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
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 — Audience — Teller

Ownership
Permission
Trust
RISK
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 1ST PLACE
2019 3MT SUBMISSION

https://youtu.be/tneZ6ITByFA

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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