



WORKSHOP

Build Engaging Solutions Across **Power Platform**
Using Human-Centered Design Principles

Selling your ideas



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Stakeholders Motivators & Storytelling

Who are your stakeholders?

What is their communication style?

Who do you need buy in from?

Where do they sit in the organization?

- Top level executives?
- Middle management?
- Manager?
- Peer

Who do you need buy in from?

What is their background?

- Are they a different discipline: PM, Engineer, Designer
- Do they come from a product background, or somewhere else in the organization?
- What is their role: Customer service, sales, marketing, etc.

Accommodate your language

- Mirror their communication style
- Use language & terminology that resonates with them
- Frame your proposal in a way they can hear it, resonate with it, and see the value

What motivates your audience?

How do you address their pain?

Motivation drives action



Pain

- What are their pain points?
- What keeps them from reaching their goals?
- How can you frame your idea as a way to address their pain?
- Be strategic in your messaging!

What is Storytelling?

Why is it important?



Early Humanity



Modern Society



What is Storytelling?

A way to structure

A way to share information

A way to captivate the audience's attention

A way to inspire action

The medium is storytelling can change (Campfire, to LinkedIn)

Where is Storytelling used?

EVERYWHERE!

Twitter, Facebook, LinkedIn, Pinterest, Instagram

TV, Radio, Podcasts, Audible, Books, TikTok, YouTube

Campfires, Receptions, Water Coolers, Lunch

Conferences, Speeches, Weddings

1:1s, Catchups, Coffee Meetings, Coaching Sessions

Scrum Planning, Scrum Retrospectives

Storytelling Fundamentals

Storytelling 101

1

Structure & Joining

Structuring your presentation, regardless of medium, is important – for both yourself as the presenter and the audience to understand your message. Joining is a way to bring structure to your story and bring clarity to your message.

Storytelling 101

2 Timing

Timing is key – not just in general but to ensure you make it easy to understand in the time you have. It is also a key consideration to how much time you spend in each area of your ‘story’ to relay your point, bring emotion and make it compelling, and not rush at the end.

Storytelling 101

3

Relevancy

Have you tailored your message, your story and your call to action to make it relevant? What would be relevant to your audience and is it relevant enough for your audience to care? Is it relevant to what is going on in society or problems our customer's face?

A background image showing a pair of hands holding an open book. The hands are positioned as if turning a page. The image is slightly blurred and has a warm, orange-toned lighting. A semi-transparent white rounded rectangle is overlaid on the image, containing the text.

Storytelling 101

4 Audience & Surroundings

Have you got an understanding of who your audience is and where you are presenting? Is your story relevant for your LOCATION? This is important to consider especially for remote and hybrid meetings.



Audience
Experience



What the
speaker should
be thinking
about

Beginning

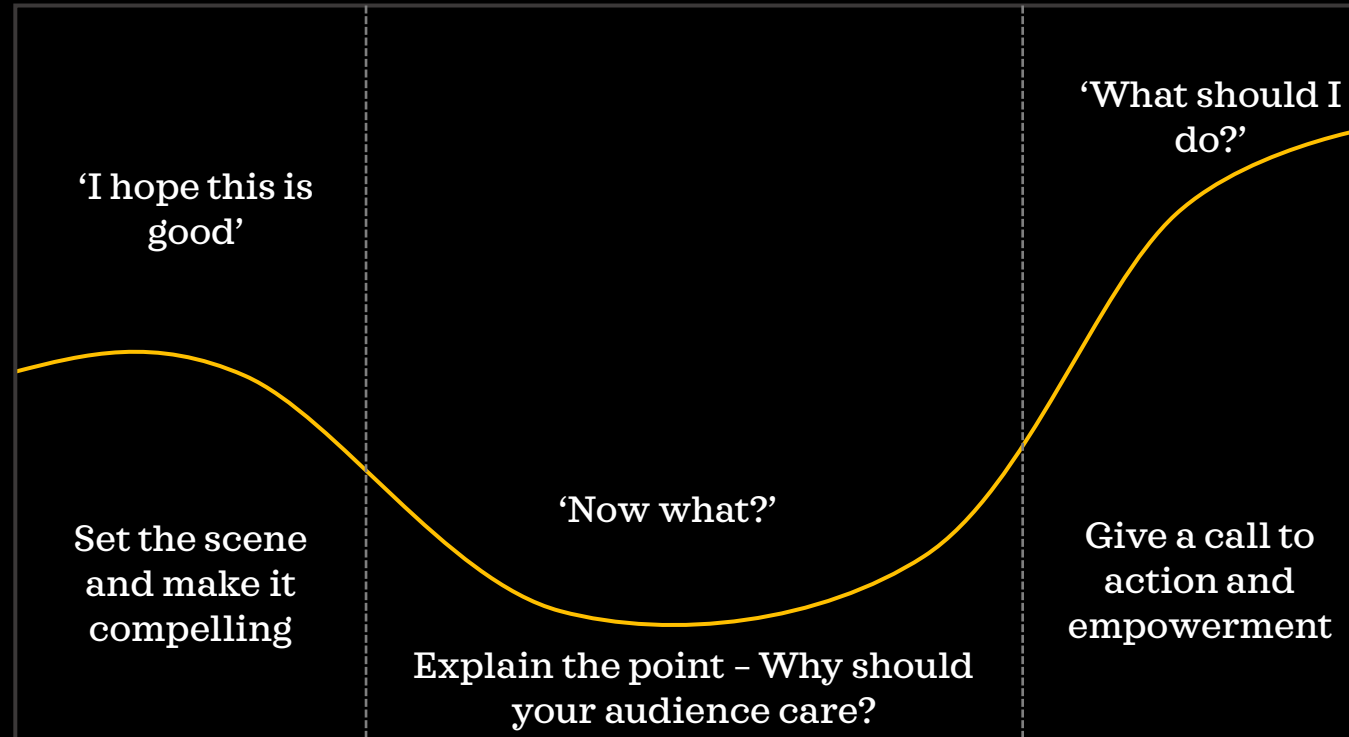
1

Middle

2

End

3



Simple Storytelling Pattern*

* There are lots of patterns you can use!

Your turn : Pitch development