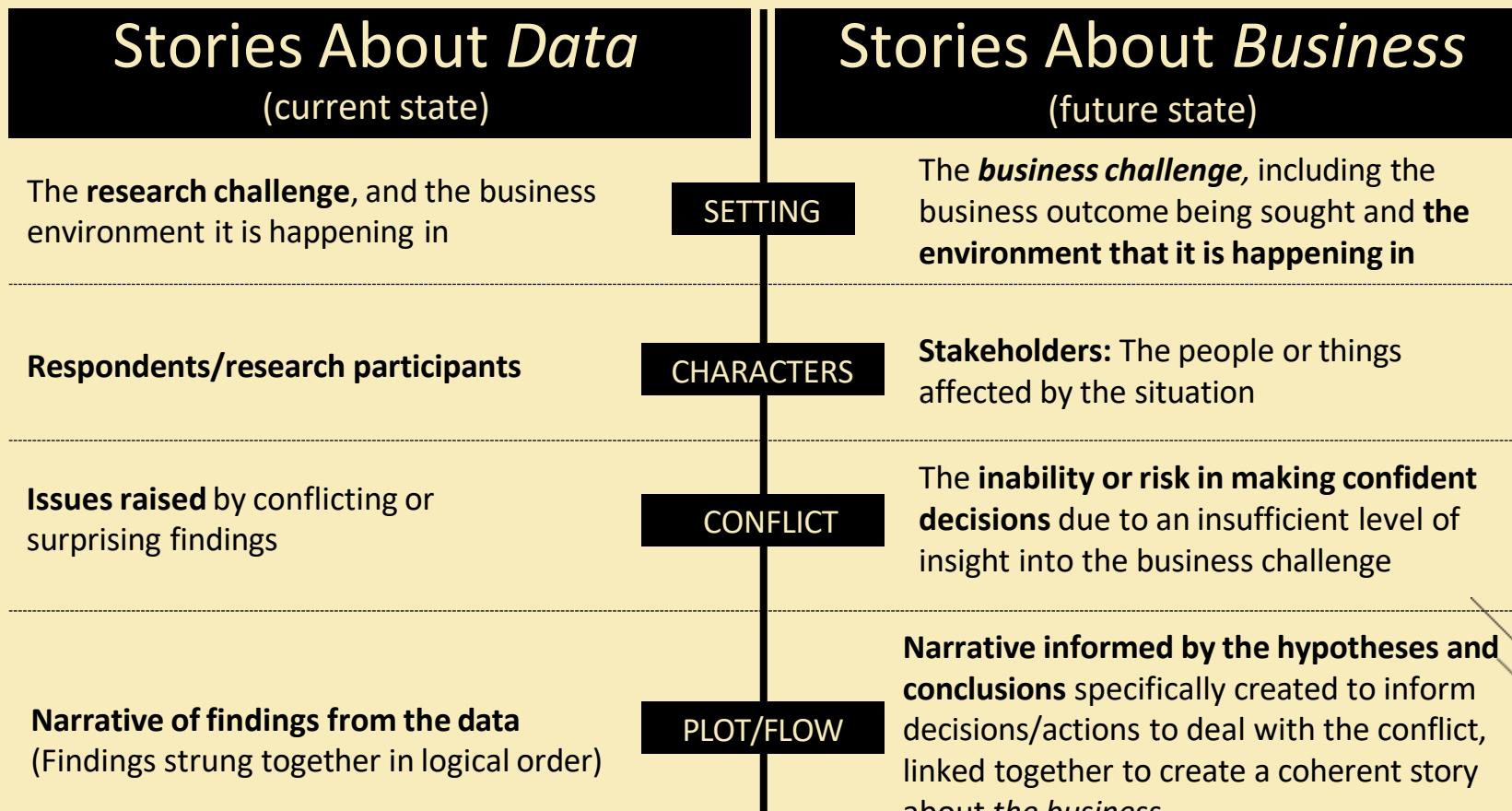
George is 6' 3". He is the 4th tallest person in his town. He has light brown hair. His hair is lighter than some people's and darker than others. He is thin. His height to weight ratio is in the top 25th percentile. He is married. He has been married for ten years. His is the 57th longest marriage in town. He knows lots of people (838). He smiles a lot – on average three smiles every 2 minutes.

One day he stopped smiling. He ranked last in happiness. We then tested the hypothesis "what if he had never been born" and found a negative result. He starts smiling again. He ranks first in happiness.

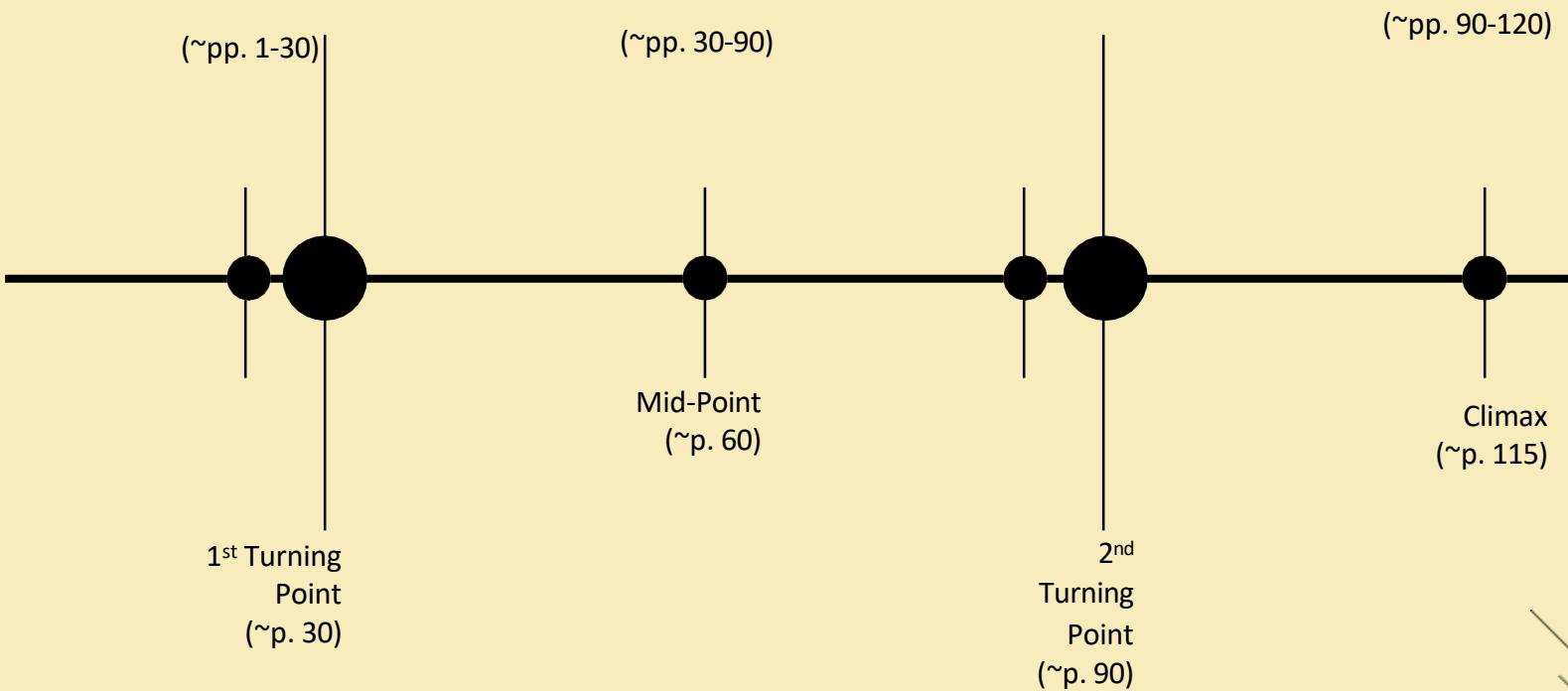
# TELL A STORY ABOUT THE BUSINESS



# OUR STORIES NEED TO SPEAK TO THE BUSINESS/RESEARCH SUBJECT RATHER THAN THE DATA



# THIS NEEDS A HEADLINE



(above graph © Syd Field)

# ONCE UPON A TIME...

SETTING

... in a village back in olden times lived ...

CHARACTERS

... a young boy and girl ...

CONFLICT

... who went to a forbidden place and were captured ...

NOW IT'S YOUR TURN TO FINISH THE STORY!!

Inner traits that cause or enhance the **CONFLICT**

*Dangerously Curious*

*Doesn't Follow Advice*

*Is Naïve & Trusting*

*Is Foolish*

Inner traits that help the **SOLUTION**

*Courageous*

*Resourceful*

*Imaginative*

*Clever*

**SOLUTION**

*Has Helper*

*Is Rescued*

*Finds Magic*

*Finds Inner Traits*

**CONCLUSION**

*Wiser*

*Transformed*

**END**

*Passes Lesson on to Others*

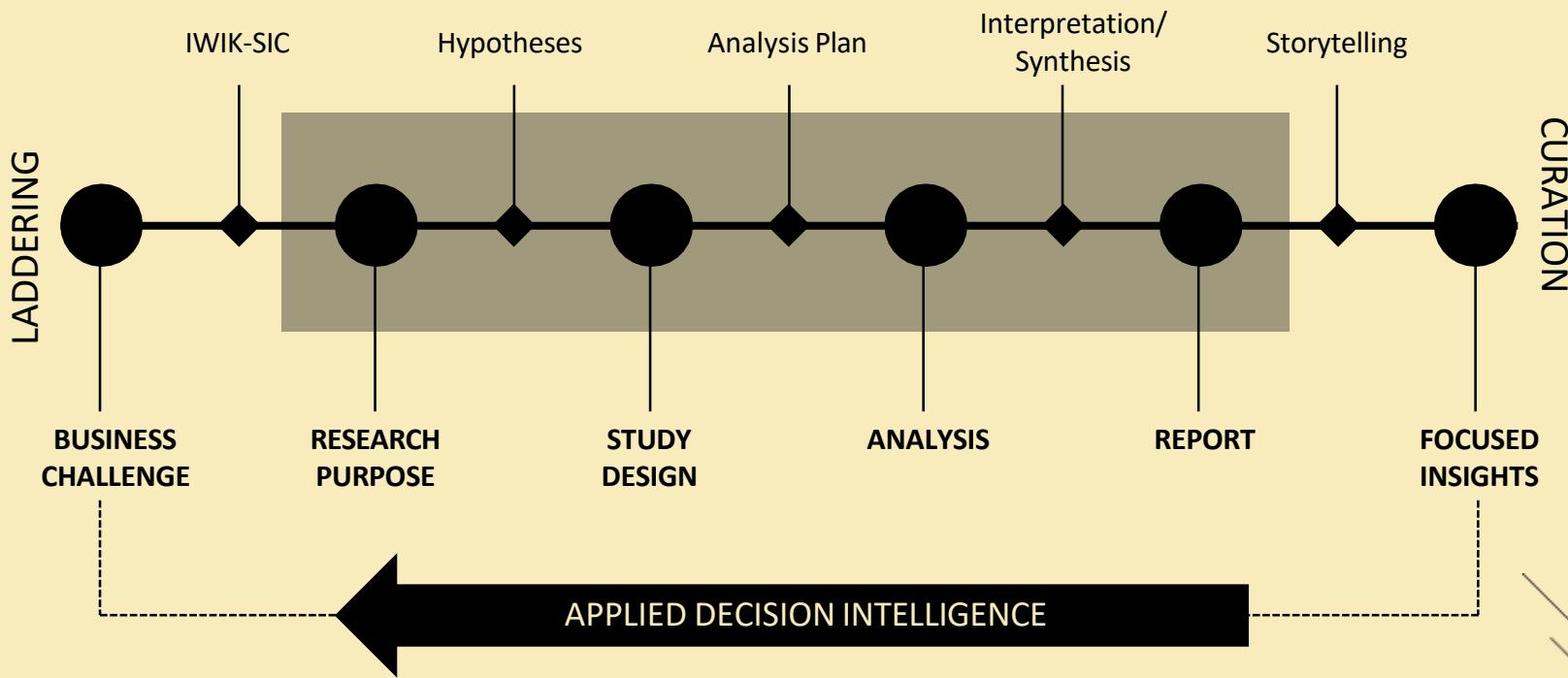
*Offers Wisdom*



A photograph of a person with long, dark hair looking down at a campfire. The fire is bright orange and yellow, casting light on the person's face and hair. The background is dark, suggesting it's nighttime.

# THE PHILOSOPHY

# BUSINESS CHALLENGE–FOCUSED VALUE CHAIN



## BUSINESS PARTNERS WHO SHARE PHILOSOPHY



Reebok



STELLANTIS



Mars

# BREAKING IT DOWN INTO SMALLER STEPS HELPS EVERYONE STAY FOCUSED ON CREATING A COMPELLING DELIVERABLE

1

Start with  
the end in  
mind

2

Leverage the  
Power of  
Hypotheses  
*(Bottom Line &  
3-5 Key  
Learnings)*

3

Storytelling  
Session:  
Story  
Outline

4

Telling  
the Story

# 1. START WITH THE END IN MIND

Give yourself a story assignment

SETTING

The situational context

CONFLICT

The business objective and the  
barriers to achieving it

PLOT/FLOW

The conclusions that would help lead  
to resolution (“We wish we knew...”)

## WRITE CONCISELY

If you can eliminate words without changing the meaning, do it.

### SIX WORD STORIES

*Baby shoes for sale. Never worn.*

## USE THE ACTIVE VOICE AND PRESENT TENSE

“Good headlines are driven by good verbs.”

This is PASSIVE VOICE.  
Active voice would say:  
“Good verbs drive  
good headlines.”

## AVOID RESEARCH JARGON

Will there be text here? Images? Or is this a spot holder as you discuss examples? This slide design may change depending on the answer.

## AIM TO CREATE A FEELING

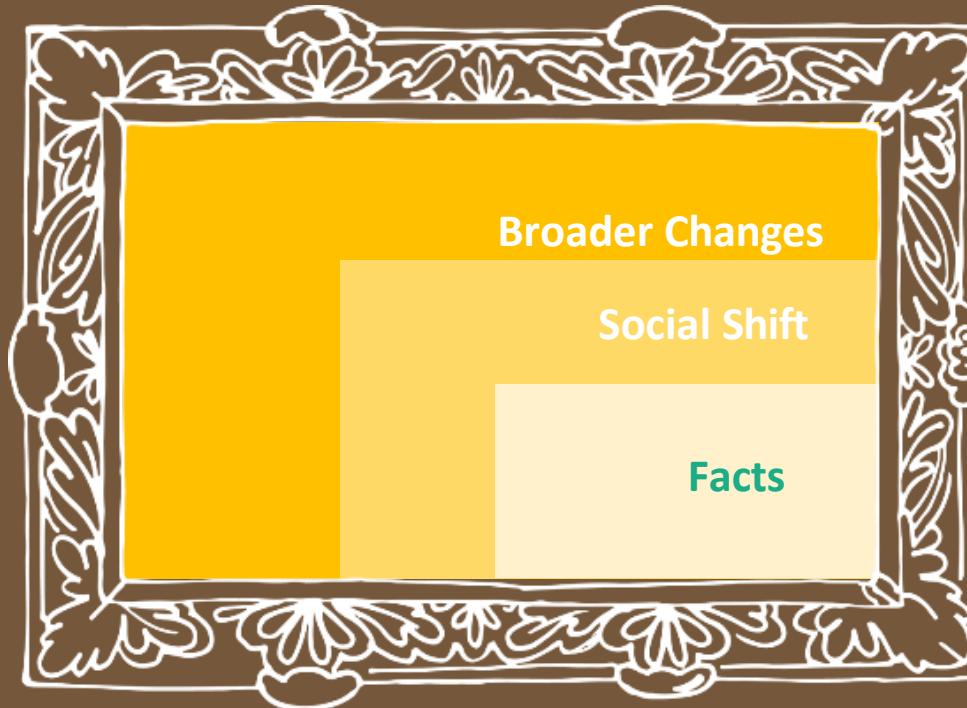
Will there be text here? Images? Or is this a spot holder as you discuss examples? This slide design may change depending on the answer.



## ADDITIONAL TIPS

# THINK BIG PICTURE

## THE BIG PICTURE



# CONNECT RELEVANT DOTS

Sometimes, data from different sources may seem to be telling different stories – but with some thought we can connect them to draw a meaningful conclusion.



# ENSURE VALIDITY

Not all source information will align perfectly to help you tell your story

Ask yourself:



Are the data comparable?

For example:

## SOURCE A

More than 50% of Americans are unmarried



## SOURCE B

People are less motivated to cook when they're alone

## SOURCE X

65% of all shoppers at convenience stores in 2013 bought a soft drink



## SOURCE Y

In 2015, soft drinks represented 40% of beverage sales by volume at convenience stores

# USING PEER-REVIEWED SOURCES



science of consumer choice

Articles (✓ include patents)  Case law

[Articles](#) [Case law](#) [My library](#)

[Any time](#) [Since 2016](#) [Since 2015](#) [Since 2012](#) [Custom range...](#)

[Sort by relevance](#) [Sort by date](#)

include patents  include citations

Create alert

**Connecting cognition and consumer choice**  
DM Bartels, EJ Johnson - *Cognition*, 2015 - Elsevier  
[\[PDF\] from researchgate.net](#)

**The new science of pleasure: consumer choice behavior and the measurement of well-being**  
D McFadden - *Handbook of Choice Modelling*, 2014 - books.google.com  
Let there be granted to the **science** of pleasure what is granted to the **science** of energy, to imagine an ideally perfect instrument, a psychophysical machine, continually registering the height of pleasure experienced by an individual, exactly according to the verdict of ...  
Cited by 6 Related articles All 5 versions Cite Save

**Bricks or clicks? Consumer attitudes toward traditional stores and online stores**  
JJ Kacen, JD Hess, WK Chiang - *Global Economics and Management* ..., 2013 - Elsevier  
... Sage, Thousand Oaks, CA (2005). Meyer and Johnson, 1995; R. Meyer, EJ Johnson; Empirical Generalizations in the Modeling of **Consumer Choice**. *Marketing Science*, 14 (3, Part 2 of 2) (1995), pp. G180–G189. Full Text via CrossRef. Nelson, 1970; P. Nelson; ...  
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[\[PDF\] from ufsc.br](#)

**Intentionality, symbol, and situation in the interpretation of consumer choice**  
GR Foxall - *Marketing Theory*, 2013 - mtq.sagepub.com  
... That is, the components of the model must be intentionally construed and coherently related to form an appropriate explanation of **consumer choice** that transcends the limitations of extensional behavioural **science**. Searle's ...  
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LET'S TELL THE STORY