





# 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 background is filled with dense foliage and tree branches.

**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

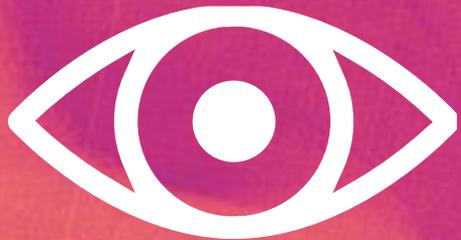


## ● Nonverbal Storytelling

### **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

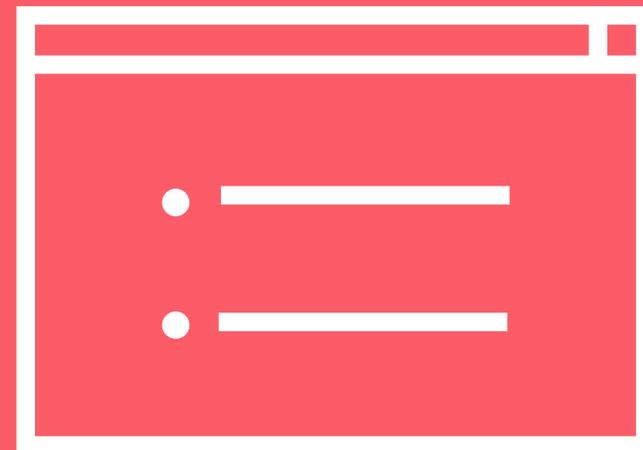
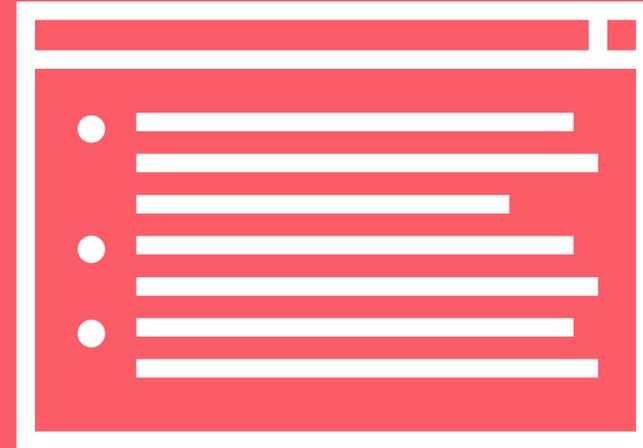
- Your presentation doesn't need to look like everyone else's
- First impressions set the stage, 7 seconds to grab the audience (even before that speaker **UTTERS A SINGLE WORD**)
- Interesting and memorable – try using a single image in your opening slide to immerse your audience



## ● Visual Storytelling

# Don't overdo it

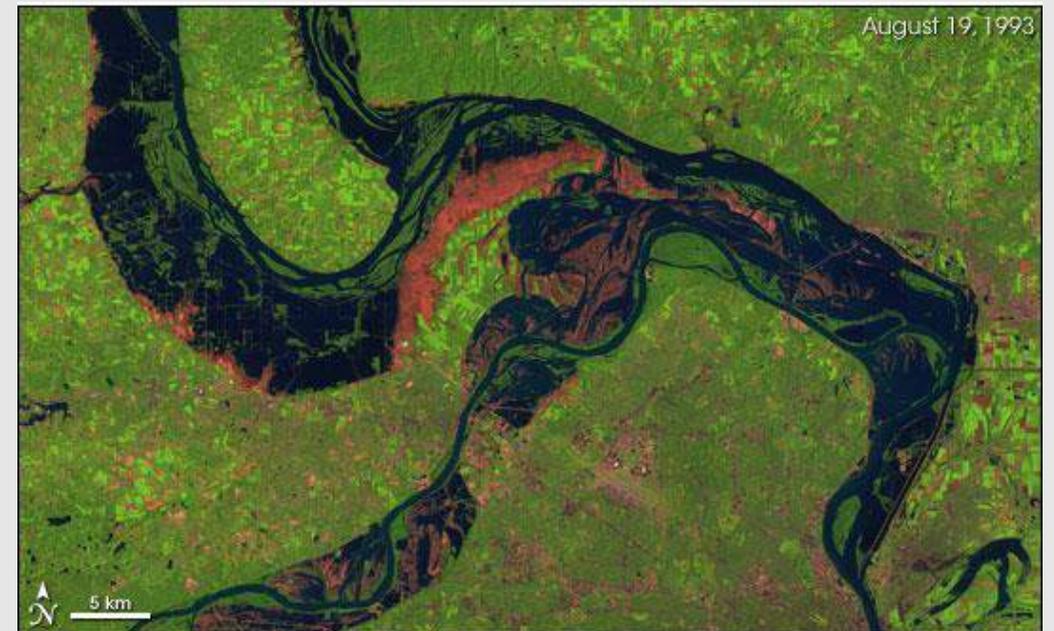
- Less really is more—try to have one point per slide and prioritize content
- Create space, leave areas untouched
- Try to progressively reveal information so you don't overload your audience



## ● 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



An aerial photograph of a forest, likely a boreal forest, with a color overlay of deep blues and purples. The trees are visible as dark green and brown patches against the lighter background. The overall mood is serene and natural.

# Reach out to the Applied Sciences Comms Team

Come talk to us!

How can we help and support YOU?

Email [McRae.Lenahan@U.group](mailto:McRae.Lenahan@U.group)