

Storytelling for impact



AN INITIATIVE OF



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SARTORIUS

STORYTELLING FOR IMPACT

 YOUNG
ENTREPRENEURS
IN SCIENCE



Agenda



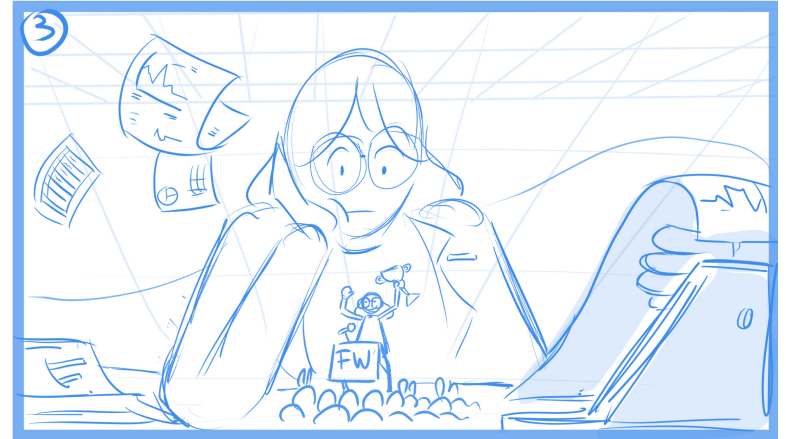
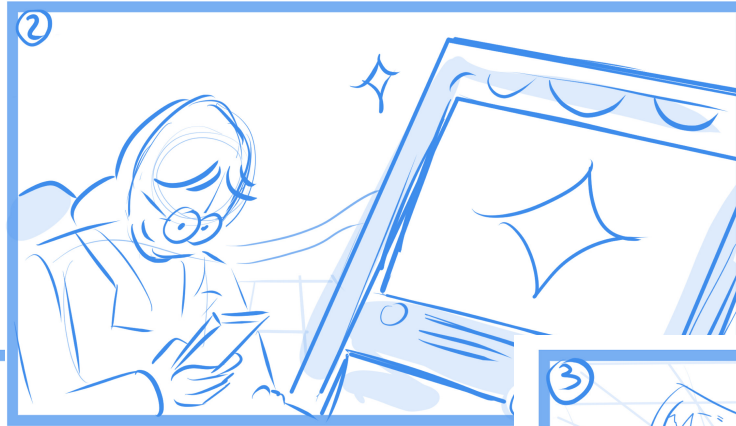
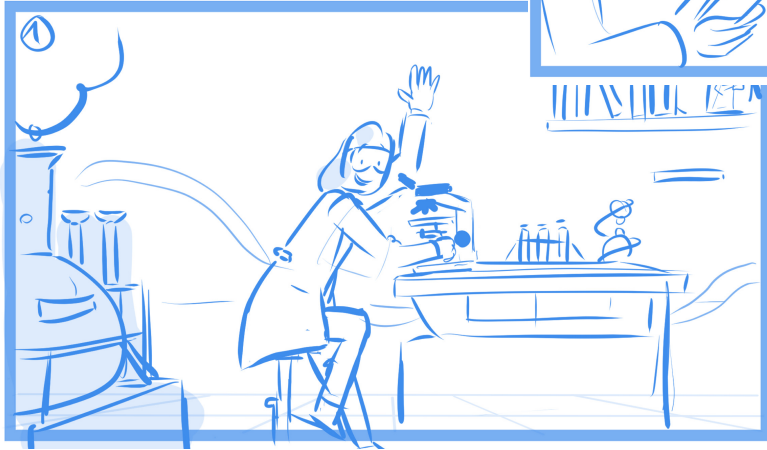
Part I

- Check-In
- The power of stories
- Exercise 1: Define your impact
- Exercise 2: Create your stories' protagonist

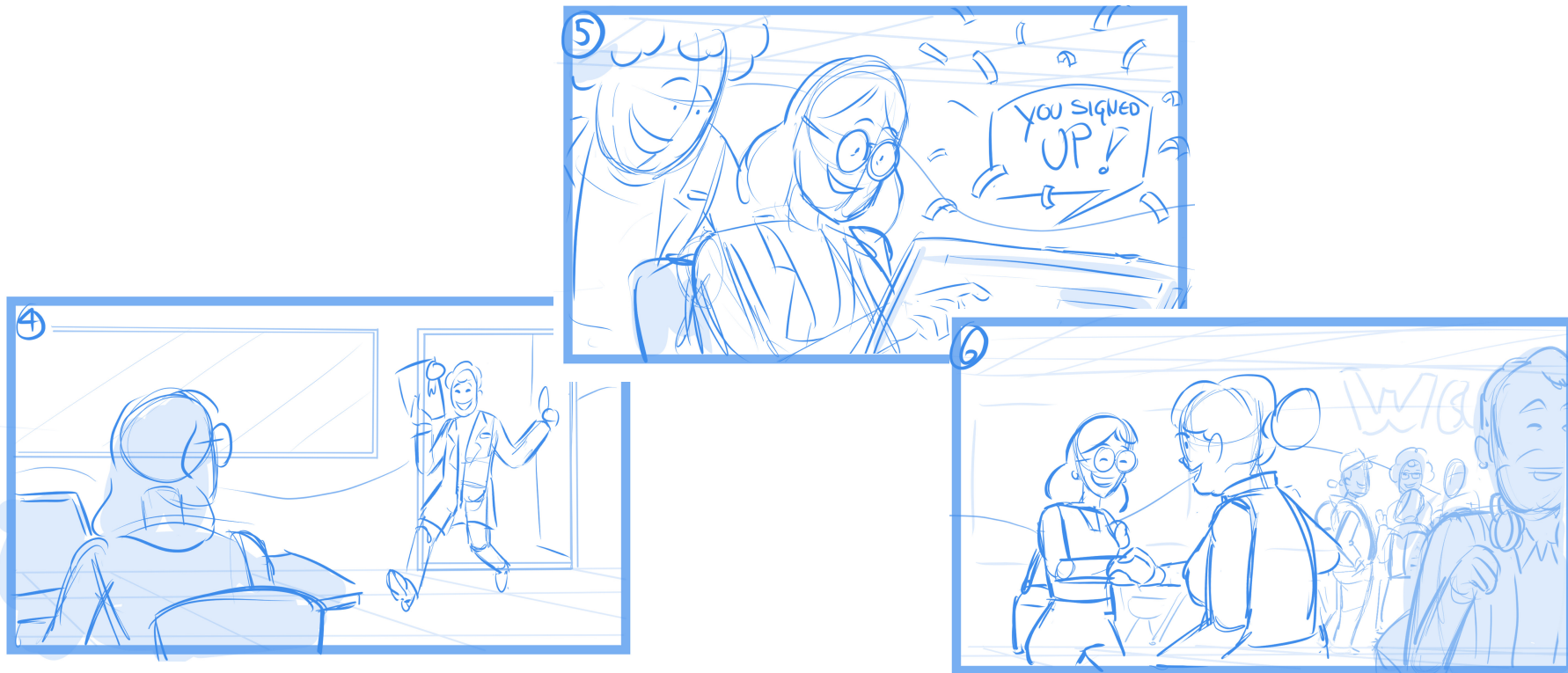
Part II

- Exercise 3: Create your 3-minutes story
- Exercise 4: Captivating Storytelling
- Share & Inspire
- Summary & Check-Out

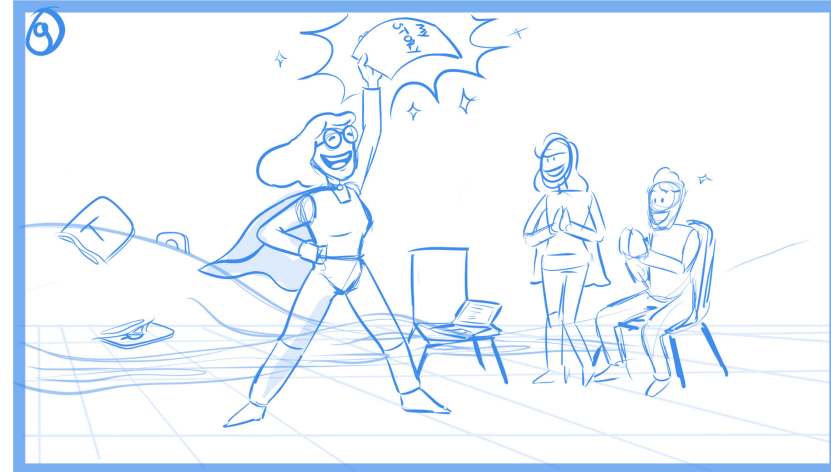
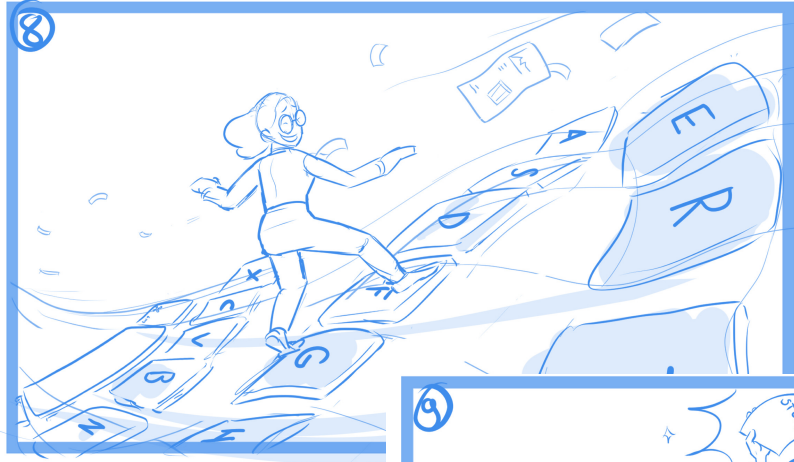
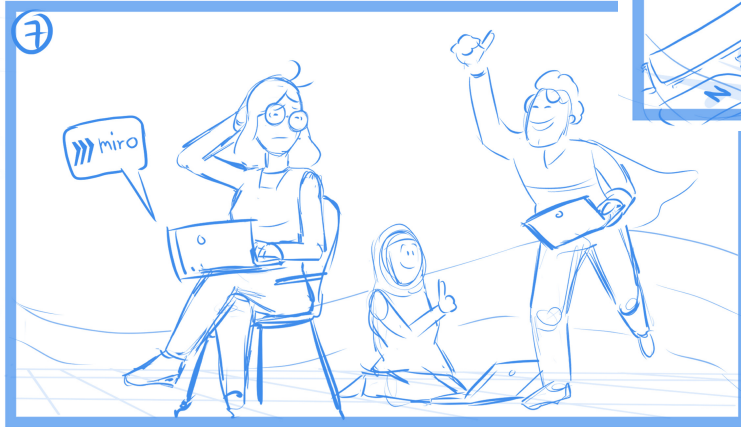
Learning goals



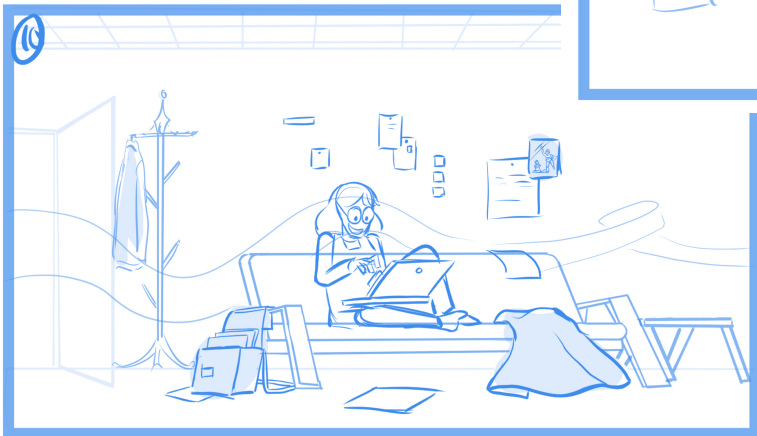
Learning goals



Learning goals



Learning goals



Learning goals



Define your own desired impact

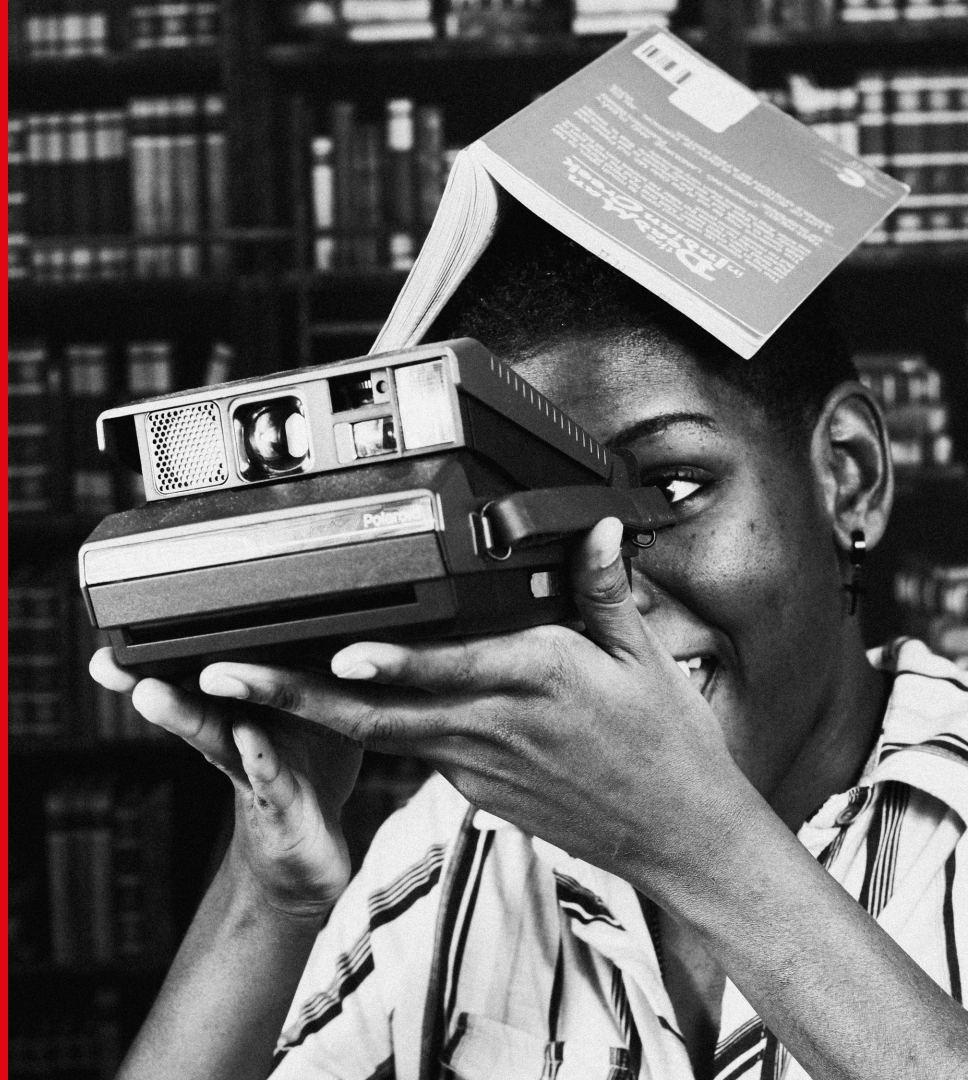


Getting to know the power of storytelling and emotions in communicating your own scientific ideas



Conveying content in such a way that it sticks and creates an impact—even outside of science

The power of stories



The origins of storytelling



Story is a "primal form of human communication".

Dieter Georg Herbst (Lecturer at the Leipzig School of Medicine)

Why we developed stories

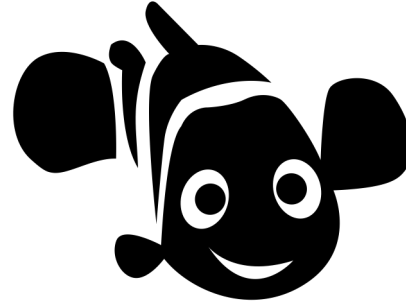
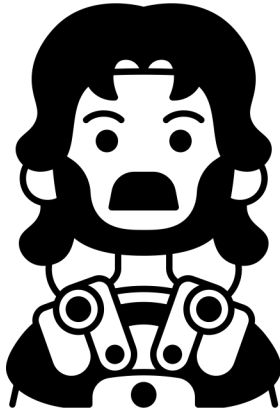
- Unlike the neanderthal, the sapiens had quickly developed complex language and was able to convey abstract concepts, beliefs, and myths.
- These stories helped the sapiens to collaborate in large groups, coordinate activities and share common goals and beliefs



Storytelling in the now



Storytelling in the now



The way stories work



We remember stories 22 better than data.

**Study led by Jennifer Aaker,
Stanford Graduate School of Business (2013)**

The way stories work



Storytelling and impact

- It is rousing stories that motivate and drive people forward
- When we hear a rousing story, a spark is ignited in us
- We are inspired and fascinated, for some people, this spark turns into a fire
- Driven by it, they change the world



„The most powerful person in the world is the storyteller. The storyteller sets the vision, values and agenda of an entire generation that is to come.“

Steve Jobs

Storytelling and your research



If you want to get your ideas out into the world, inspire others with your vision, and create impact. Then storytelling is a very important tool for you as a researcher.



That's why today we want to focus less on generating a new start-up idea and more on the craft of storytelling!

Quick reflection



**Imagine you're at a party, standing in the kitchen.
A person whom you don't know asks you about what
you're doing in your research work.
What's your answer?**

EXERCISE

Define your impact



How it works ...



Solo work

Stay in the main room.

Find an empty area on miro to work on.

Add your name to the board.



Define your impact

In regards to your research topic, brainstorm:

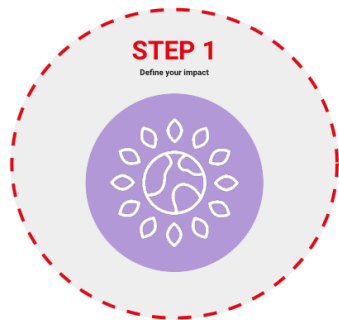
1. Where have you been able to inspire?
2. What do you want to improve in the world for the better with your research?
3. Who is impacted by your research topic?

Wrap it up in one sentence: For... I want to achieve this change in the world: ... because



10 min

Miroboard: Preview



SOLO WORK: STORYTELLING YOUR IMPACT

DEFINE YOUR IMPACT

In regards to your research topic, brainstorm and define your impact.

10 min

INSPIRATION

Where have you been able to inspire people, give insights to new ideas, share knowledge, or get people excited?

IMPROVE FOR THE BETTER

What do you want to improve in the world for the better with your research?

IMPACT YOUR RESEARCH

Who is impacted by your research topic?

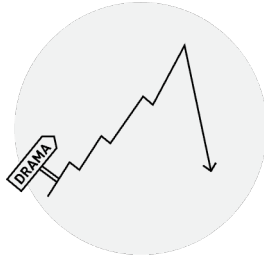
WRAP IT UP IN ONE SENTENCE

For _____ I want to achieve this change in the world: _____ because _____.

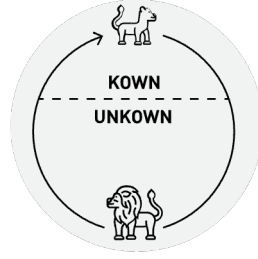
The Storytelling Framework



Different storytelling frameworks



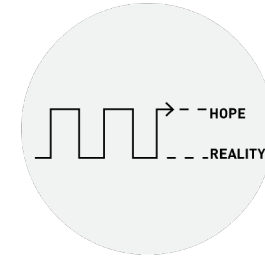
The Mountain



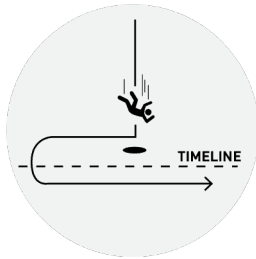
Monomyth



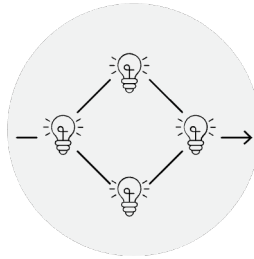
Nested Loops



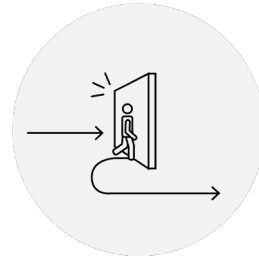
Sparklines



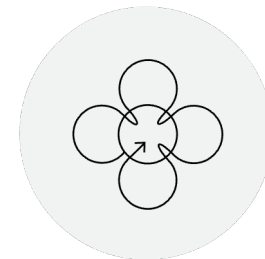
In Medias Res



Converging Ideas

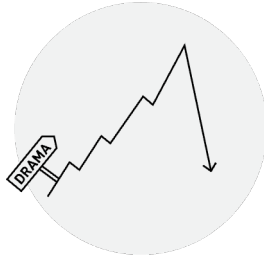


False Start

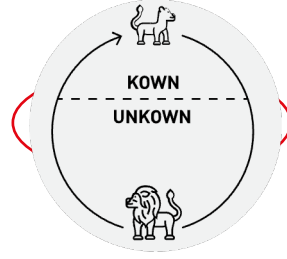


Petal Structure

Different storytelling frameworks



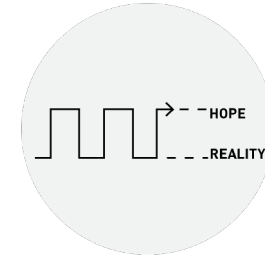
The Mountain



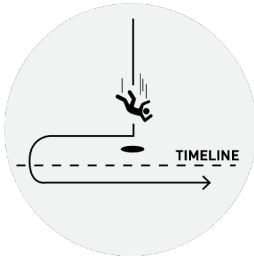
Monomyth



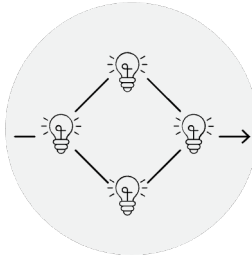
Nested Loops



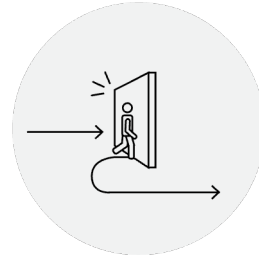
Sparklines



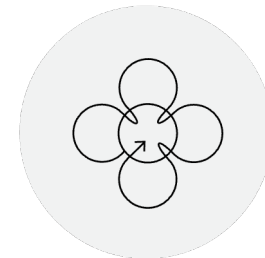
In Medias Res



Converging Ideas

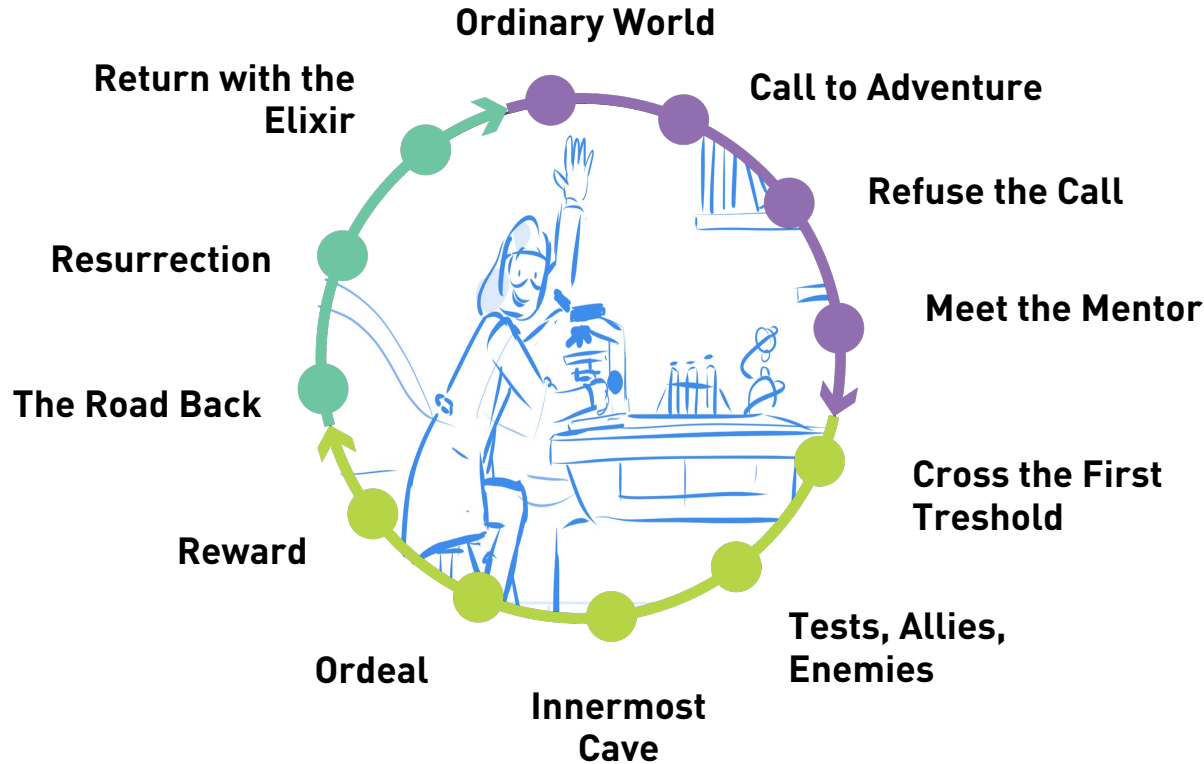


False Start

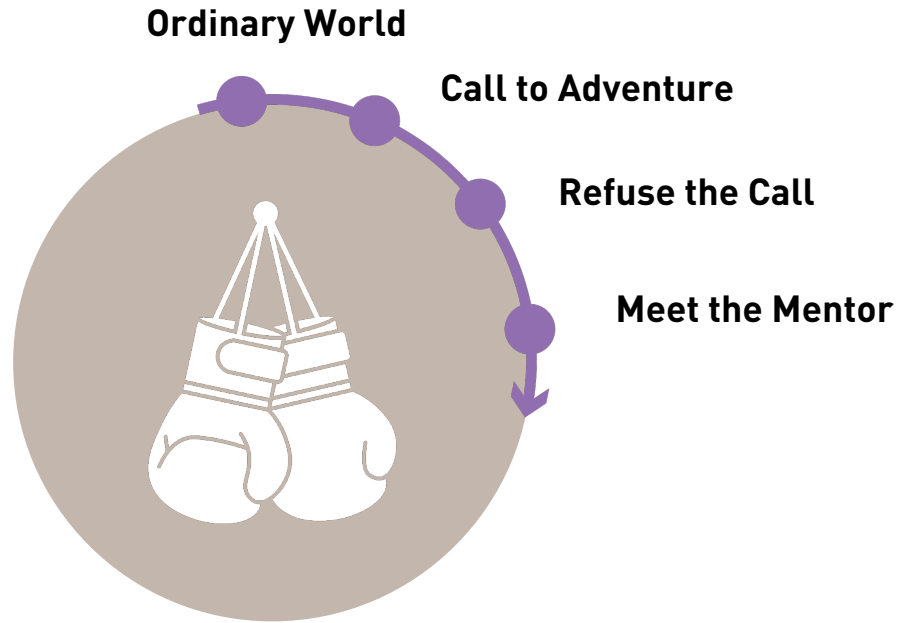


Petal Structure

Elements of the hero's journey



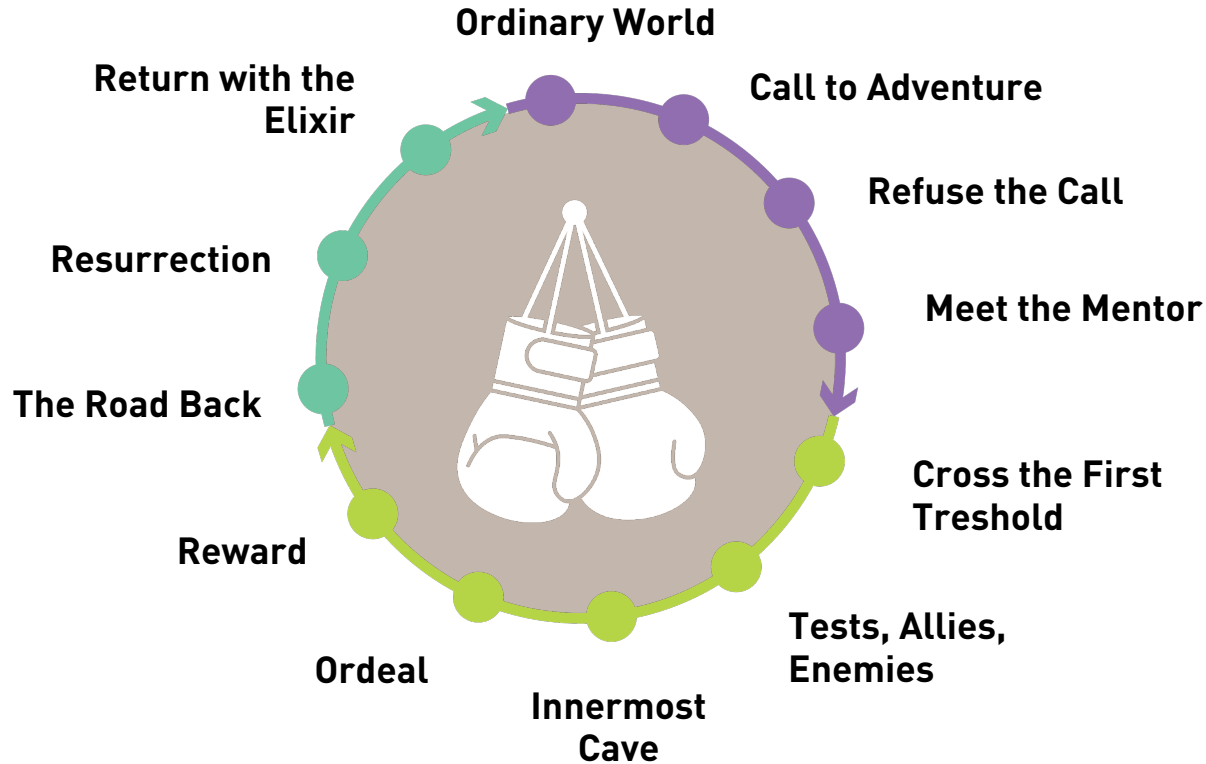
An example: Rocky



An example: Rocky



An example: Rocky

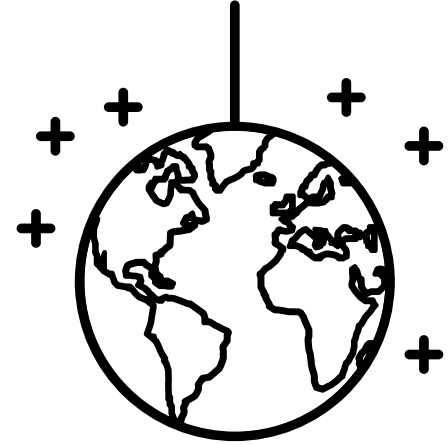
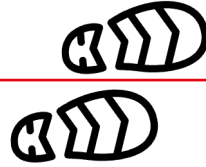


Your impact



World A

Ordinary world
(as of today)



World B

World with the impact
you have made

Creating a story

CHAPTER 1

THE WORLD NOW

EXPOSITION

CHAPTER 2

THE CONFLICT / CHALLENGE

CONFLICT

CHAPTER 3

THE TRANSFORMATION

RISING ACTION

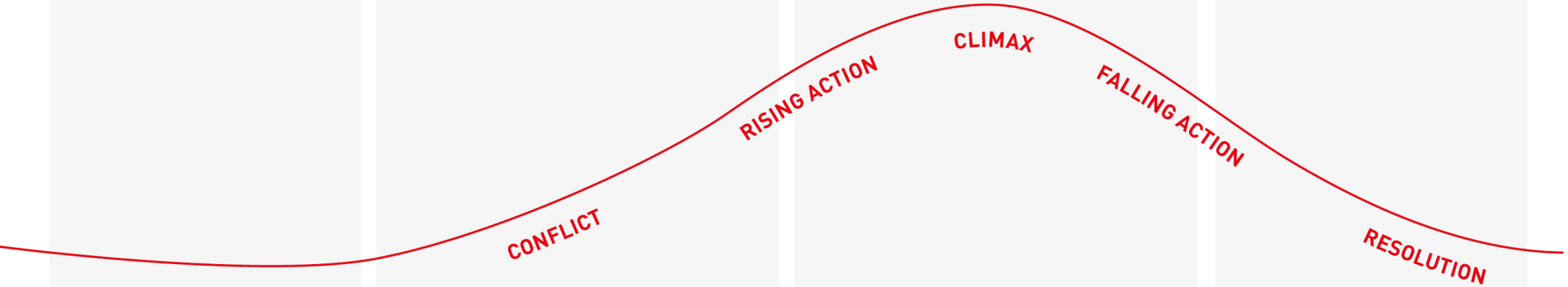
CLIMAX

FALLING ACTION

CHAPTER 4

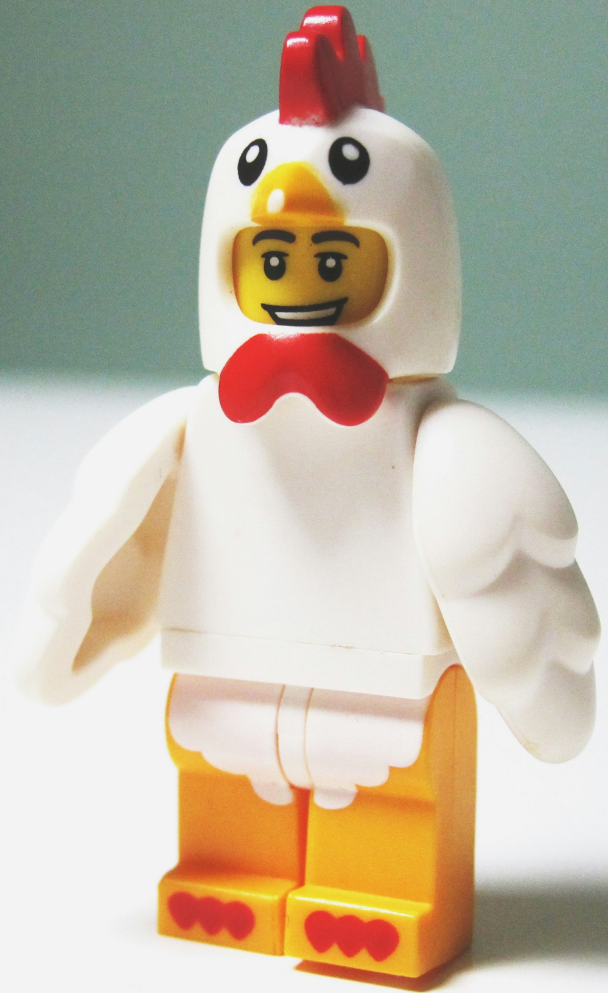
THE WORLD AFTER

RESOLUTION



EXERCISE

**Create the
protagonist of
your story**

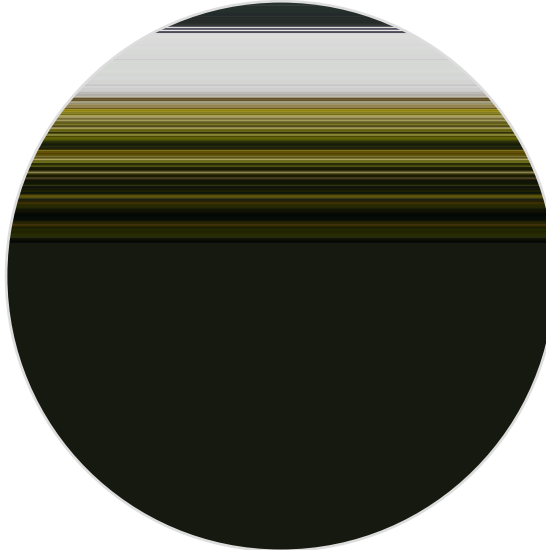


Protagonist: An example

YOUR IMPACT: Freeing the ocean from plastic



ocean biologist



fisherman:woman



Turtle

How it works ...



Solo work

Stay in the main room.

On your Miroboard
Step 2: Bring your
protagonist to life



Create a relatable character

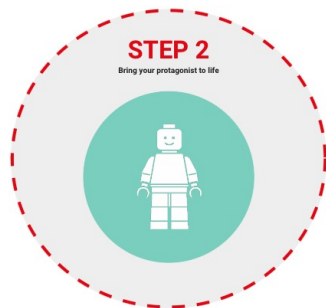
Who is affected by your problem?

1. Come up with a character.
2. Bring it to life by enriching it with information (template).
3. Give it a name/nickname and a look.



10 min

Miroboard: Preview



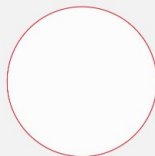
SOLO WORK: STORYTELLING YOUR IMPACT

BRING YOUR PROTAGONIST TO LIFE

Create a relatable character for your story! Who is affected by your story?

10 min

YOUR PROTAGONIST



NAME OR NICKNAME

BASIC INFORMATION
ABOUT HIS*HER
BACKGROUND

WHAT ARE HIS*HER
APPEARANCE, AGE,
PROFESSION?

WHAT DOES THE CHARACTER
WANTS OR DESIRES?

EMOTIONAL STRUGGLES/DILEMMAS
THE CHARACTER FACES:

CHARACTERS TEMPERAMENT
(SELECT OR ADD):

EXERCISE

Create your story



Words of Wisdom



No, no! The adventures first, explanations take such a dreadful time.

Lewis Carroll

Creating your story

CHAPTER 1

THE WORLD NOW

EXPOSITION

Come up with **short and tangible description** of the world your protagonist lives in.

CONFLICT

RIISING ACTION

CLIMAX

FALLING ACTION

RESOLUTION

Creating your story

CHAPTER 1

THE WORLD NOW

EXPOSITION

Come up with **short and tangible description** of the world your protagonist lives in.

CHAPTER 2

THE CONFLICT / CHALLENGE

CONFLICT

A conflict arises!
Describe the **challenge your protagonist is facing** using an illustrative situation. How is she/he emotionally reacting to it?

RIISING ACTION

CLIMAX

FALLING ACTION

RESOLUTION

Creating your story

CHAPTER 1

THE WORLD NOW

EXPOSITION

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THE CONFLICT / CHALLENGE

CONFLICT

A conflict arises!
Describe the **challenge your protagonist is facing** using an illustrative situation. How is she/he emotionally reacting to it?

CHAPTER 3

THE TRANSFORMATION

How is the challenge **solved for your protagonist**? Describe how you help the character to achieve their goals.

RISE ACTION

CLIMAX

FALLING ACTION

RESOLUTION

Creating your story

CHAPTER 1

THE WORLD NOW

EXPOSITION

Come up with **short and tangible description** of the world your protagonist lives in.

CHAPTER 2

THE CONFLICT / CHALLENGE

CONFLICT

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CHAPTER 3

THE TRANSFORMATION

RIISING ACTION

CLIMAX

FALLING ACTION

How is the challenge **solved for your protagonist**? Describe how you help the character to achieve their goals.

CHAPTER 4

THE WORLD AFTER

RESOLUTION

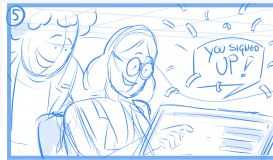
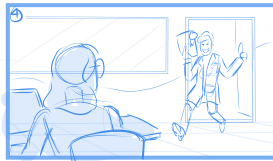
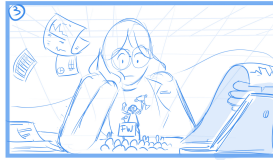
Towards the end of the story, highlight how now **your protagonists' world has changed for the better** (your impact).

Creating your story

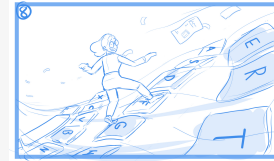
CHAPTER 1 THE WORLD NOW



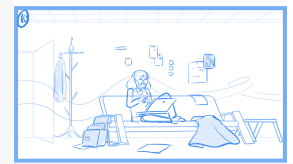
CHAPTER 2 THE CONFLICT / CHALLENGE



CHAPTER 3 THE TRANSFORMATION



CHAPTER 4 THE WORLD AFTER



How to make your audience care



Create situations where the **audience can empathize** with the character's experiences. Make their challenges and reactions **relatable to real-life situations**.



Use descriptive language to convey their **emotional state**, such as body language, facial expressions, and tone of voice.



Use **key emotional moments** in the character's journey, such as **moments of joy, sorrow, anger, love, or fear**.

How it works ...



Solo work

Stay in the main room.

On your mural

Step 3: Create your story!



Create your 3-minutes story

Map out your story by letting your protagonist experience 4 chapters:

1. The world now
2. The conflict / challenge
3. The transformation
4. The world after

Find tips and language clues on the left.



15 min

Miroboard: Preview

STEP 3

Create your story!



SOLO WORK: STORYTELLING YOUR IMPACT

CREATE YOUR STORY!



Map out your story by letting your protagonist experience 4 chapters:

1. The world now
2. The conflict / challenge
3. The transformation
4. The world after

Find tips and language clues on the left.
15 min

YOUR STORY

THE WORLD NOW

THE CONFLICT /
CHALLENGE

THE TRANSFORMATION

THE WORLD AFTER

EXPOSITION

CONFLICT

RISE ACTION

CLIMAX

FALLING ACTION

RESOLUTION

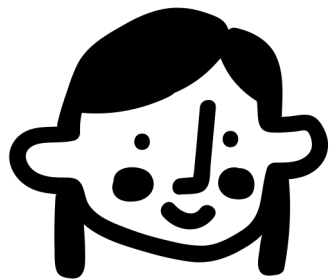
EXERCISE

Captivating Storytelling



Let's tell that story!

Exercise: Stop and go



A

A starts telling their story.

A then describes the scene in more detail, like a screenshot. Use adjectives!

A continues the story.

Incorporate new insights from the exercise into your own story.

When B feels like they want more context regarding the scene: "Stop".

When B feels like the context is described enough: "Go".

Again, when Person B feels like they want more context regarding the scene: "Stop".



B

How it works ...



Teamwork

In Breakouts and pairs.



Let's tell that story!

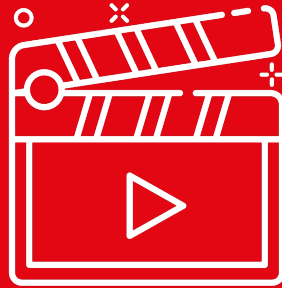
Do 2 rounds of the „Stop and Go“-exercise.

- 5 min: Round 1
Person A tells a story and Person B says
Stop/Go
- 5 min: Round 2
Switch.
- 5 min: Both
Incorporate new insights from the exercise
into your own story.



15 min

Let's hear your stories!



Any questions?



Quick reflection



**You're back at the party, still standing in the kitchen.
Same person whom you don't know asks you about what
you're doing in your research work.**

How do you tell what you're doing now?

I learned, I liked, I will use tomorrow...



Which learning(s) will you take with you today?

What did you find inspiring?

Which resources will you use tomorrow?

FEEDBACK



Time for feedback!



Sharing



**Are there any comments, thoughts or questions
you would like to share?**

Raise your hand.

Stay connected with the YES community

- Join our **LinkedIn** group
- Take part in our **community** calls
- Tell your peers and spread the word **via social media**
- Write **a testimonial** about us



Write to us at youngentrepreneurs@falling-walls.com if you want to contribute to the community, or share feedback and updates about your entrepreneurial journey!

Boost your career with your YES experience

- Connect with YES and fellow participants on LinkedIn
 - Share your YES certificate on Social Media
 - Add YES to your trainings on LinkedIn and your CV
- ... and carry the entrepreneurial spirit further.



THANK YOU!



Connect with us and each other via Social Media ...



LinkedIn
Page



LinkedIn
Group



Facebook



Instagram
@sciencepreneurs



Twitter
@yeis_fw



Newsletter

THE END

