FINDING YOUR STORY

"Maybe stories are just data with a soul."

-- Brené Brown

FINDING YOUR STORY

"Oh! Oh! I get it! Every data point represents something real in the world!"

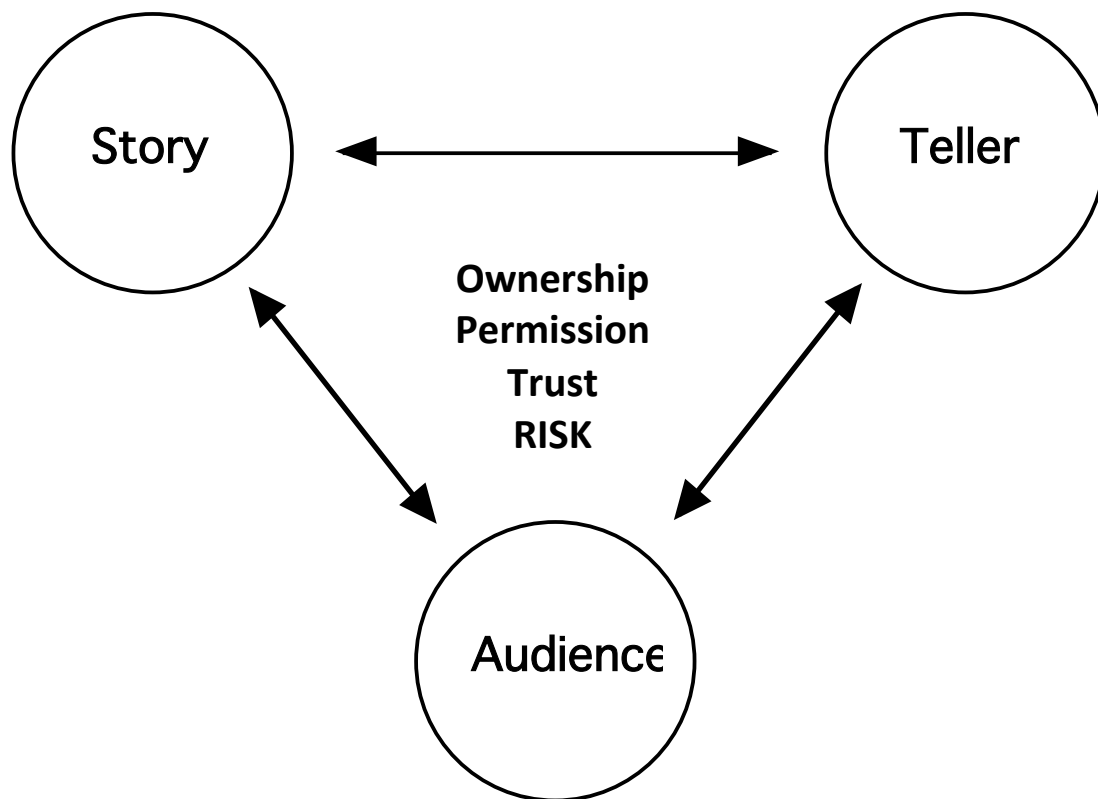# -- R&D VP in Storytelling for

Better Presentations Workshop

FINDING YOUR STORY

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

--Marcel Proust

DYNAMICS OF THE STORYTELLING RELATIONSHIPS

Story ⟷ Teller

Ownership
Permission
Trust
RISK

Audience

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?

FINDING YOUR STORY

DONNA PAULEN'S 1ST 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?

FINDING YOUR STORY

"The best way to be boring is to leave nothing out."

-- Voltaire

FINDING YOUR STORY

"Maybe stories are just data with a soul."

-- Brené Brown