





Amplifying Your Work Through Storytelling

Applied Sciences Communications

May 22, 2019



AGENDA



Activity

Two ways to tell a story and the differences in perception

Presentation

The elements of storytelling, and how to make them work for you



ACTIVITY

What's in a hook

Story A — Flat

- Statement of fact
- No hook or a lede
- Not engaging or relatable

Story B — Inspired

- Has dimension
- Accessible
- Still provides the 'need-to-know' information
- Provokes curiosity, which tempts reader to read further

Key takeaways

Story A — Flat

- Doesn't easily highlight important information
- Doesn't circle back to a key point in the conclusion

Story B — Inspired

- Organization
- Clearly points out "Who? What? When? Where? Why? How?"
- Ends with clear link to societal benefit

Sharing what's next

Story A — Flat

- Abruptly *ends*
- No mention of the future, next steps

Story B — Inspired

- Ties story to larger effort, calling out purpose
- Call to action: Could touch on what is next or even contact information

Try this: the 30-second test

Let's try to put these tips into practice



A black monkey and its baby are perched on a tree branch in a lush green forest. The adult monkey is on the right, looking directly at the camera with a serious expression. The baby is on the left, also looking towards the camera. The text "It's not just about the story" is overlaid in white, bold font across the center of the image.

It's not just about the story

It's how you tell it





Written Stories

Studies have shown storytelling is up to **seven times** as effective of a means to retain information than providing the information alone.

● Written Stories

The Hook

- The reason a reader will keep reading your story
- Makes them think "what happens next?"



● Written Stories

Clarity

- Make your story accessible and digestible
- The easier a story is to read, the more likely a reader is to get the point



● Written Stories

The Call-to-Action

- What's next for the reader?
- How can they act? Learn more? Support?





Oral Stories



Nonverbal Storytelling

Estimated that as much as 80 percent of communication is about what is NOT being said

● Nonverbal Storytelling

Present with purpose

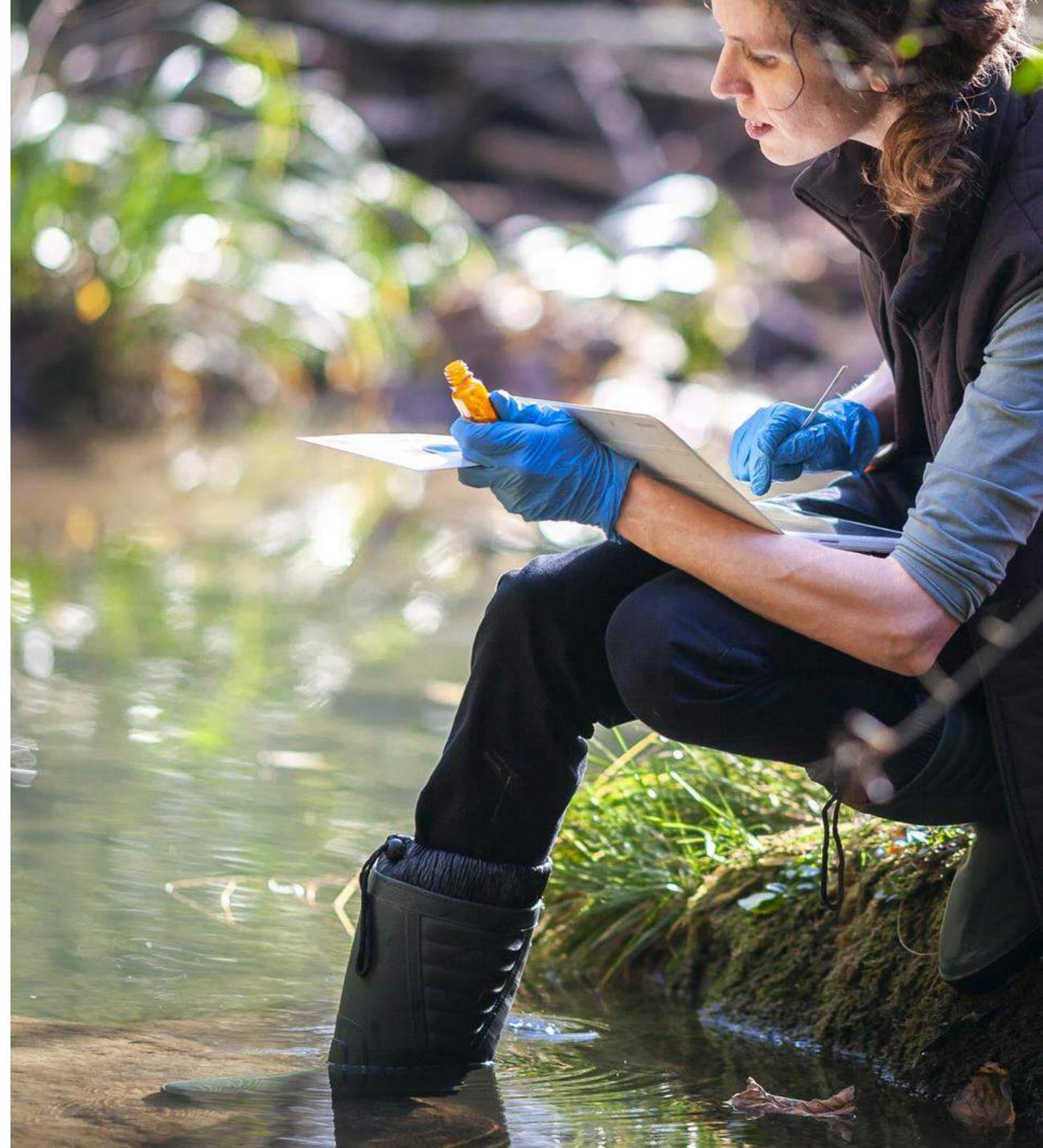
- Stand up straight and open your chest
- Keeping an open posture displays confidence and invites your audience into your story



● Nonverbal Storytelling

Use your hands

- Raises the energy of your presentation
- A good way to continue to engage the audience as you work your way through your story

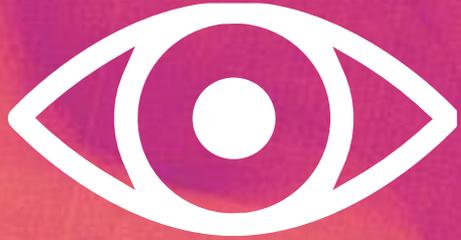


● Nonverbal Storytelling

Make eye contact

- A key for any presentation— keeps the audience engaged
- Try to make eye contact with a person for 3-5 seconds and move on to another member of your audience





Visual Storytelling

65% of people are visual learners, meaning "they need to see what they are learning, and ... have difficulty following oral lectures"

● Visual Storytelling

Be unexpected

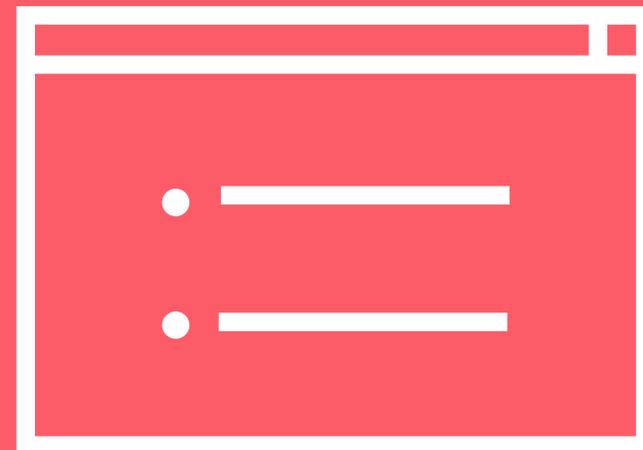
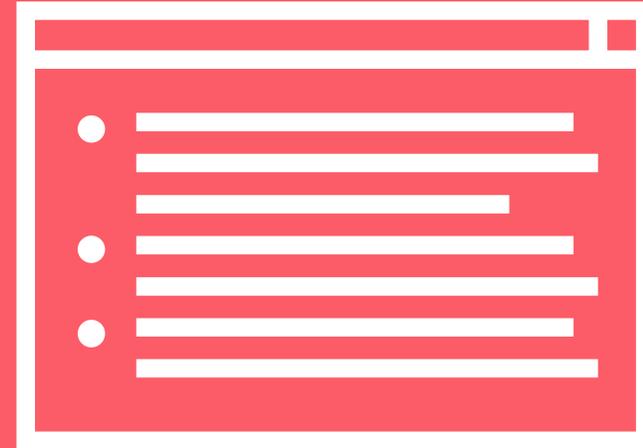
- Your presentation doesn't need to look like everyone else's
- First impressions set the stage, 7 seconds to grab the audience (even before that speaker **UTTERS A SINGLE WORD**)
- Interesting and memorable – try using a single image in your opening slide to immerse your audience



● Visual Storytelling

Don't overdo it

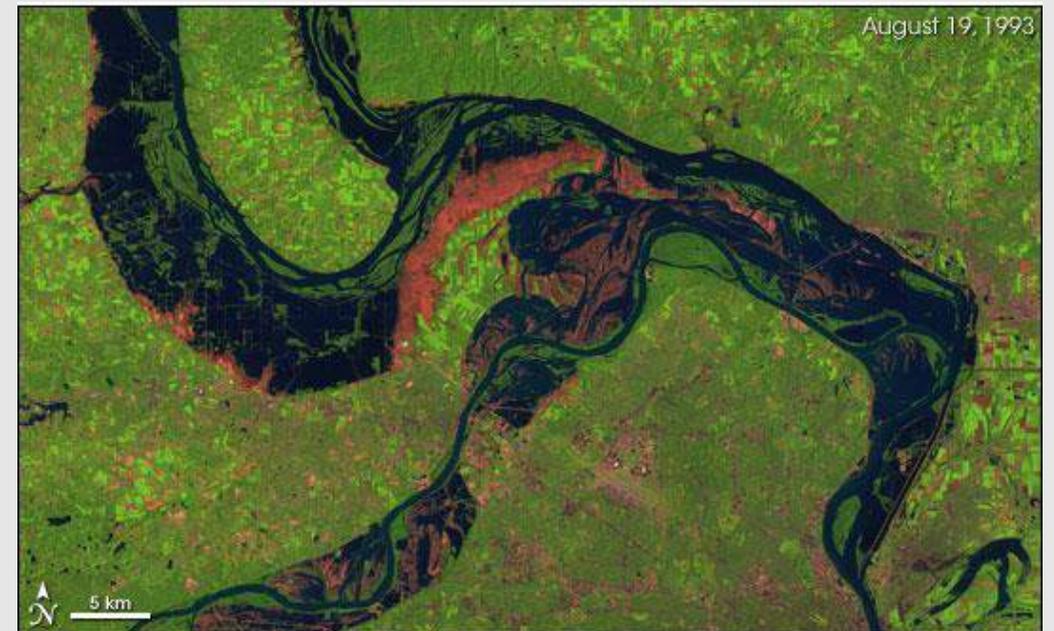
- Less really is more—try to have one point per slide and prioritize content
- Create space, leave areas untouched
- Try to progressively reveal information so you don't overload your audience



● Visual Storytelling

Highlight change

- Show the dynamic nature of your work using data visualizations
- Will add dimension to the story and serve to re-capture the audience





Reach out to the Applied Sciences Comms Team

Come talk to us!

How can we help and support YOU?

Email McRae.Lenahan@U.group