

In-Person Storytelling

Motivating action in others

- Know the talk you plan to give in advance and the impact it will have
- Start '*In Medias Res*' or in the middle of the action
- Tell the story in the present tense
- Stand and deliver: whenever possible, tell your story with a simple compelling visual or non-at all
- Make eye contact with people. Pause.
- Explain the emotion of the moment. How did it feel? Color facts with emotion to motivate.
- Modulate your tempo and pitch
- Chunk your words: when speaking for impact_____build pauses_____into the sentence.
- Have your fact base ready (but do not simply throw facts at people and expect them to see the overarching story unassisted).

Digital Storytelling

Helping people make meaning of the data

- Capture the artifacts --they underpin the story
- Data > Information > Knowledge > Experience > Wisdom
- Anchor the story an insight, motive or ideal (why should I care?)
- Ground the information in a human context: time / location
- Metaphors help with uptake / absorption
- Most humans store long-term memory as pictures: show pictures

Rapid Storytelling Framework

FRAME THE CHALLENGE / CONTEXT

2-3 min

- Start in the **middle of the action**
- Speak in the **present tense**
- Make it **visual / take people there**

DETAIL THE STRUGGLE

2-3 min

- It could start as a **curiosity**
- What is the **pain or impact**

PRESENT THE FUTURE VISION

2-3 min

- **What if...**
- **Imagine a world where..**
- Still in the **present tense**

MOTIVATE THE CALL TO ACTION

2-3 min

- Acknowledge **risks**
- Get **concrete**
- Name **one small step**

Rapid Storytelling Framework

