STORYTELLING

WHAT IS STORYTELLING?

NARRATING

EXPERIENCE

IN A FLOW

SIMPLICITY

A STORY

→ WHY

→ WHAT

→ HOW

In a story

→ SETUP

→ STRUGGLE/JOURNEY

→ SUCCESS/RESULT

When telling a story

→ RELATE

→ ENGAGE

→ STRUCTURE

> "Tell me and I forget. Teach me and I remember. Involve me and I learn

– *Benjamin Franklin*

Making data mean more through storytelling | Ben Wellington | TEDxBroadway

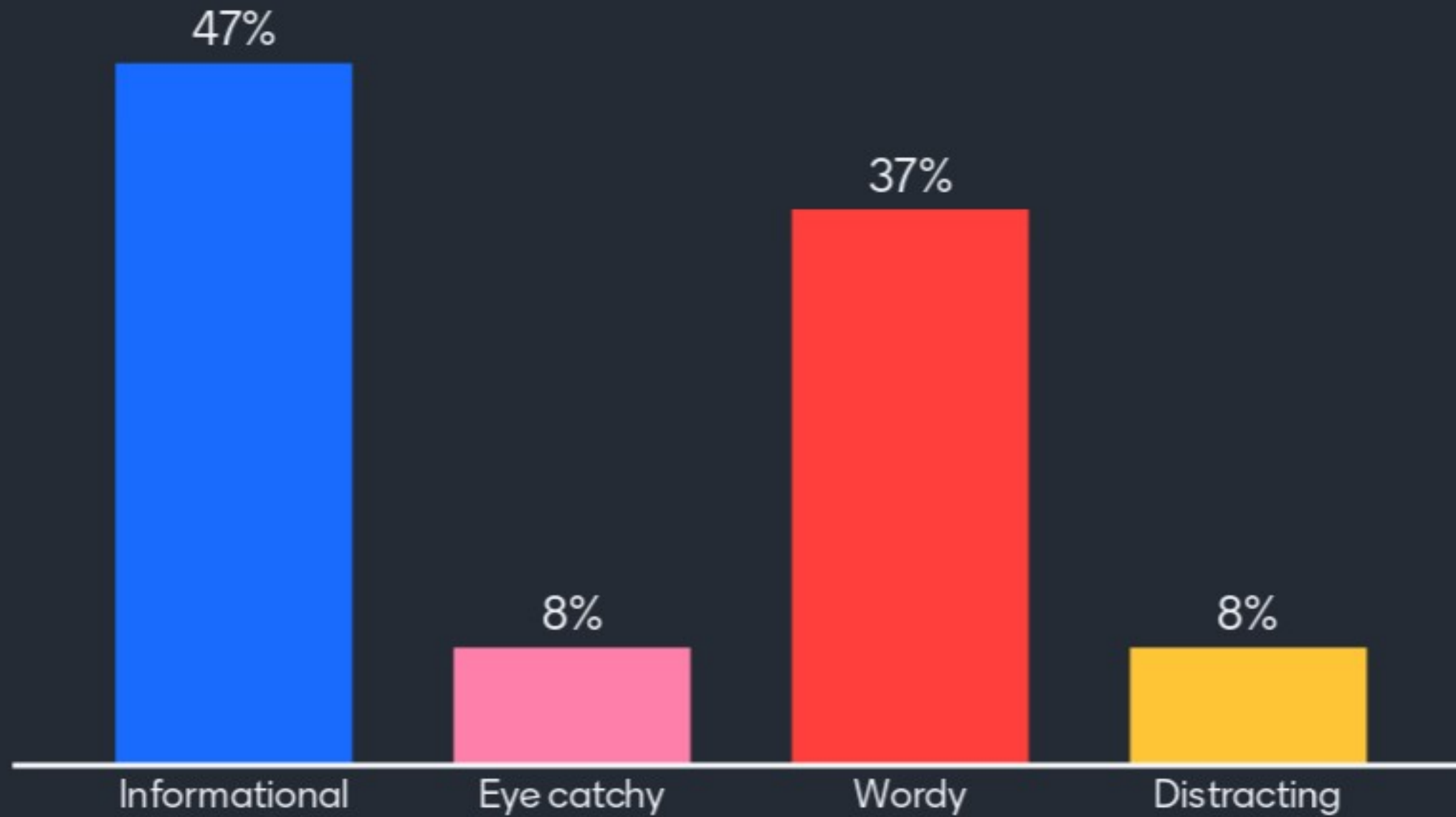Watch later   Share

SURVEY RESULTS

- 80% reported less depression at post
- 70% reported less anxiety at post
- 60% reported less depression at one year follow-up
- 74% reported less anxiety at post
- 92% reported increased well-being at post

Author, Name; Name, Author Author, Name; Name, Author & Author, Name (2017). A long string citation here in a really small font which is probably not legible when giving an in-person presentation. Unless the source is the main point of the slide, find other ways to cite important work other than this method.
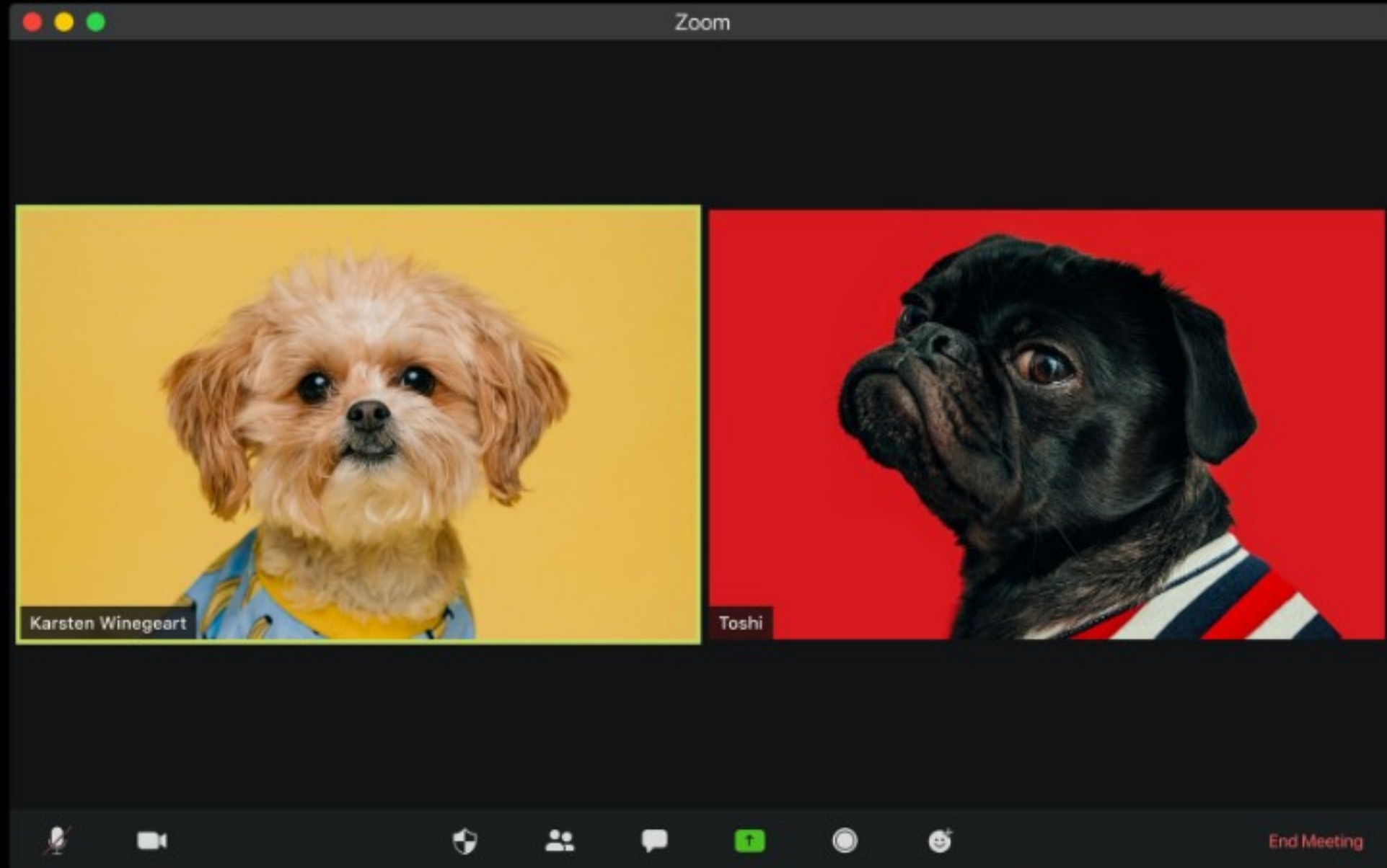
Ineffective slide example / echorivera.com

The last slide was

47%
37%
8%
8%

Informational
Eye catchy
Wordy
Distracting

42

VIRTUAL?

VIRTUAL PRESENTATION

→ ETIQUETTE: team, camera, mic

→ WHO SPEAKS

→ SLIDES: content, control

→ Q/A

WHEN PRESENTING

→ Design a structure

→ Build context and background

→ Keep slides and talk connected

→ No work is wasted

→ Get Personal

→ Make it relatable

LET'S TRY

A moment in a day last week (describe using a word)

interesting ✓ 8x	busy ✓ 6x	fun ✓ 4x
informative ✓ 4x	Challenging ✓ 4x	Difficult ✓ 2x
confusing ✓ 2x	eye opening ✓	intense ✓

There's no correct answer!

62

A large story

→ Random teams

→ Pick 3 phrases

→ Make a story with flow

→ Come back and share (1 minute per team)

HAPPY AUDIENCE and HAPPY YOU

DANKE!
THANK YOU!
MERCI!
GRAZIE!
GRACIAS!
DANK JE WEL!

• • • • • • • •

Any questions?

0 questions
0 upvotes