

Storytelling for impact



An initiative of:



FALLING
WALLS
FOUNDATION

With funding from the:



THIS PROGRAMME IS SUPPORTED BY:

SARTORIUS

MEET THE TEAM



Young Entrepreneurs in Science



- opens up new career perspectives for young researchers
- part of the Falling Walls Foundation
- enabled by Federal Ministry of Research, Technology and Space



Netiquette



Be respectful & constructive



Use AI responsibly: Use it to support the process, not to produce final results



Mute when not speaking



Be present: keep your camera on. Feel free to eat, drink, or stretch



Need help? Reach out to us via the chat if experiencing technical issues



React & engage: Use emojis or reactions to share feedback



Drop your questions or ideas in the chat – we're all here to learn together!

CHECK-IN

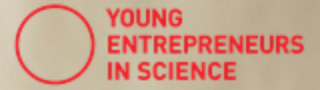


Emoji Check-In



Everybody, show us your emoji mood!

STORYTELLING FOR IMPACT



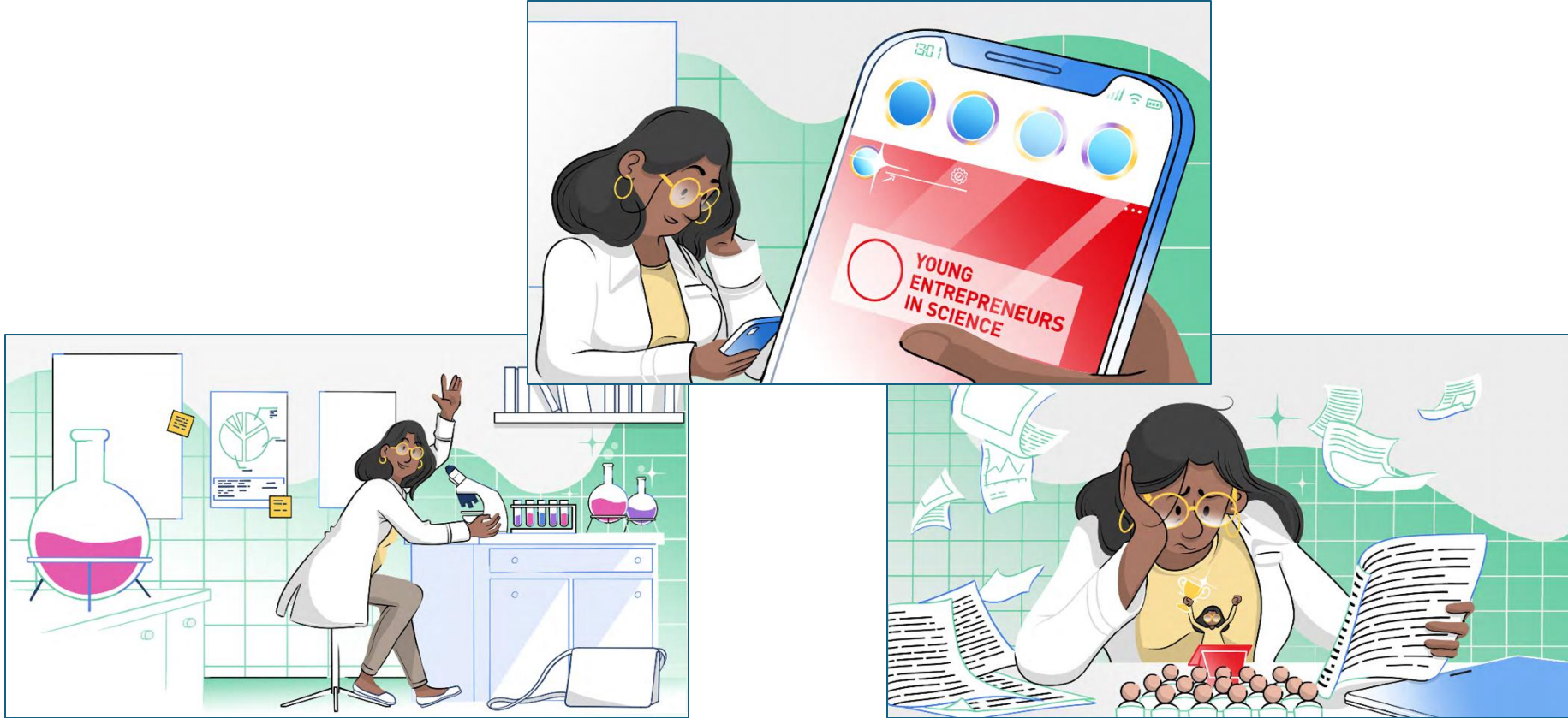
Today's Agenda



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

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

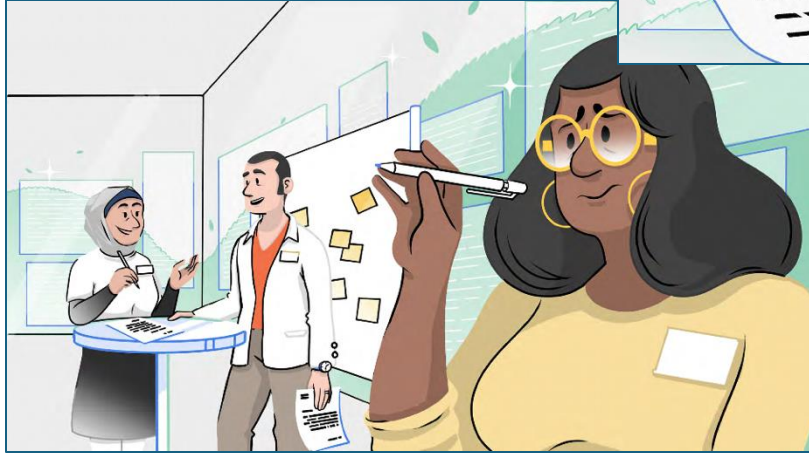
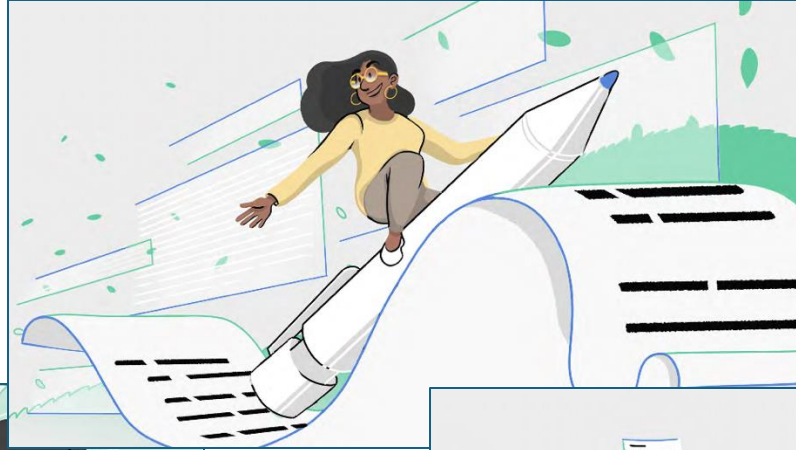
Learning goals



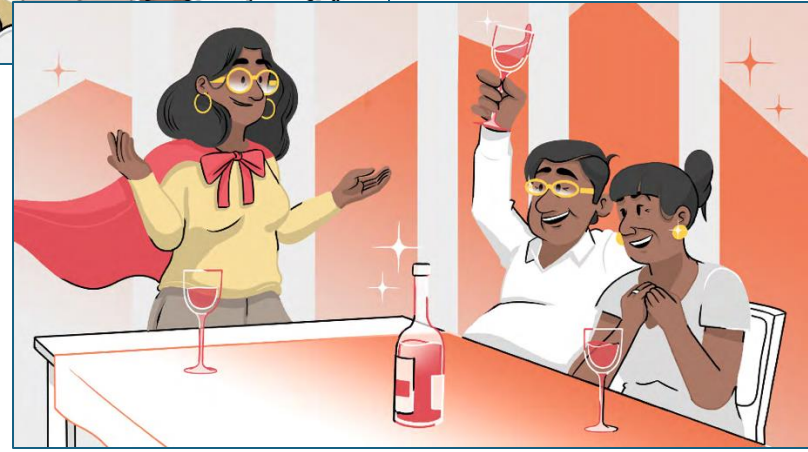
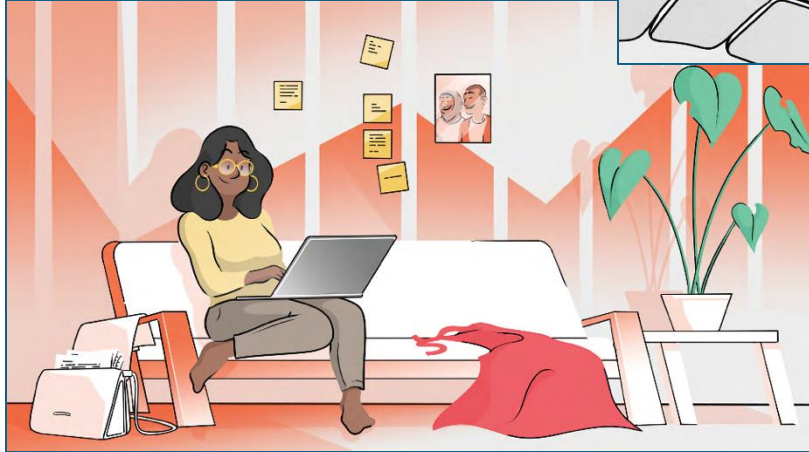
Learning goals



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

Getting to know
each other



How it works ...



Solo work

By yourself



2 truths, 1 lie

**Come up with 3 short stories
about yourself.**

2 of them are true, 1 is a lie!

Write them down on a piece
of paper.



2 min

How it works ...



Teamwork

Team of 3



2 truths, 1 lie

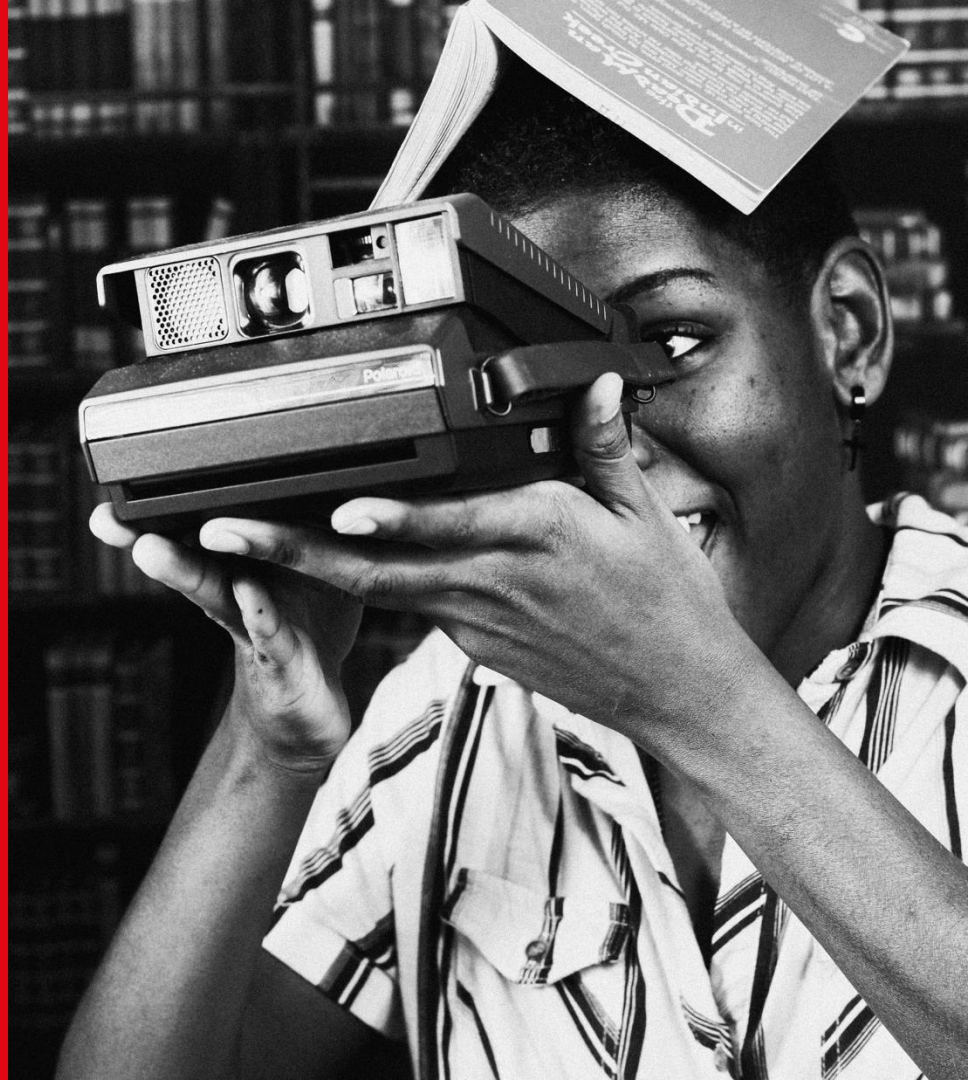
Take turns:

- First person shares the 3 facts about him-/herself and the other 2 guess which one is the lie
- Take turns until everyone has shared.
- Take care of microtiming!



10 min

The power of stories



The origins of storytelling



A 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



The way stories work



We remember stories 22 times 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!

Before we start



miro



Share



1



Meeting



Welcome to miro ...



← text

← sticky notes

← more functions, like stickers
and emojis

navigation
map

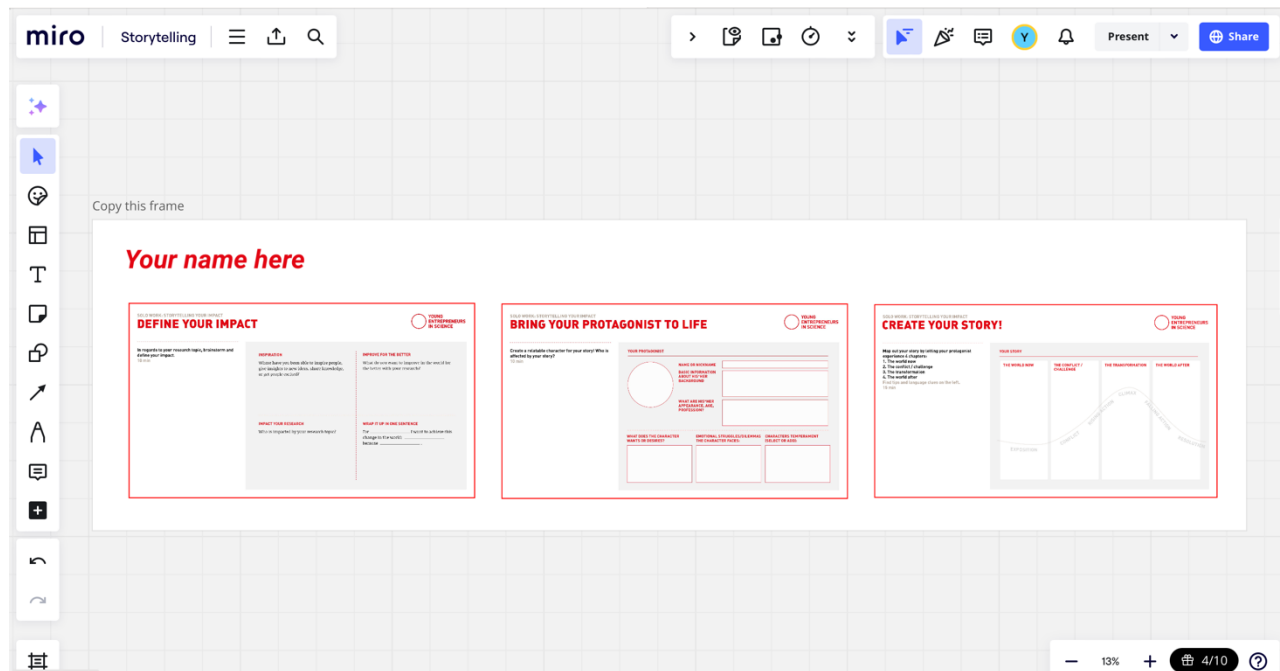
zoom



100%

YOUNG
ENTREPRENEURS
IN SCIENCE

1. Find a workspace.
2. Write down your name.
3. If you have time:
Drag&Drop an icon to
visually mark your
template



EXERCISE

Define your impact



How it works ...



Solo work

Use the first template

Step 1: Define your impact



Define your impact

**In regard to your research topic,
brainstorm:**

Where have you been able to inspire?

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



15 min

Miroboard: Preview



SOLO WORK: STORYTELLING YOUR IMPACT

DEFINE YOUR IMPACT



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

15 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 _____ .

Welcome back



**Let us know, if you're with us:
Raise your emoji thumb!**

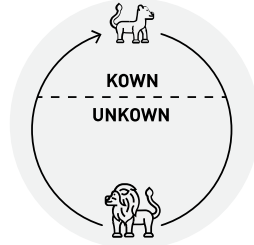
The Storytelling Framework



Different storytelling frameworks



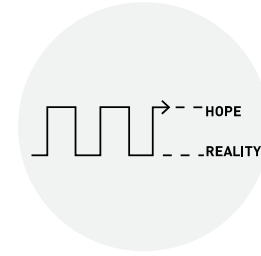
The Mountain



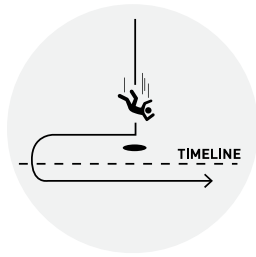
Monomyth



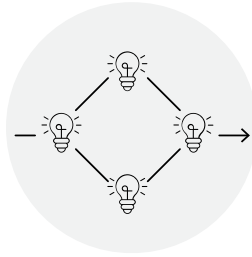
Nested Loops



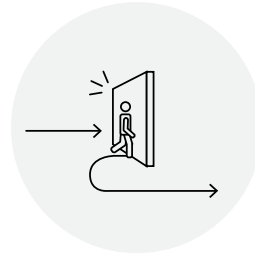
Sparklines



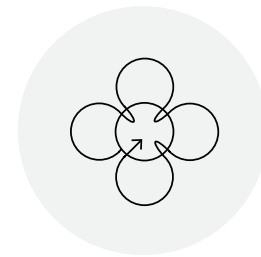
In Medias Res



Converging Ideas



False Start

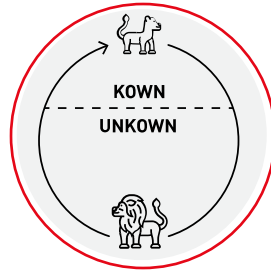


Petal Structure

Different storytelling frameworks



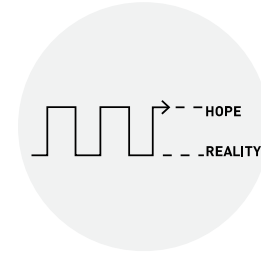
The Mountain



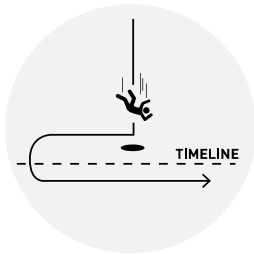
Monomyth



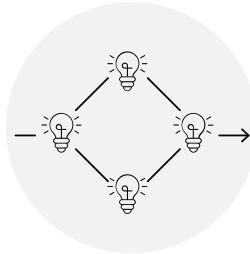
Nested Loops



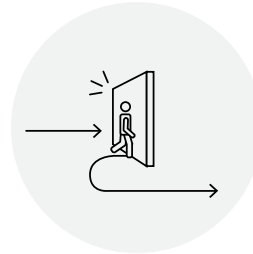
Sparklines



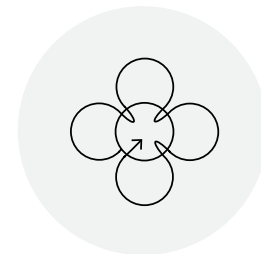
In Medias Res



Converging Ideas

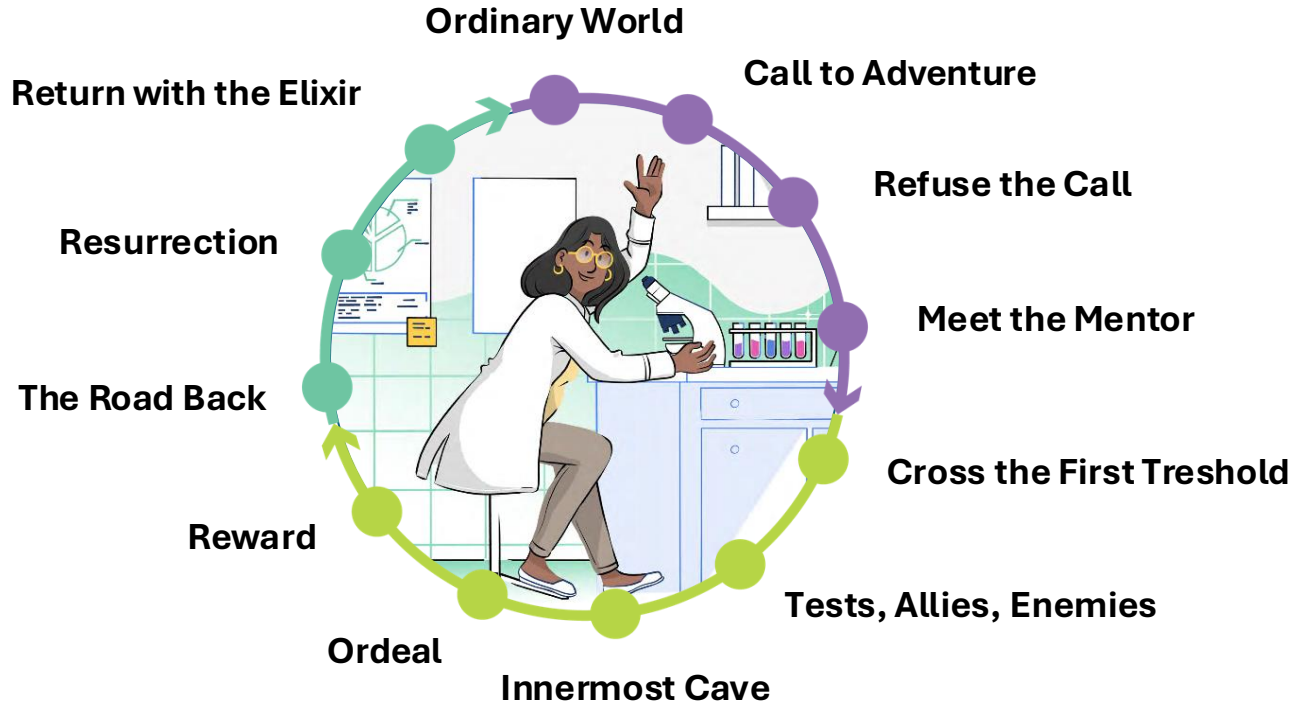


False Start

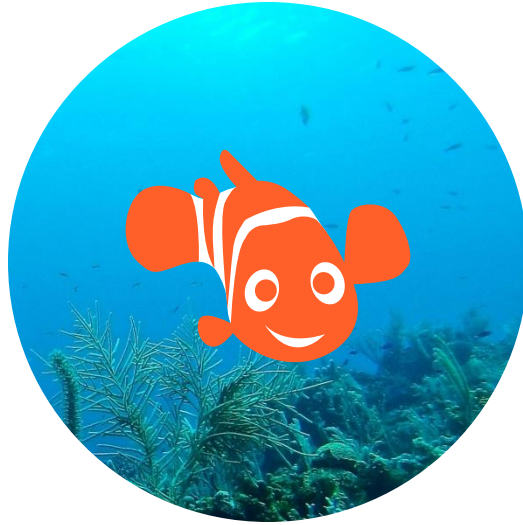


Petal Structure

Elements of the hero's journey



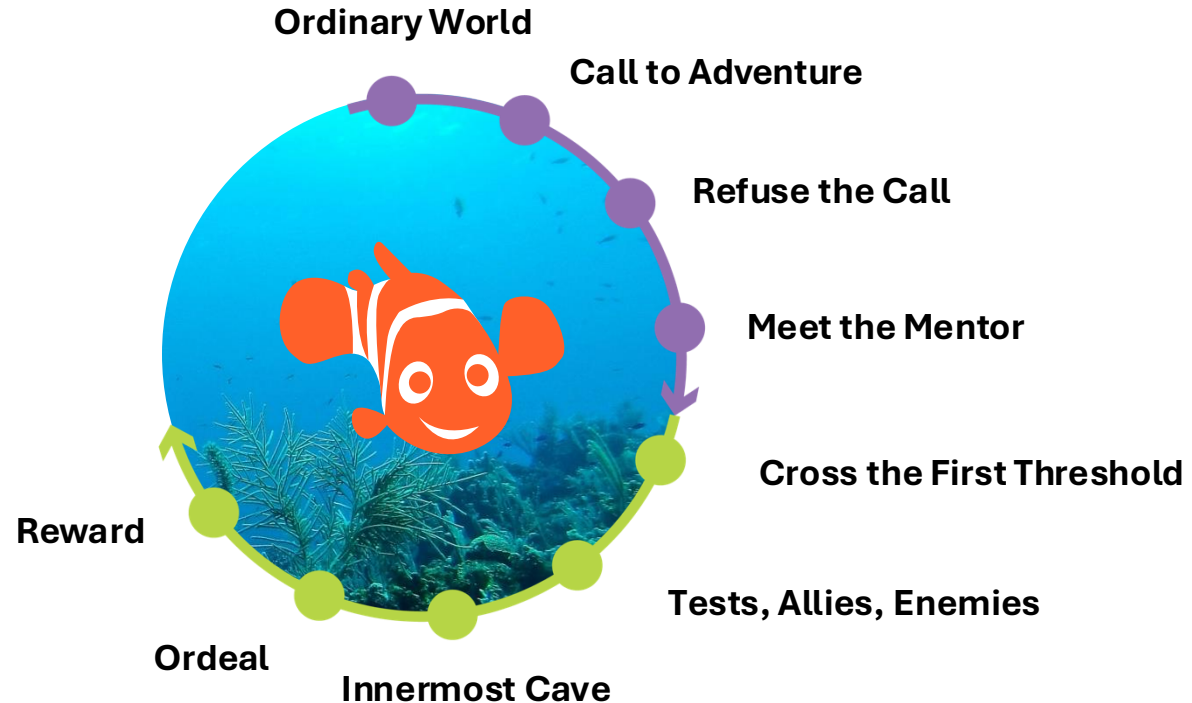
An example: Nemo



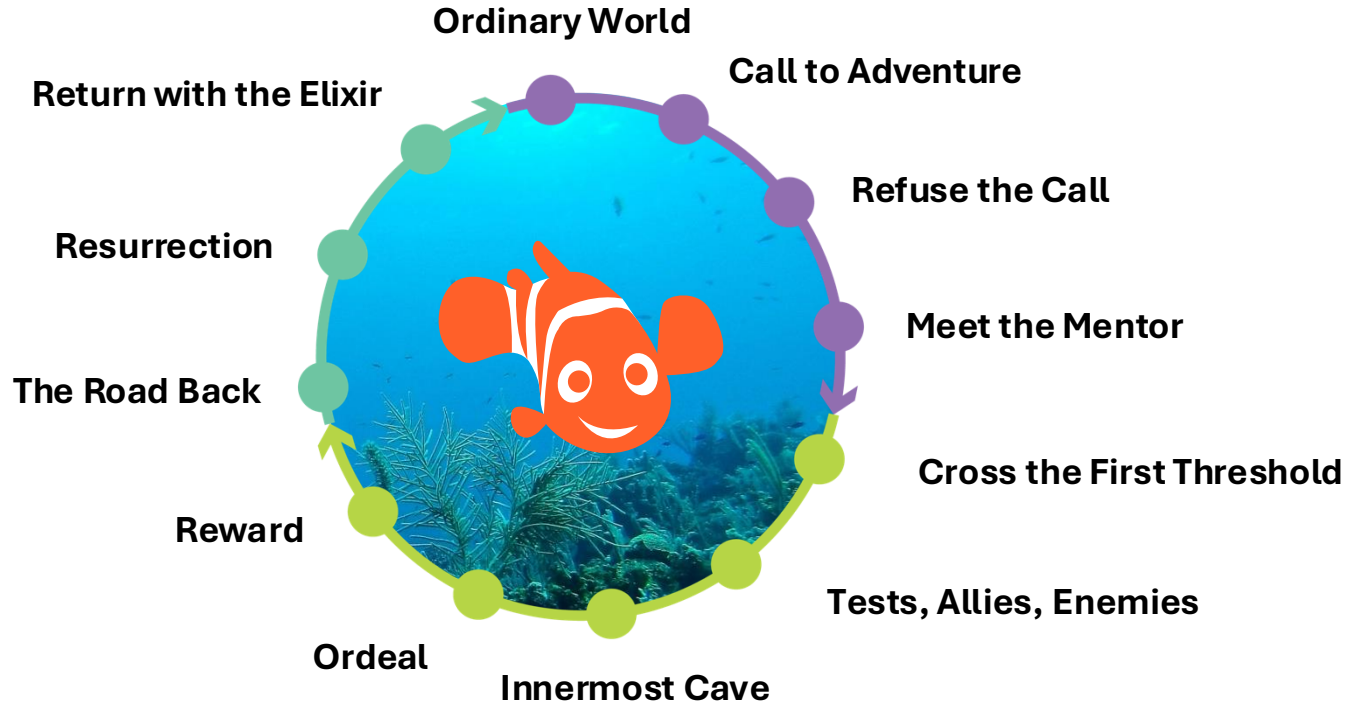
An example: Nemo



An example: Nemo



An example: Nemo

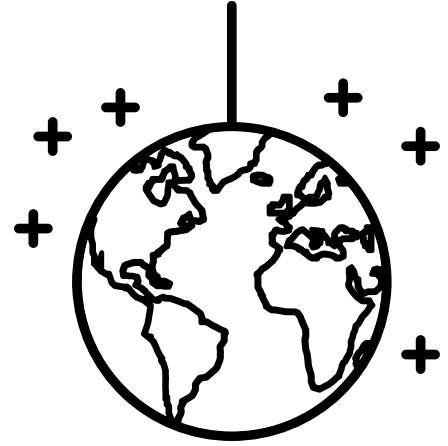
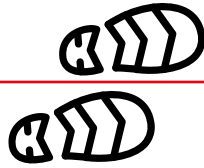


Your impact



World A

Ordinary world
(as of today)



World B

World with the impact
you have made

Creating a story

CHAPTER 1

THE WORLD NOW

CHAPTER 2

THE CONFLICT / CHALLENGE

CHAPTER 3

THE TRANSFORMATION

CHAPTER 4

THE WORLD AFTER

EXPOSITION

CONFLICT

RISING ACTION

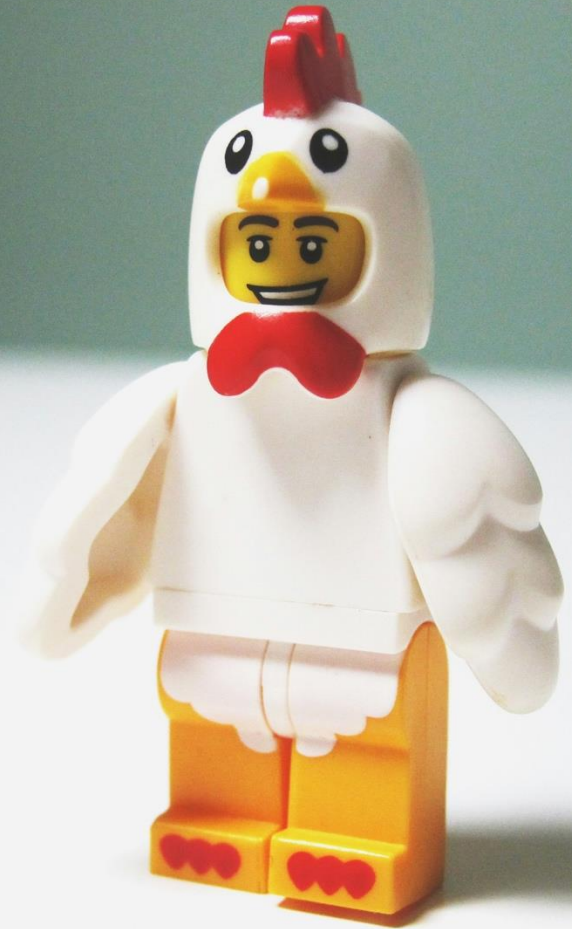
CLIMAX

FALLING ACTION

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

Use the second template

Step 2: Bring your protagonist



Create a relatable character

Who is affected by your problem?

Come up with a character.

Bring it to life by enriching it with
information (template).

Give it a name/nickname and a look.
Be visual.

Give a first clue about the Problem
to be solved (impact).



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?

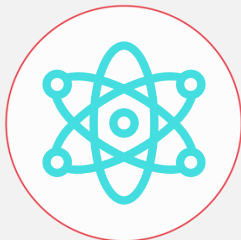
WHAT DOES THE CHARACTER
WANTS OR DESIRES?

EMOTIONAL STRUGGLES/DILEMMAS
THE CHARACTER FACES:

CHARACTERS TEMPERAMENT
(SELECT OR ADD):

Template: Example

YOUR PROTAGONIST



NAME OR NICKNAME

Niva

BASIC INFORMATION
ABOUT HIS*HER
BACKGROUND

She is an atom.

WHAT ARE HIS*HER
APPEARANCE, AGE,
PROFESSION?

Age unknown, appears as a shy and introvert being. Somewhat cuter than the appearance at the image here.

WHAT DOES THE CHARACTER
WANTS OR DESIRES?

Wants to be important and achieve something.

EMOTIONAL STRUGGLES/DILEMMAS
THE CHARACTER FACES:

Isn't confident and rather hesitant because of her weaknesses.

CHARACTERS TEMPERAMENT
(SELECT OR ADD):

Introverted, curious, pessimistic, enthusiastic

Welcome back



**Let us know, if you're with us:
Raise your emoji thumb!**

**It's coffee
o' clock!**



Welcome back



**Let us know, if you're with us:
Raise your emoji thumb!**

EXERCISE

Create your story



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?

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?

CHAPTER 3

THE TRANSFORMATION

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

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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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.

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).

RISING ACTION

CLIMAX

FALLING ACTION

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**.



Use simple language. Imagine reading your story to a child.

EXERCISE

How to come up with a story



How it works ...



Solo work

Use the third template

Step 3: Create your story!



Create your 3-minute story

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

- The world now
- The conflict / challenge
- The transformation
- The world after
- Find tips and language clues on the right.



15 min

Miroboard: Preview

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

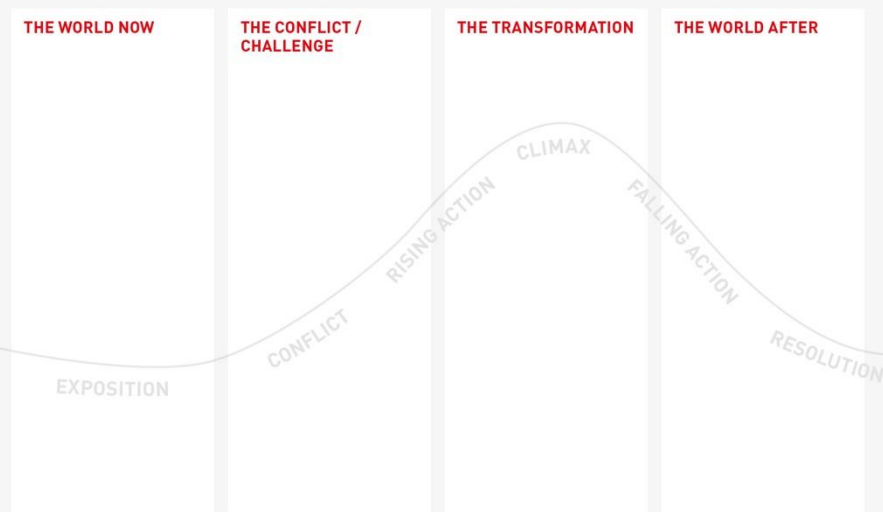
You could start your story like this:

Once upon a time there was....

Find tips and language clues in the tip box.

15 min

YOUR STORY



Welcome back



**Let us know, if you're with us:
Raise your emoji thumb!**

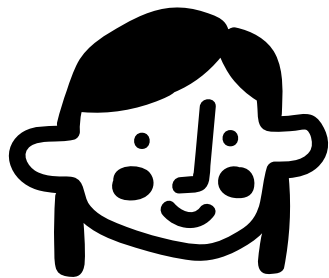
EXERCISE

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!

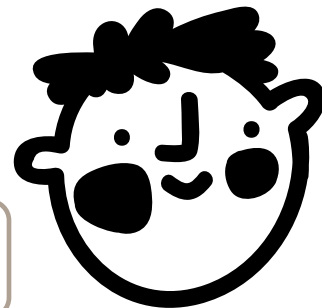
A continues the story.

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 pairs of two



Let's tell that story!

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

7 min: Round 1

Person A tells a story and
Person B says Stop/Go

7 min: Round 2

Switch.

6 min: Both

Incorporate new insights from the
exercise into your own story.



20 min

Welcome back



**Let us know, if you're with us:
Raise your emoji thumb!**

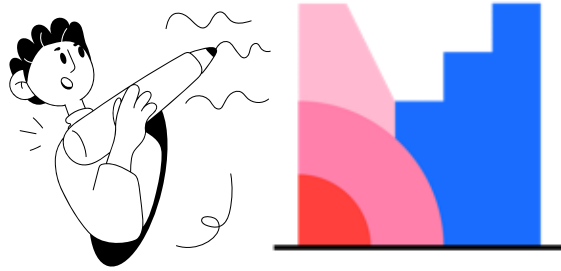
Let's hear your stories!



Any questions?



Time for feedback!



**Please, follow the link in the
chat window.**

Wrapping up!



I like, I wish, I take away...

Stay connected with the YES community



- Join our **LinkedIn group**
- Take part in other (Online-) **Workshops**
- Tell your peers and spread the word via **social media**
- Stay active in our **Alumni-Community**
- Keep learning from each other on 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.



Top-Talents-Track

You've got a bold idea from your research – now what?

We are expanding our programme with the **Top-Talents-Track**, a three-month support programme for 20 highly qualified talents from our network. It combines workshops, individual coaching, peer-to-peer learning formats, and networking events.



Thank you!

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



LinkedIn
Page



LinkedIn
Group



Instagram
@sciencepreneurs



Newsletter

THE END

