

**FINDING YOUR STORY - 3MT WORKSHOP**  
**Led by Nancy Donoval, Storytelling Program Coordinator**  
**Department of Communication and Performance**  
**September 28, 2020**

## **FINDING YOUR STORY**

**“Maybe stories are just  
data with a soul.”**

**-- Brené Brown**

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**“Oh! Oh! I get it! Every data  
point represents something real  
in the world!”**

**-- R&D VP in Storytelling for  
Better Presentations Workshop**

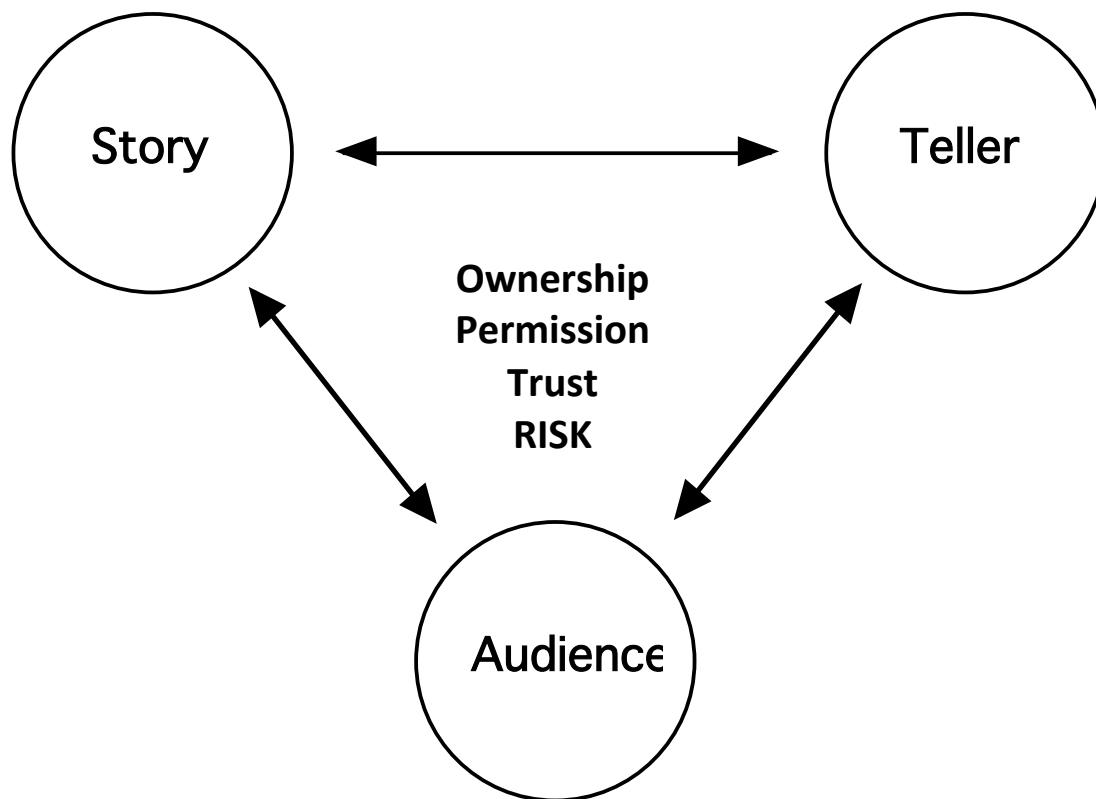
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**“The real voyage of discovery consists  
not in seeking new landscapes, but in  
having new eyes.”**

**--Marcel Proust**

## **DYNAMICS OF THE STORYTELLING RELATIONSHIPS**



## **CLARITY**

**Story to Storyteller**

## **TRUST**

**Storyteller to Audience**

## **IMPACT**

**Audience to Story**

## **CLARITY**

**What are you really trying to say?**

## **TRUST**

**What does your audience need to really listen?**

## **IMPACT**

**What do you want your audience to feel, understand, walk away with after?**

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### **DONNA PAULEN'S 1<sup>ST</sup> PLACE 2019 3MT SUBMISSION**

<https://youtu.be/tneZ6ITByFA>

## **CLARITY – Story to Storyteller**

**What are you really trying to say?**

**What's the context for what the data points represent in the world?**

**Why does this matter?**

**Who is impacted? How? Why?**

**Where does the research fit into the story?**

**What could the research impact in the world?**

**Do all the pieces fit together in a way the audience can follow?**



## **TRUST – Storyteller to Audience**

**What does your audience need to really listen?**

**Do all the pieces fit together in a way I can follow?**

**Does the presenter speak in language I can understand?**

**Is the presenter talking to me or to an audience in their head?**

**Where can I see myself or someone I love in the story?**

## **IMPACT – Audience to Story**

**What do you want your audience to feel, understand, walk away with after?**

**Where can I see myself or someone I love in the story?**

**Who do I care about and why?**

**What's at stake?**

**Where's the emotion?**

**What's universal in the story?**

**What's the status quo at the beginning and what could change because of the research?**

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**“The best way to be boring is to leave  
nothing out.”**

**-- Voltaire**

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