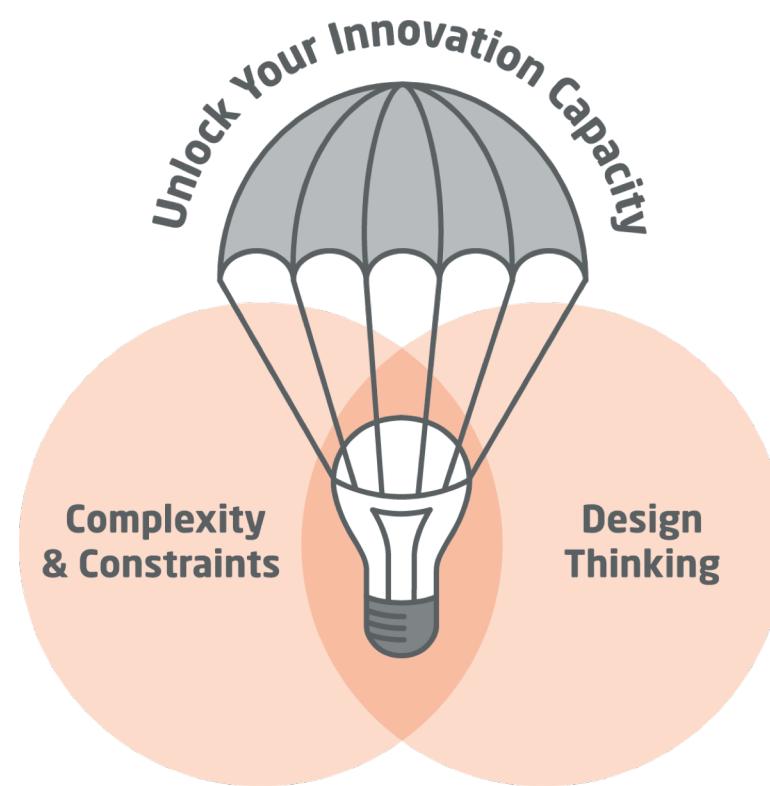


STRATEGIC DESIGN THINKING FOR EVERY DAY.



The Principle of STORYTELLING



STORYTELLING

[staw·ree·teh·luhng]

Old French:

estorie, estoire (chronicle, history) /

Proto-Germanic:

taljan (to mention in order)



>>> **STORYTELLING MEANS THE ACTIVITY OF SHARING NARRATIVES THAT PUT ORDER TO THE WORLD.**

Seven Common Themes

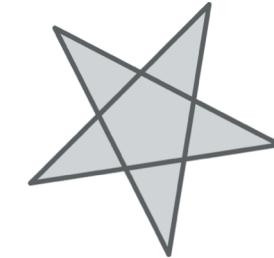
1. Overcoming the Evil



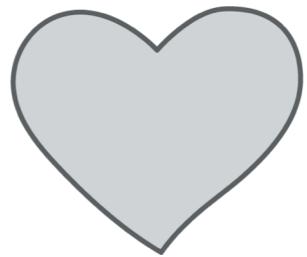
2. From Looser to Winner



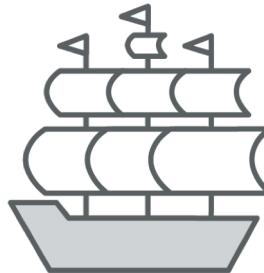
3. The Quest



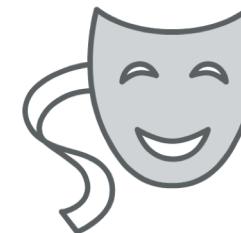
4. Love Story



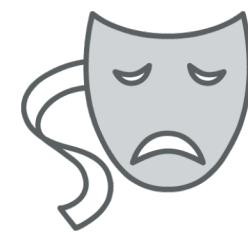
5. Voyage to Maturity



6. Comedy



7. Tragedy



Seven Common Themes

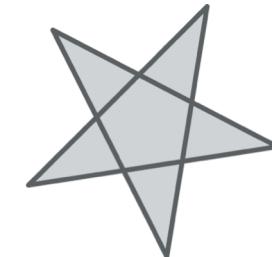
1. STAR WARS



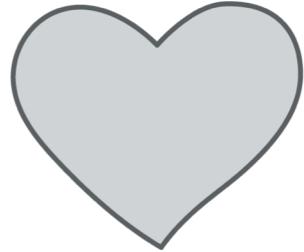
2. PRETTY WOMAN



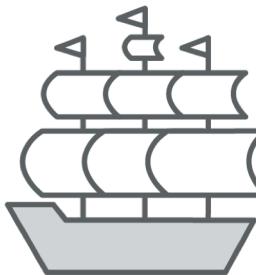
3. LORD OF THE RINGS



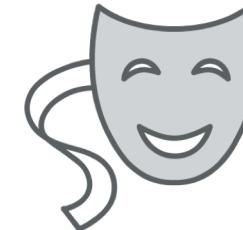
4. ROMEO & JULIA



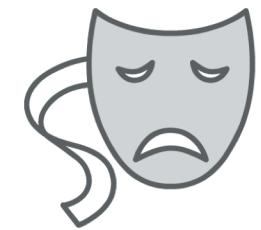
5. Odyssey



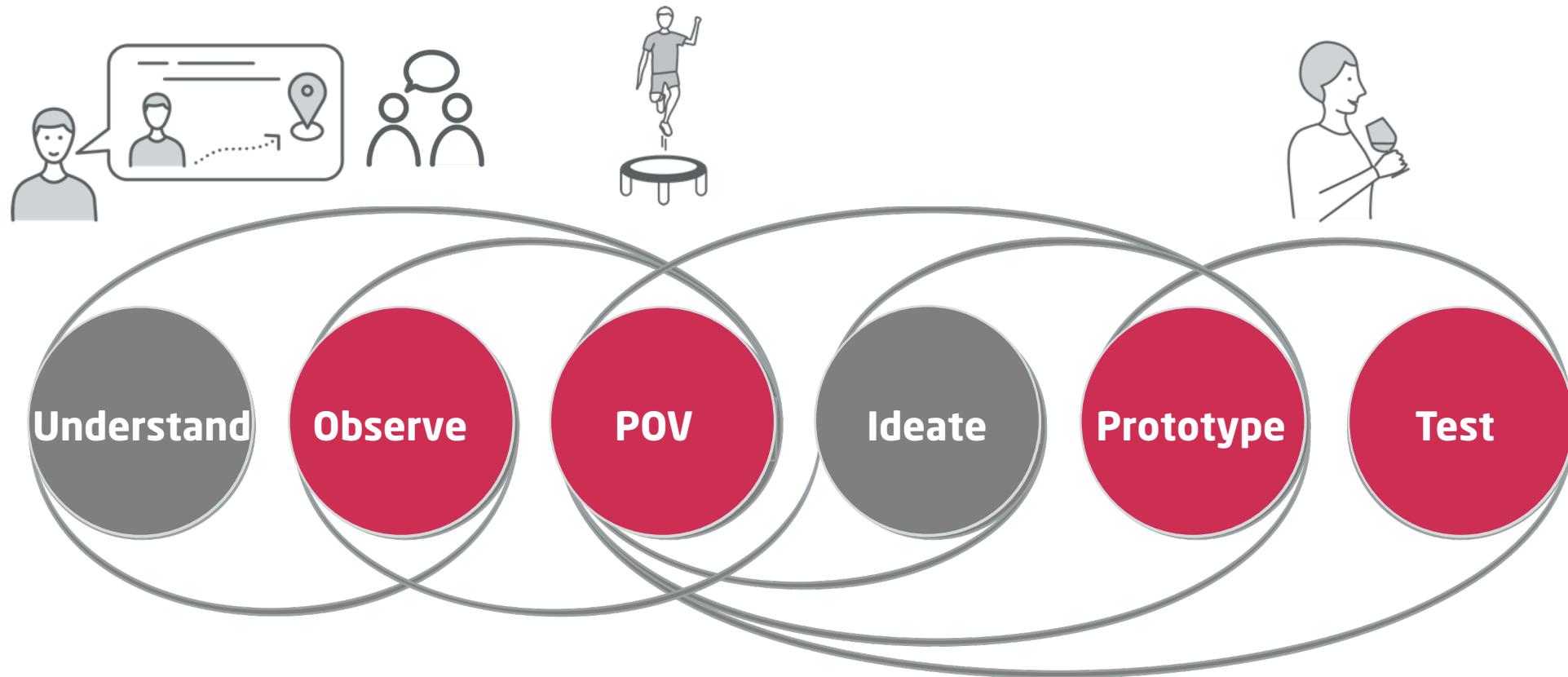
6. Some Like it Hot



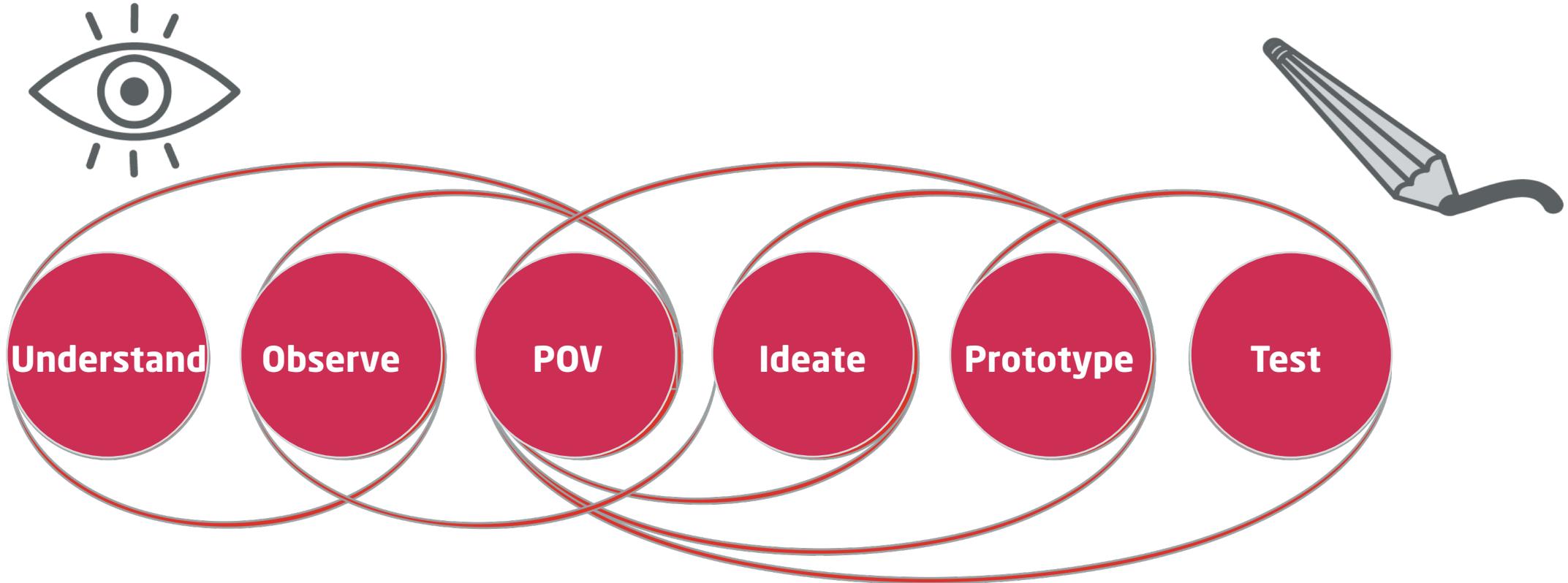
7. Titanic



STORYTELLING in the Design Thinking Process



STORYTELLING in the Design Thinking Process



STORYTELLING in the Design Thinking Process

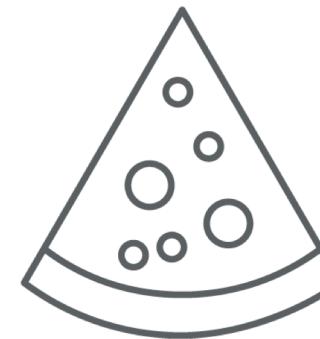
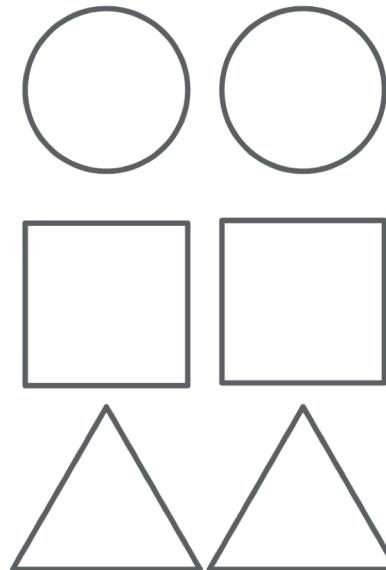
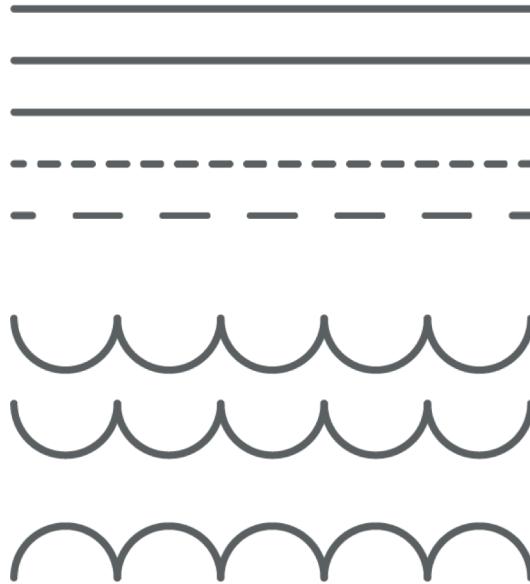
BE-KIND-TUESDAY: we have at least 1 compliment + 1 smile for each colleague

BE-KIND-TUESDAY



for each colleague

Visual STORYTELLING



Some circles and lines.



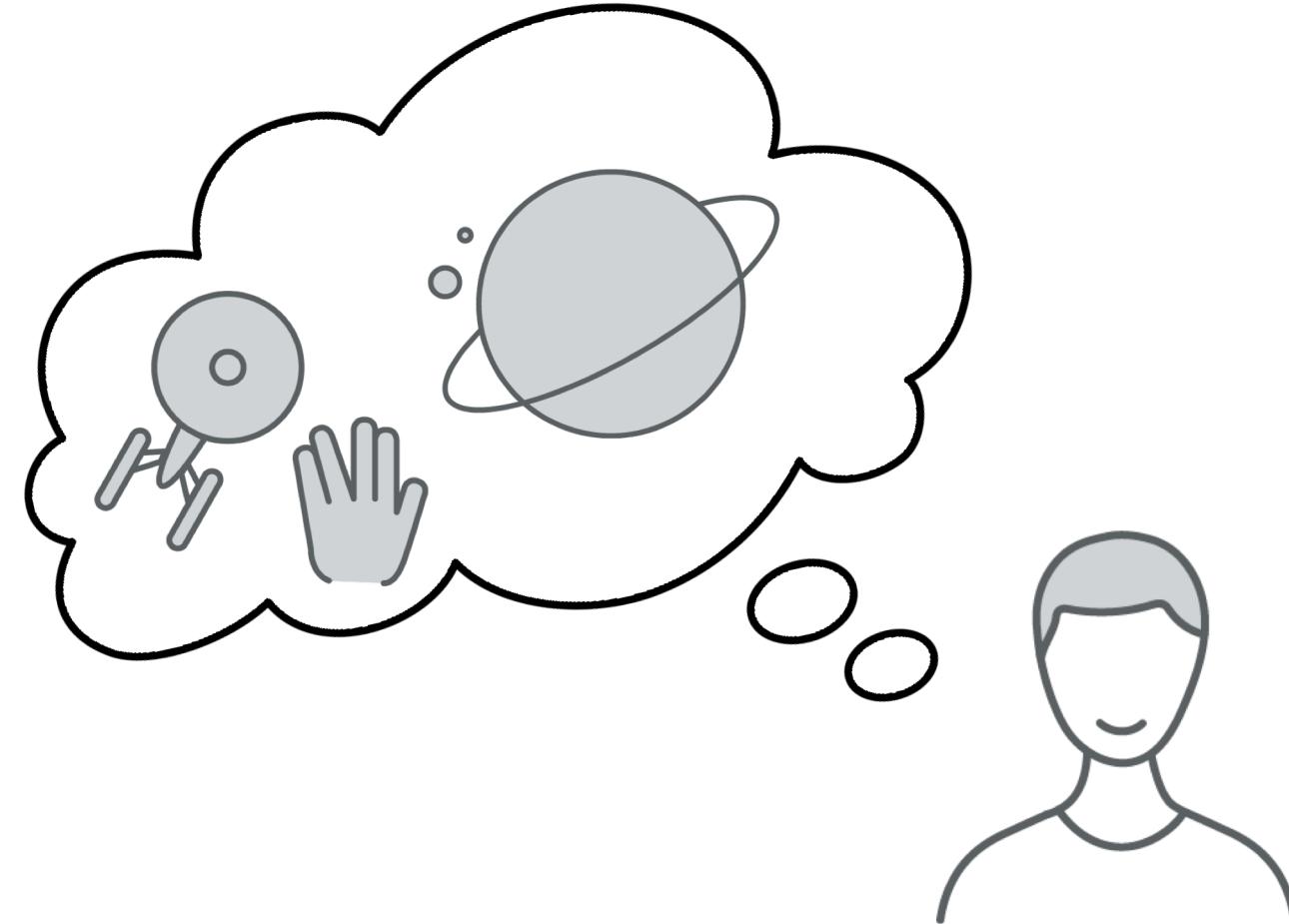
Why using **STORYTELLING** as strategic principle for innovation?

- ▶ It enables safe experiments about how the future will be.
- ▶ It relates to our cognition and to how we accept new ideas.

Experimenting the Future with STORYTELLING



RESEARCH



Experimenting the Future with STORYTELLING



RESEARCH

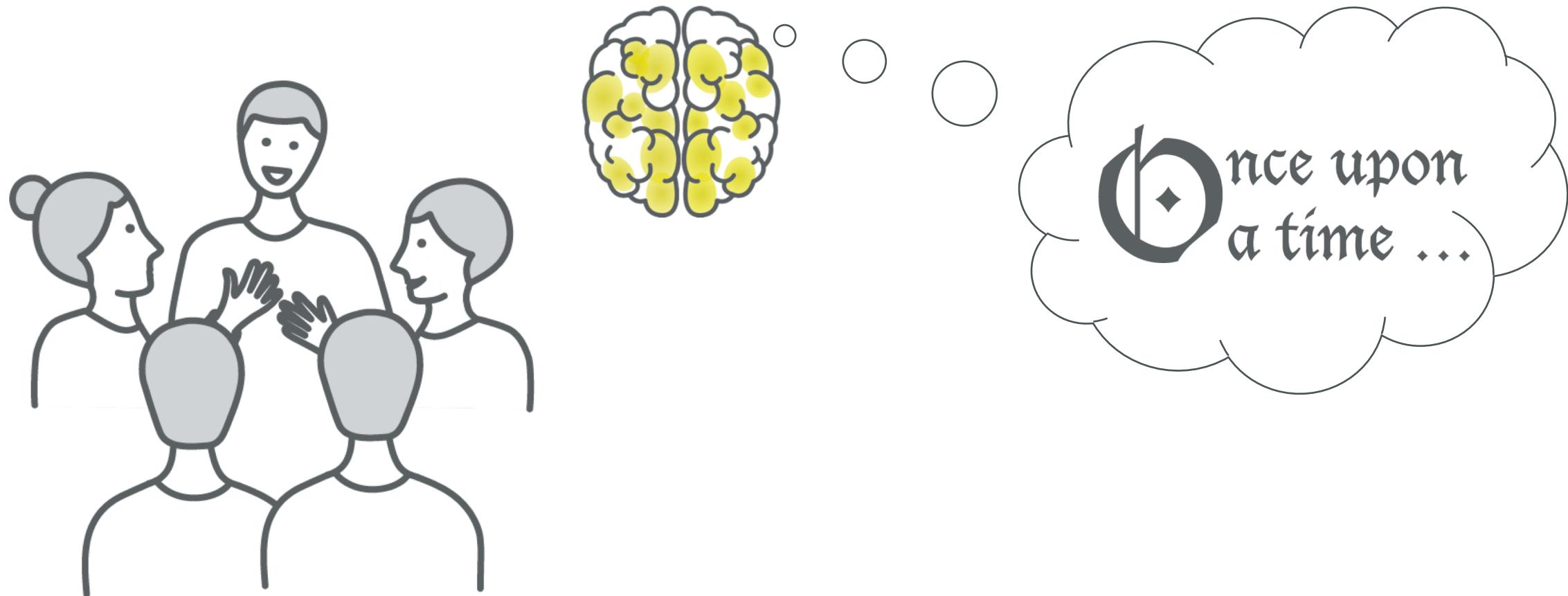
“Because narrative imagination deals creatively with an open, uncertain future, developing this capacity facilitates (...) coping with an uncertain, complex, dynamic future.”

Anneke Sools, University of Twente Towards narrative futuring in psychology: Becoming resilient by imagining the future 2012 ResearchGate publication.

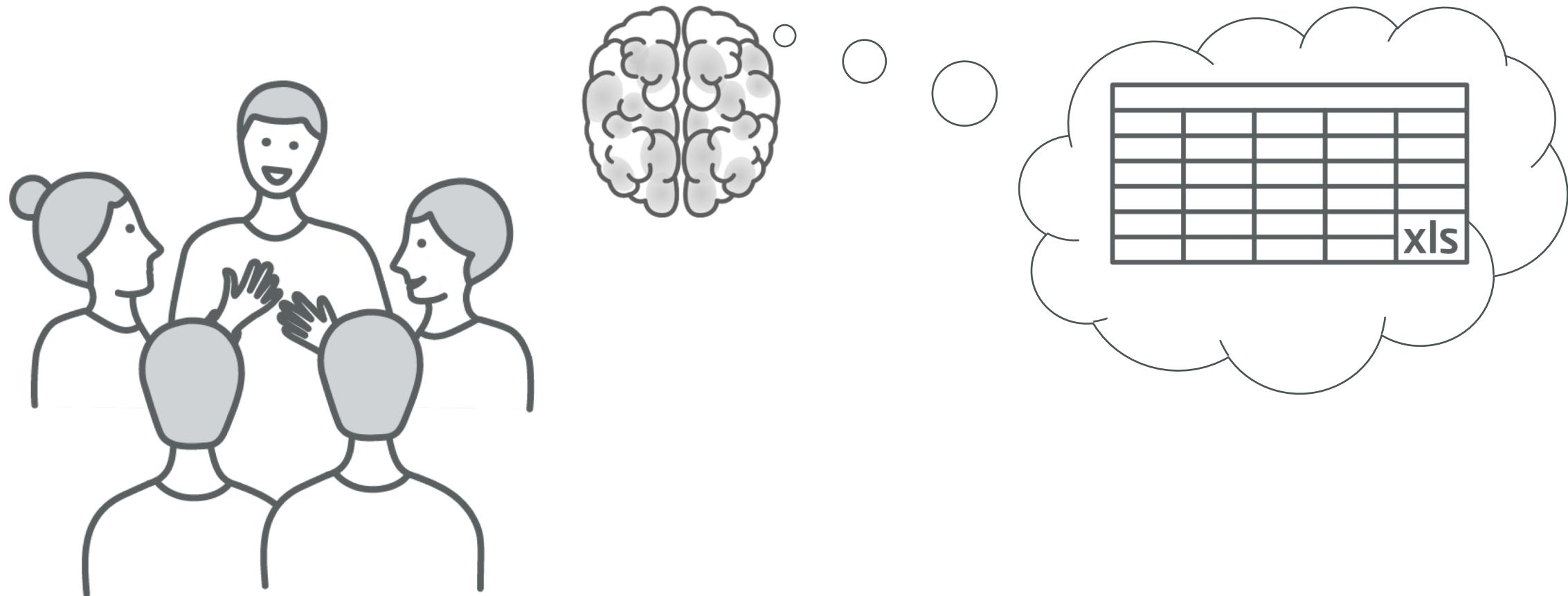
Why using **STORYTELLING** as strategic principle for innovation?

- ▶ It enables safe experiments about how the future will be.
- ▶ **It relates to our cognition and to how we accept new ideas.**

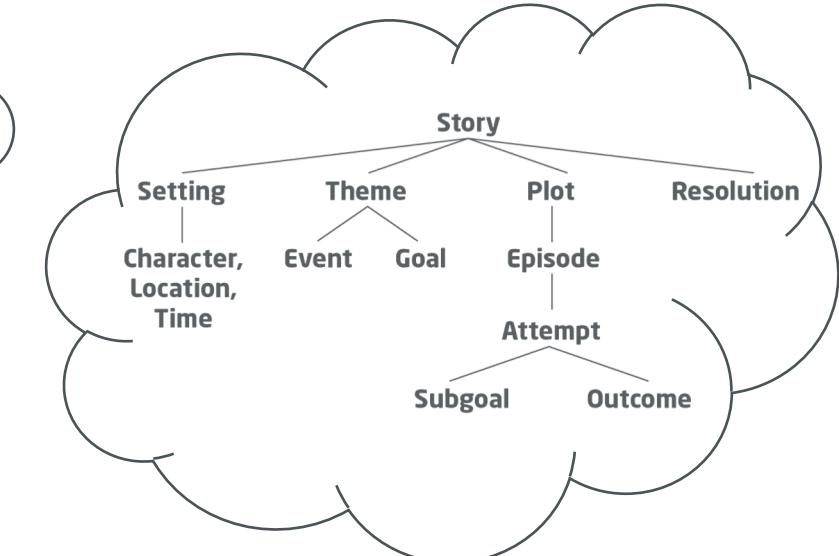
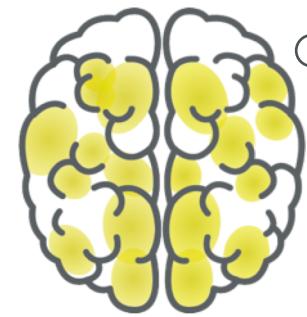
STORYTELLING IS TELLING A LOT ABOUT OUR COGNITION



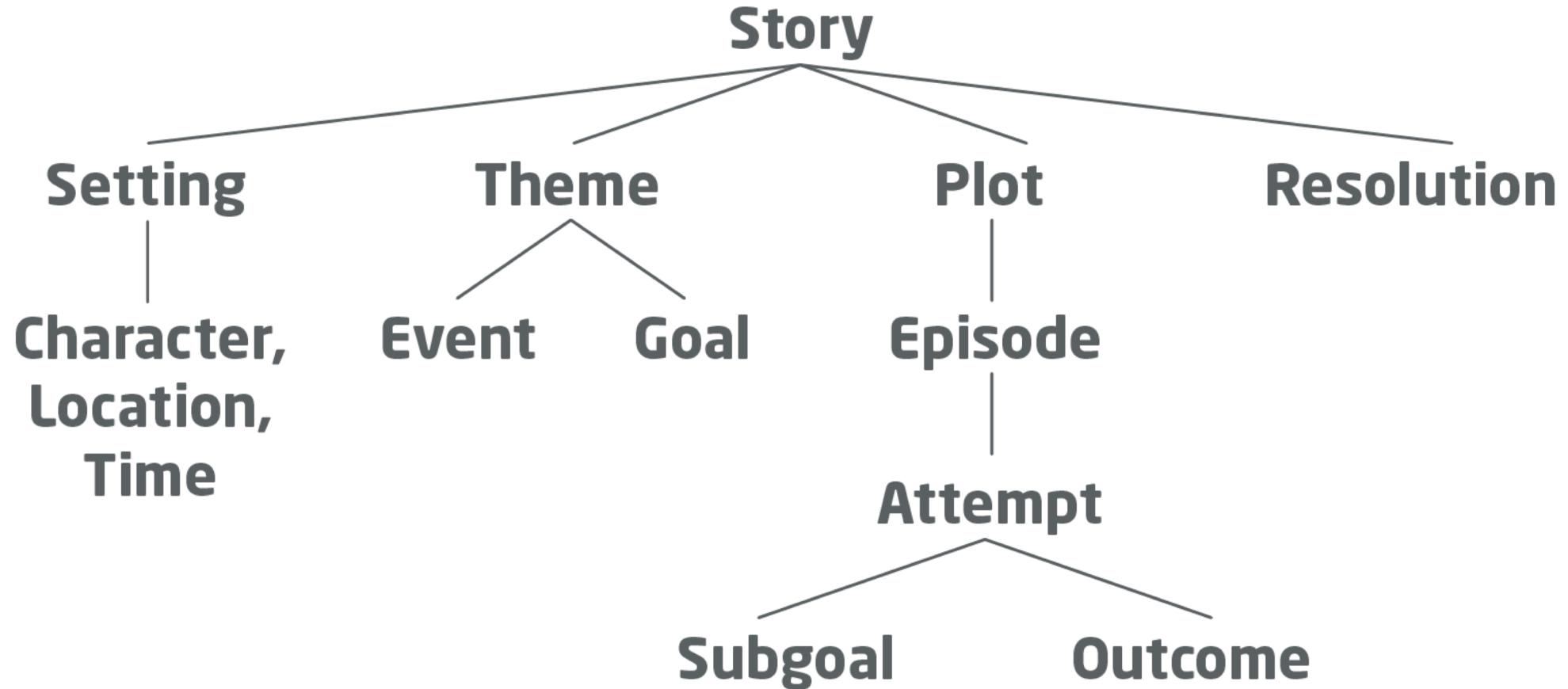
STORYTELLING IS TELLING A LOT ABOUT OUR COGNITION



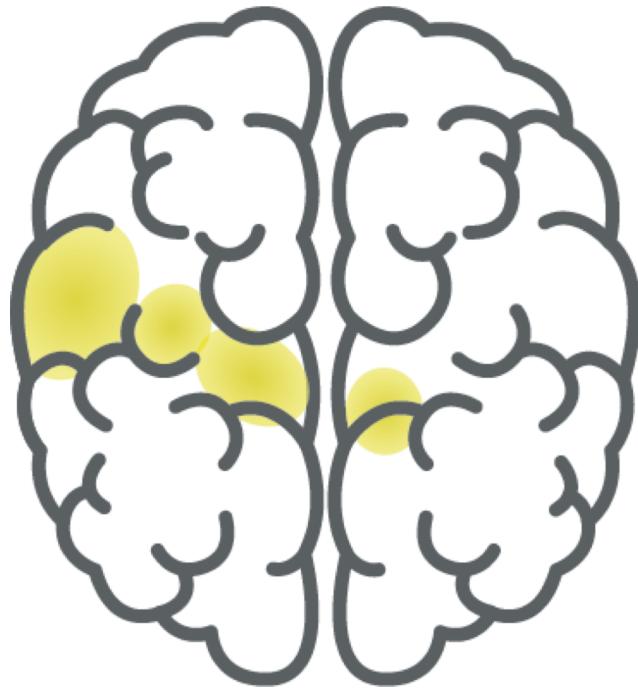
STORYTELLING IS TELLING A LOT ABOUT OUR COGNITION



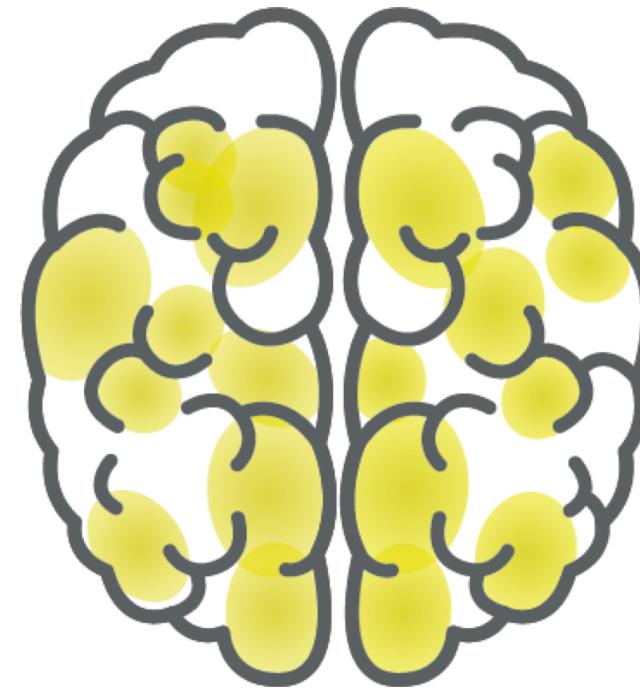
STORYTELLING IS TELLING A LOT ABOUT OUR COGNITION



A Story lights up the parts of your brain “information-only” doesn’t reach



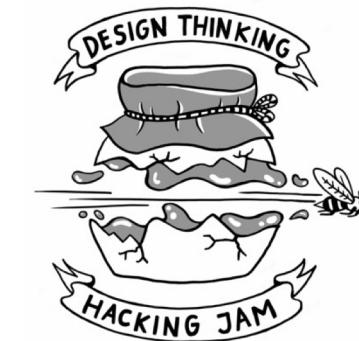
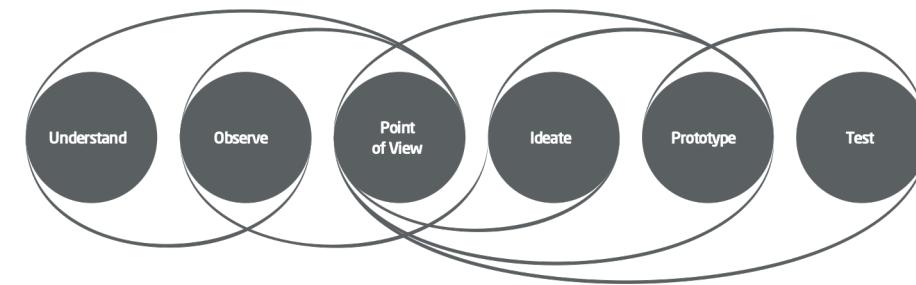
without serotonin



with serotonin

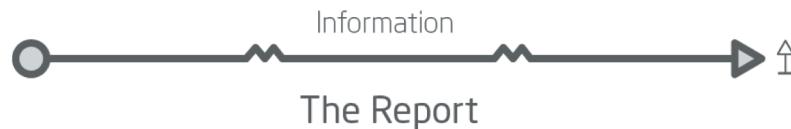
Various studies about storytelling and hormone production like e.g. by Harvard Neuroscience Institute Letter Spring 2010
https://hms.harvard.edu/sites/default/files/HMS_OTB_Spring10_Vol16_No2.pdf

STORYTELLING: in the process and as „Hack“

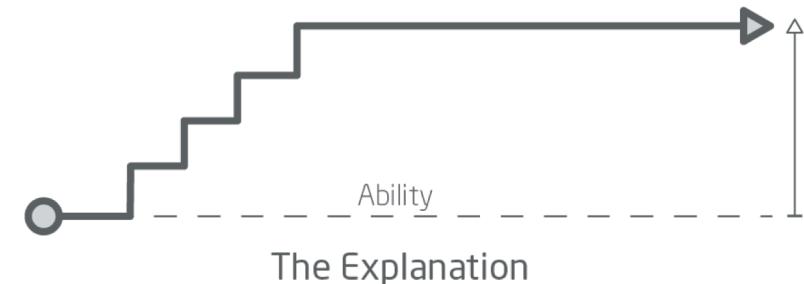


Storylines with different goals:

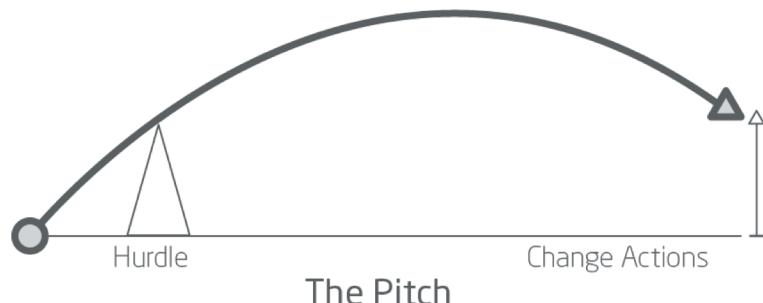
NEW INFOS



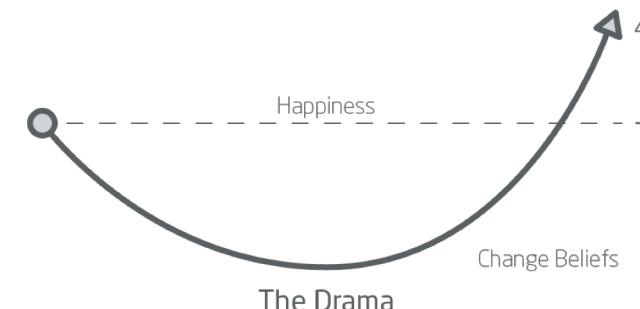
NEW KNOWLEDGE



NEW ACTION



NEW BELIEFS



Dan Roam: Show and Tell: How Everybody Can Make Extraordinary Presentations.

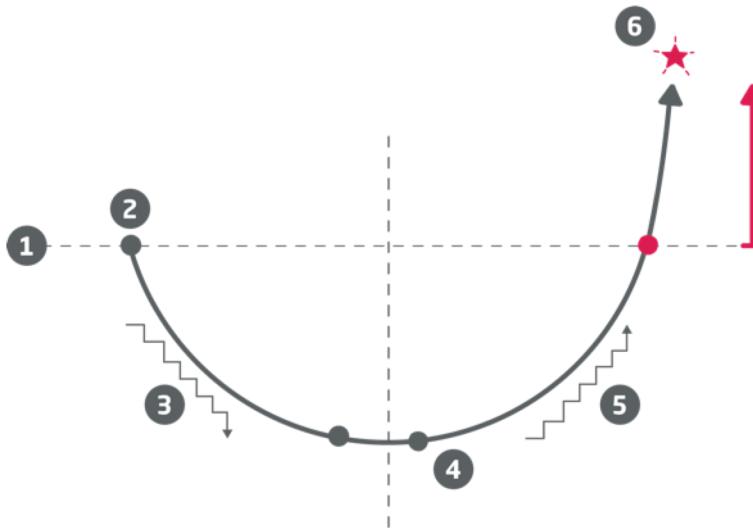


Doug Dietz

Principal Design Thinker at GE Healthcare

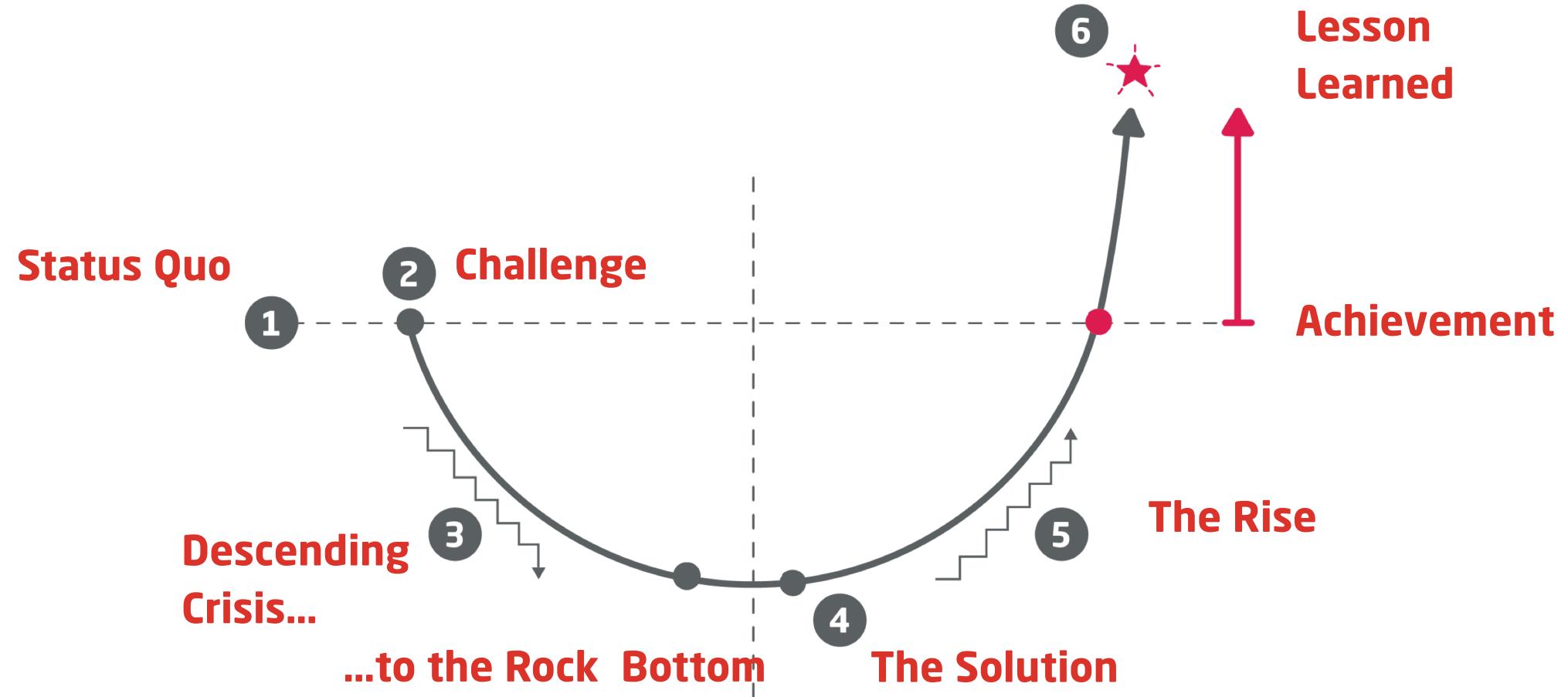
<https://www.youtube.com/watch?v=jajduxPD6H4>

Watch the video and follow the story. Spot the drama arch points.



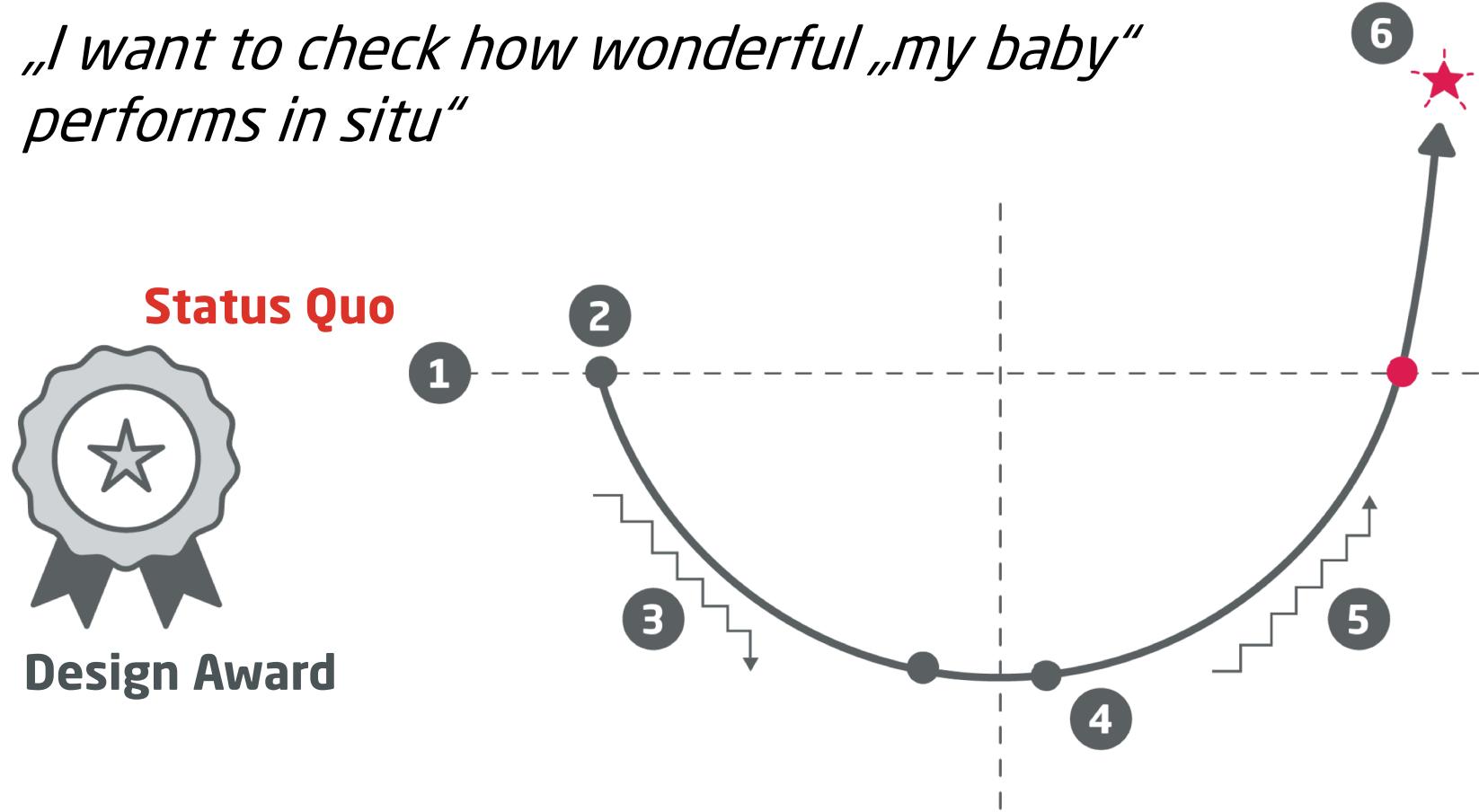
GE-Adventure Series - The Submarine Room: [GE Healthcare](#) | © Traditional Copyright

Drama Storyline



Doug's TED Talk

„I want to check how wonderful „my baby“ performs in situ“



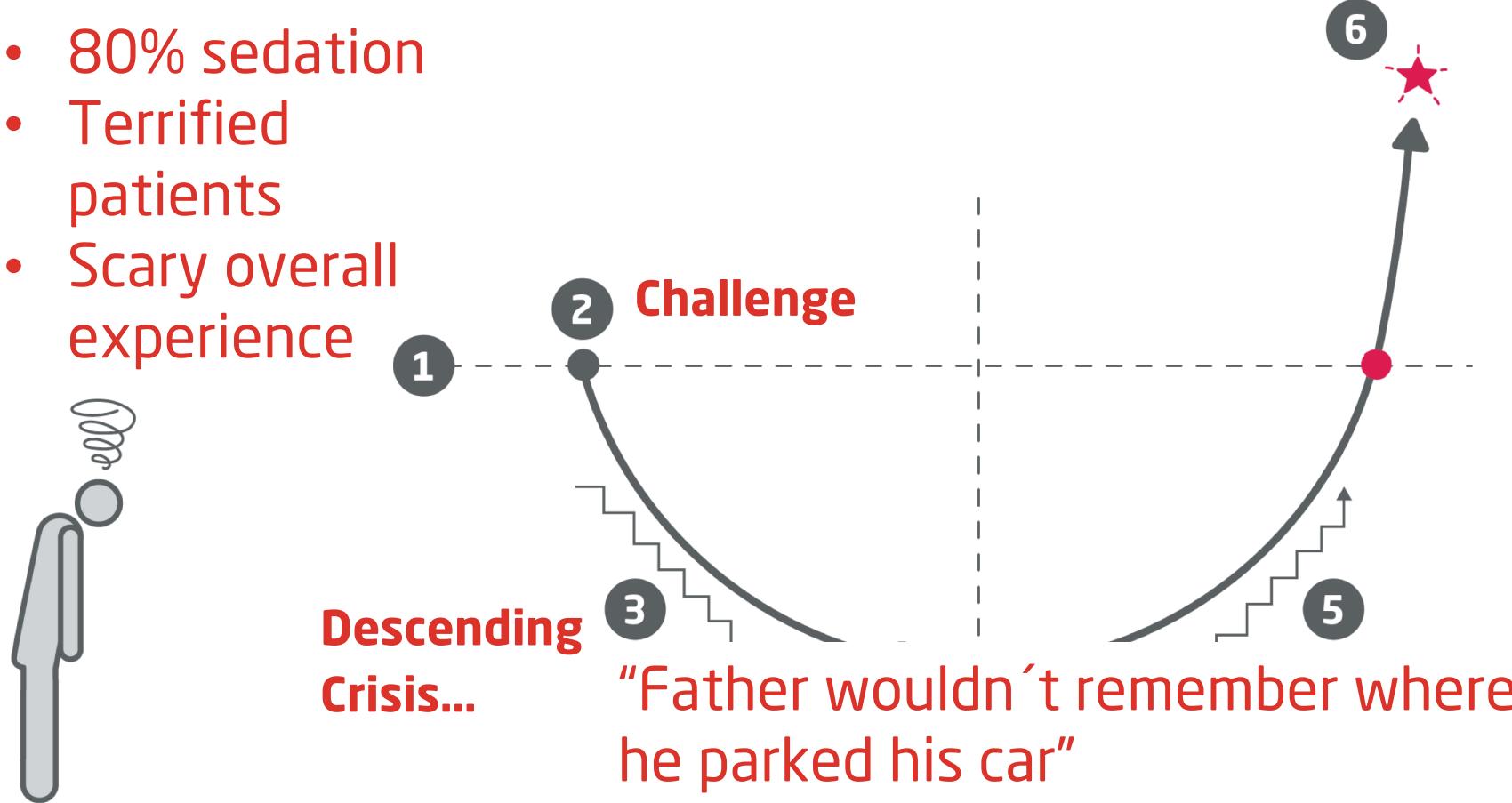
Doug's TED Talk

- 80% sedation
- Terrified patients
- Scary overall experience



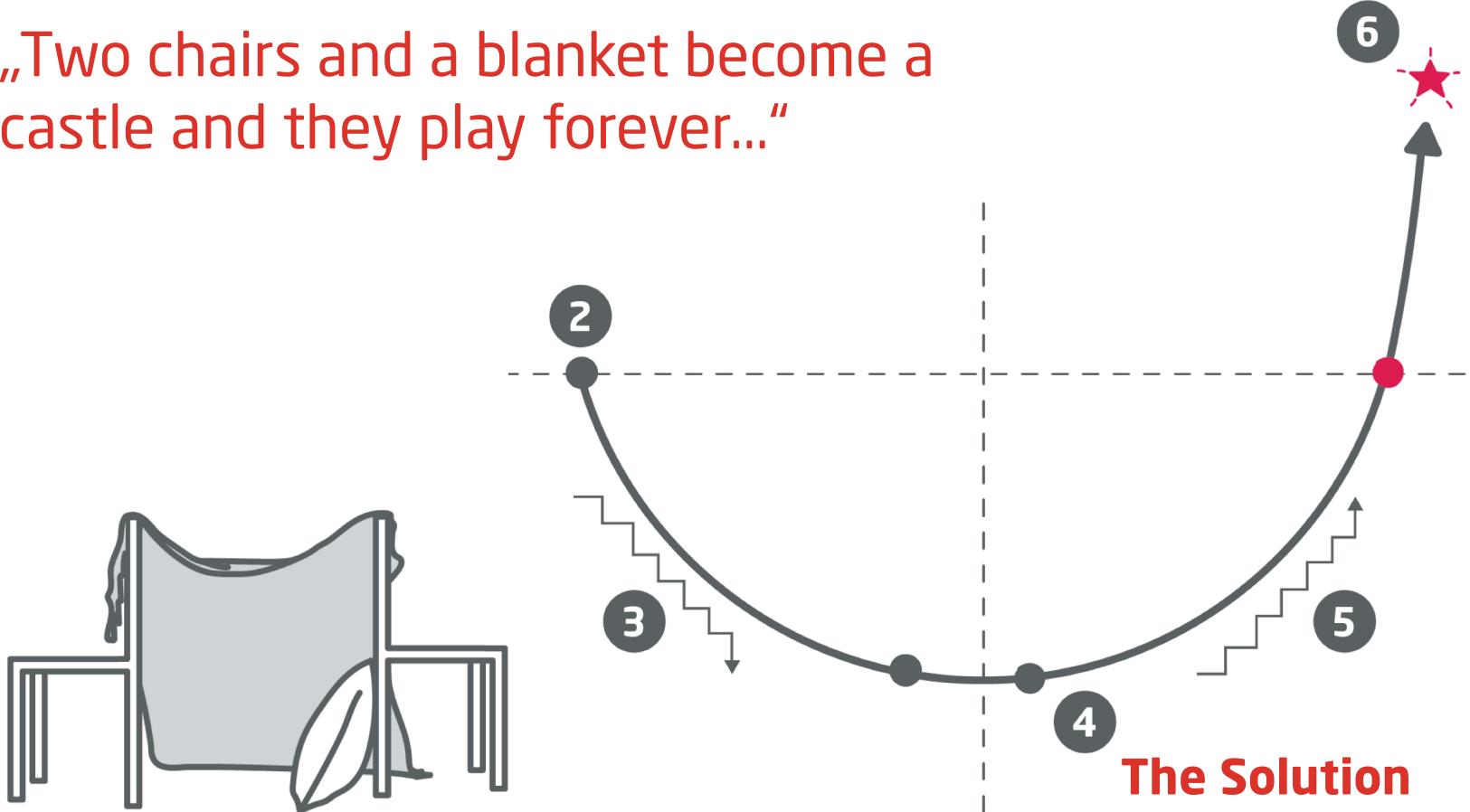
Doug's TED Talk

- 80% sedation
- Terrified patients
- Scary overall experience

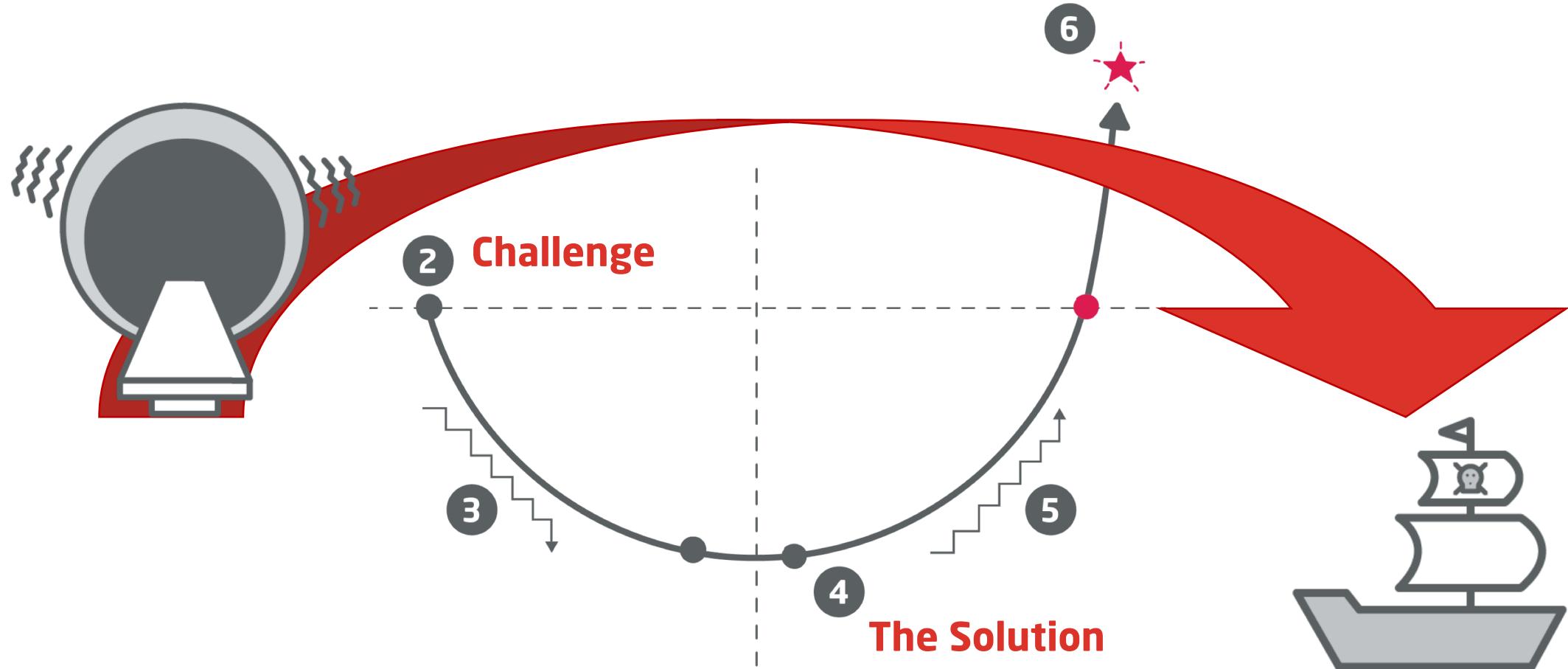


Doug's TED Talk

„Two chairs and a blanket become a castle and they play forever...“

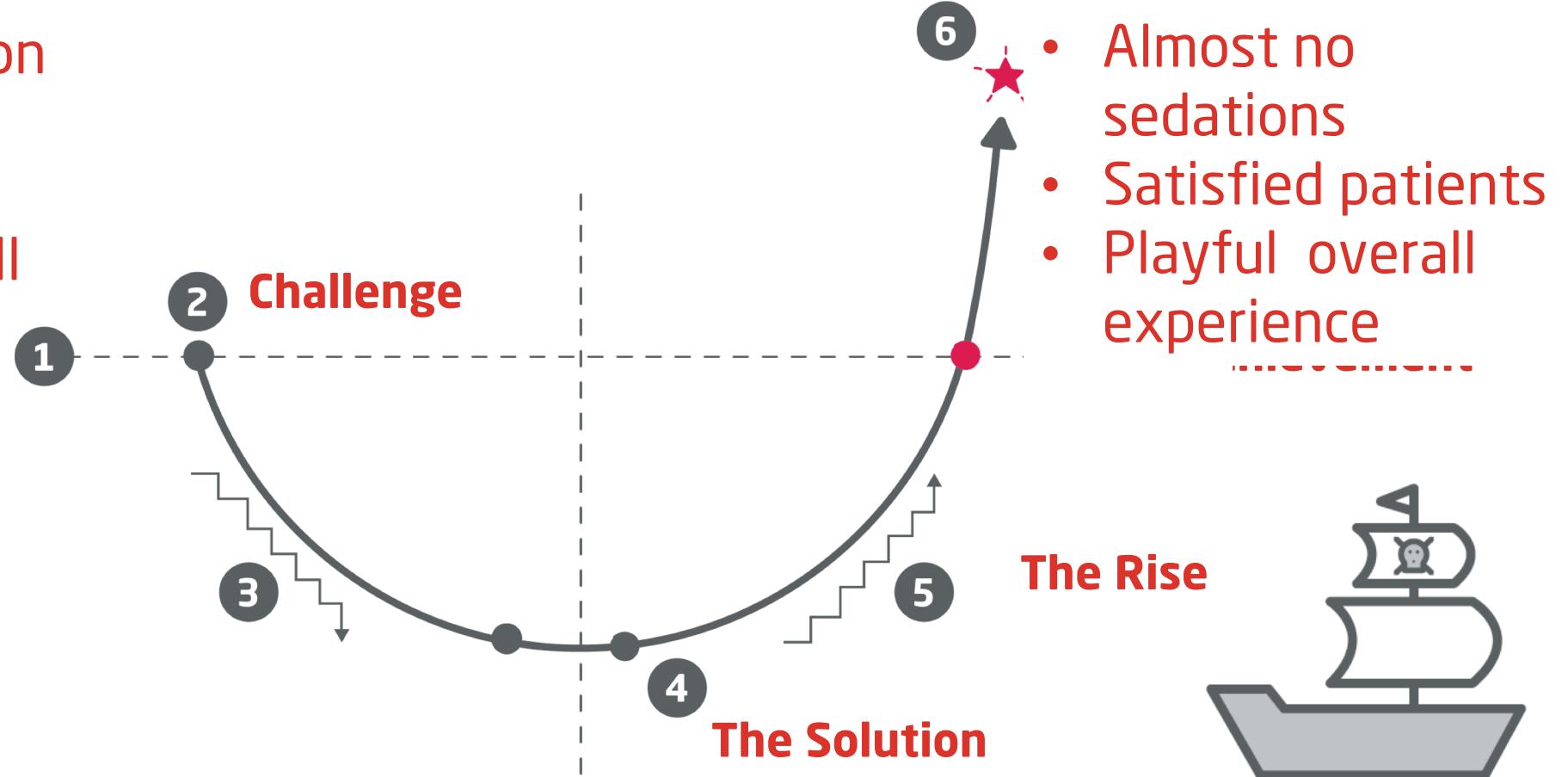


Doug's TED Talk

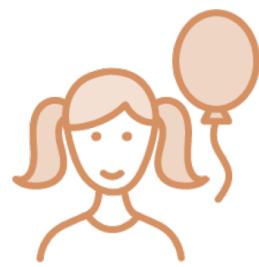


Doug's TED Talk

- 80% sedation
- Terrified patients
- Scary overall experience



"Can we come back tomorrow?"



Status Quo

1

Challenge

2

Descending
Crisis...

3

...to the Rock Bottom

4

The Solution

5

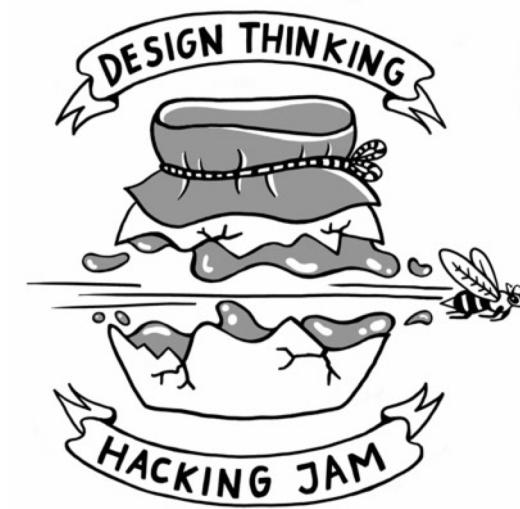
6

The Rise

Achievement

"Imagination can fix
everything."

STORYTELLING - Hack: How to use storytelling to overcome a language constraint?





Aukje, Behavioural Scientist
Global Food Company

„Not being comfortable in the language and having to give a presentation really scared me.“

PROBLEM:

Aukje joined a Paris-based company a few months ago and was supposed to present the findings of her first research project in front of a bigger audience. In French - which she did not master well yet.





Aukje, Behavioural Scientist
Global Food Company

„An imaginary letter to my French grandma helped breaking the ice.“

SOLUTION:

She extracted the key messages from her research results, translated these phrases into French and asked a friend to help her with the letter writing. She learned her text by heart and recited it perfectly.

EFFECT : the audience loved it, appreciated the effort and gave her very positive feedback on her project.

Chère Mamie,
Je suis ravie de pouvoir t'écrire pour te donner de mes nouvelles, ici de Paris.
Tu te demandes peut-être ce que je suis en train de faire dans mon nouveau travail au centre de recherche

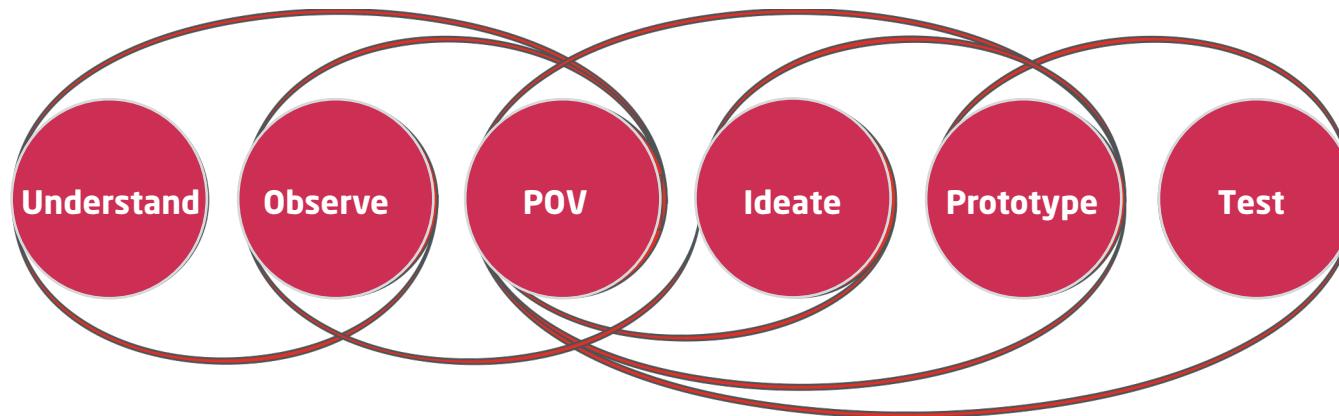
It's Your Turn

► Use **STORYTELLING** to open the minds and the hearts to your solution.

STRATEGIC DESIGN THINKING PRINCIPLES

STORYTELLING

- Involve the collective mind and heart



It's Your Turn

► Work on Self-Defined Challenge

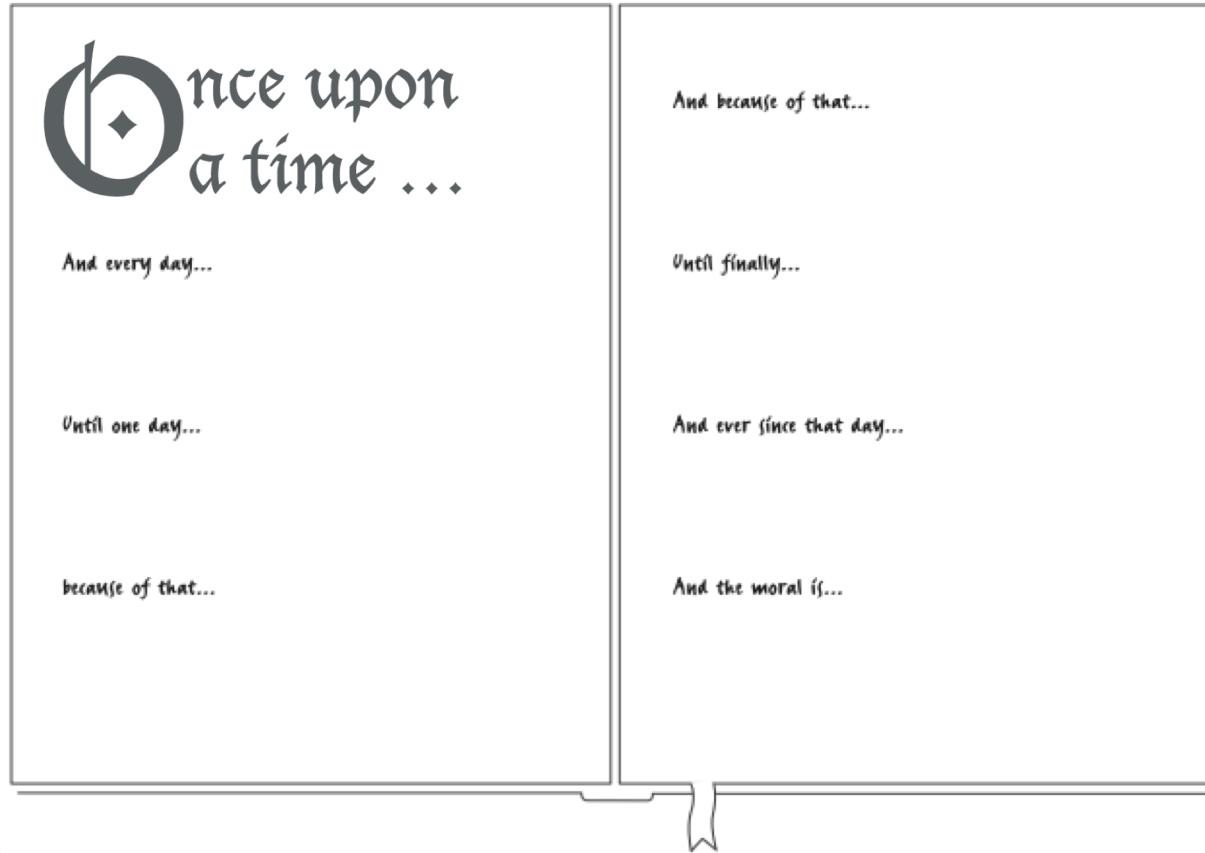
Choose your individual daily challenge that you could solve by involving minds and hearts. Tell a good story.

STRATEGIC DESIGN THINKING PRINCIPLES

STORYTELLING

- Involve the collective mind and heart

The Story of a Design Thinking Pioneer.



**Stories are experiments of the future you
want to create.**

...so dare to tell your story.

For internal use only

This presentation is subject to the sole rights of the HPI Academy, Potsdam. It is subject to intellectual property rights, copyrights, and ancillary copyrights. These documents may solely be used to present the HPI Academy and its services. Further use of any kind is not allowed. All rights of use of this concept remain explicitly with the author. In particular, any private or third-party use is prohibited without the consent of the HPI Academy and infringements will be prosecuted according to civil and criminal law.

© HPI Academy, Potsdam, 2020



HPI Academy • Education for Professionals

Hasso-Plattner-Institut Academy
August-Bebel-Str. 88
14482 Potsdam
Germany

Phone: +49-331-5509-565
Fax: +49-331-5509-128
Email: info@hpi-academy.de

www.hpi-academy.de