

Discover the Power of Storytelling



An initiative of:



FALLING
WALLS
FOUNDATION

With funding from the:



THIS PROGRAMME IS SUPPORTED BY:



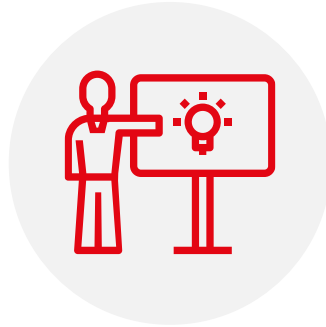
WELCOME



Workshop setting



YES



Coaches



Partner

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



WELCOME FROM OUR UNIVERSITY PARTNERS



WELCOME FROM OUR YES COACH



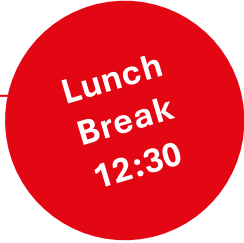
Agenda

Part I

Storytelling

Check-In

- 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



Lunch
Break
12:30

Part II

Pitching

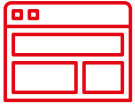
- Get to know the relevant structure of a pitch
- Develop your own pitch with a convincing storyline
- Practise your presentation skills in front of an audience
- Receive valuable feedback to improve your pitch further

Wrap-Up

Your learning materials



- **Download link:** You will receive a download link for the handout and your certificate within 3–5 days after the workshop



- **Template:** Blank templates will be included



- **Photos:** If you want to document your results, please take photos after getting consent from you team

STORYTELLING FOR IMPACT



Agenda



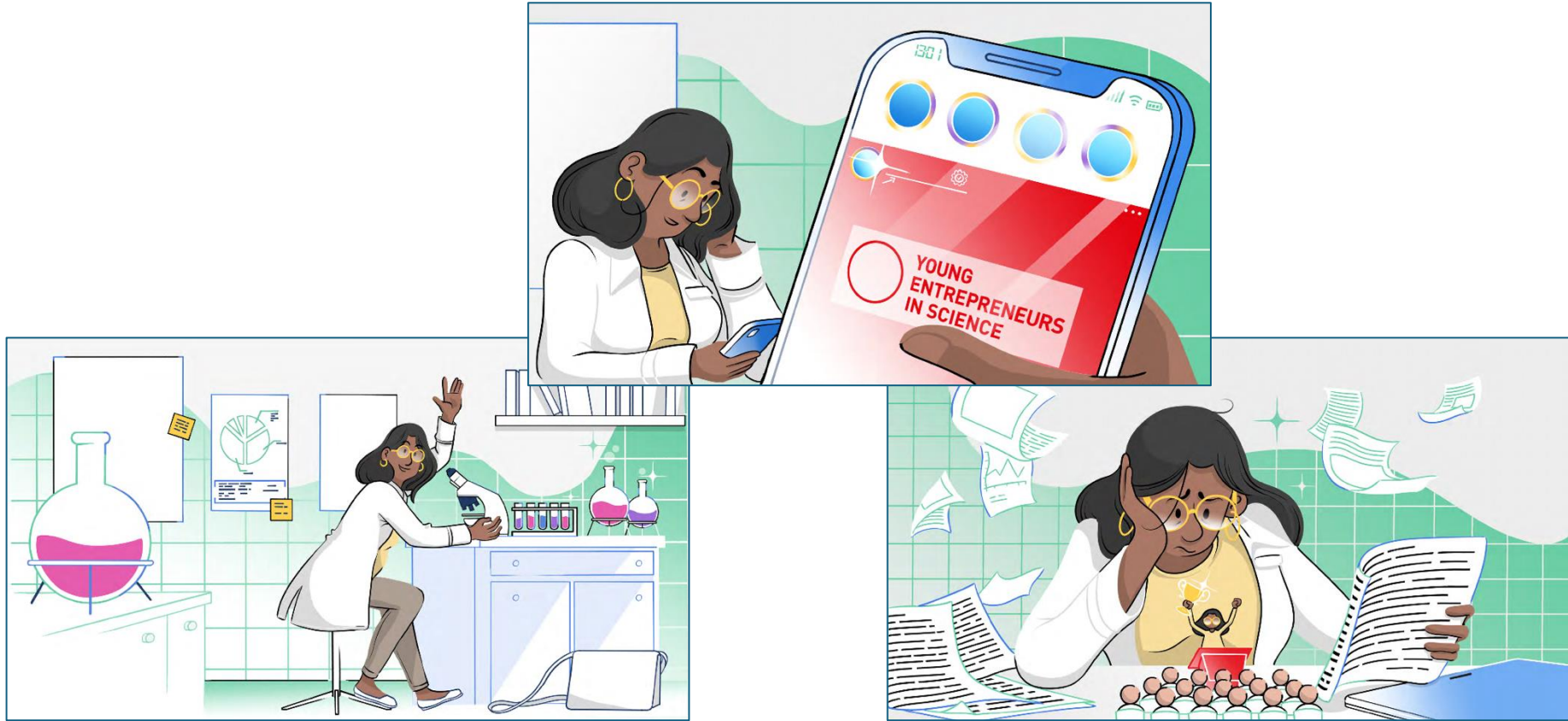
Part I

- 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

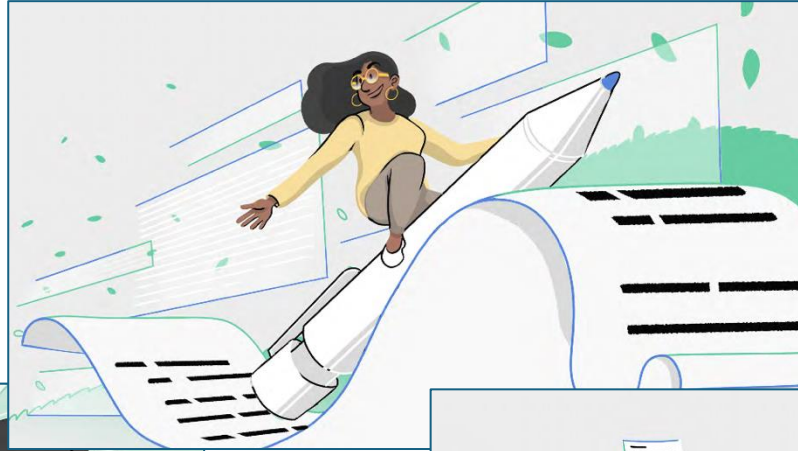
Learning goals



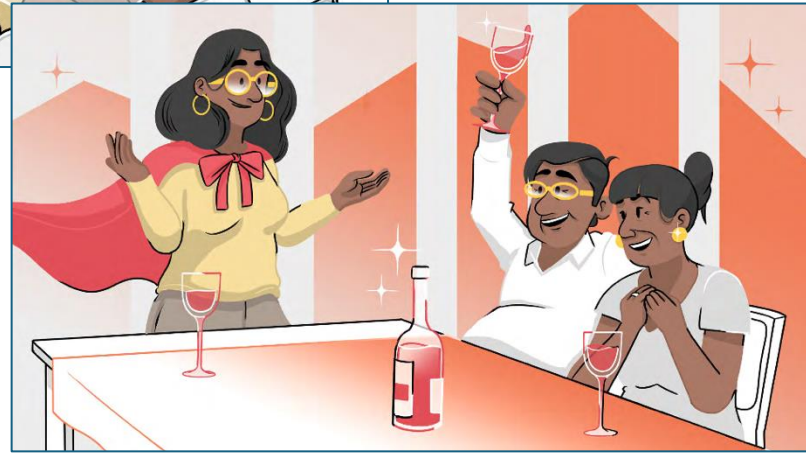
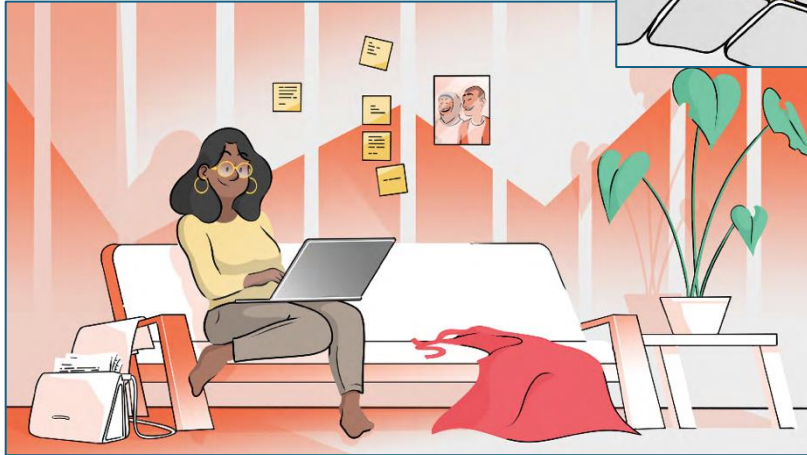
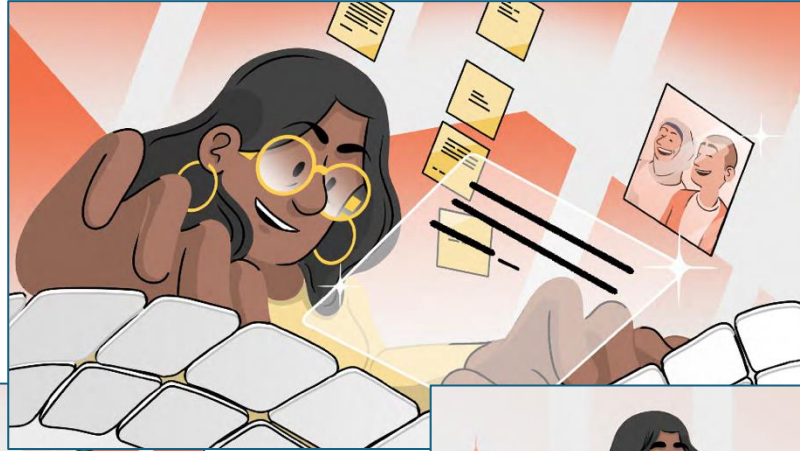
Learning goals



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

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!



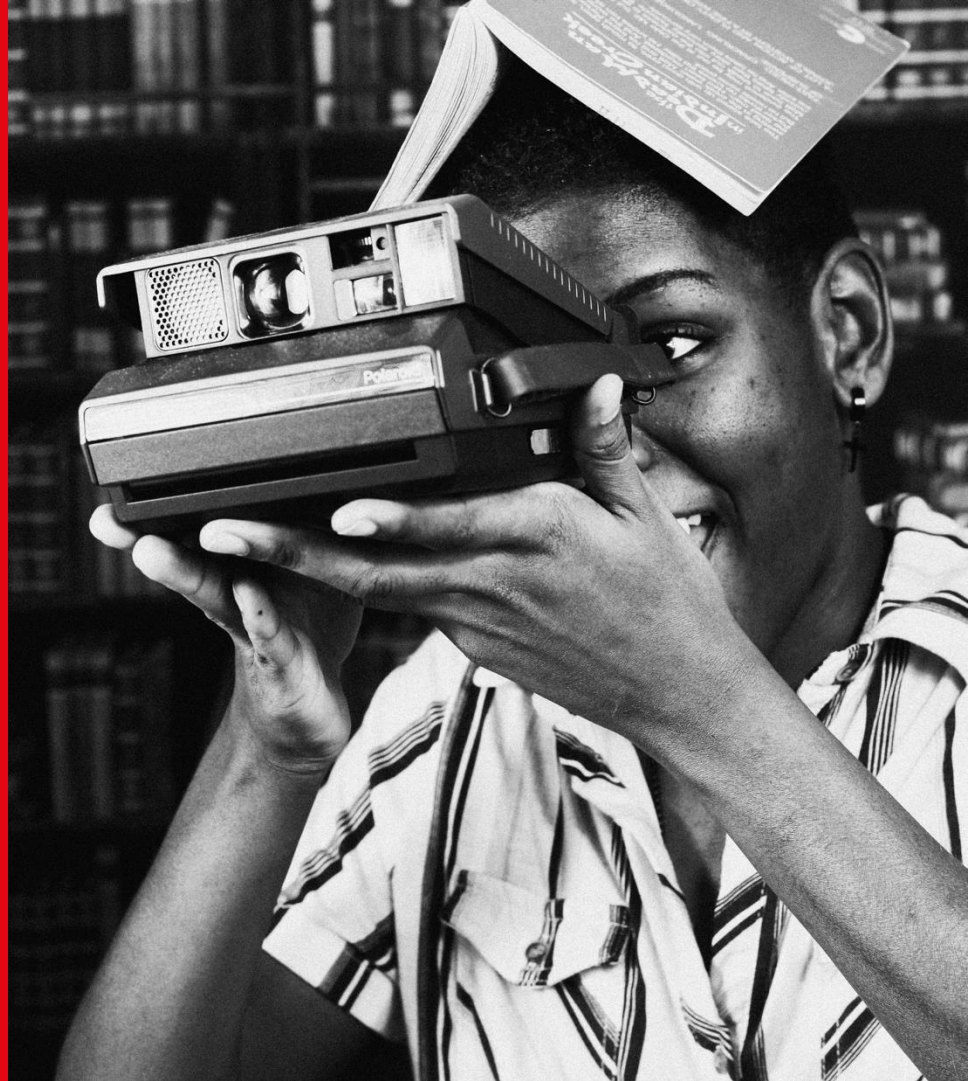
10 min

Welcome back



**If you're ready,
come back to the chair circle!**

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 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!

EXERCISE

Define your impact



How it works ...



Solo work

Use the first template

Step 1: Define your impact



Define your impact



15 min

**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

Define your impact

SOLO WORK: STORYTELLING

STEP 1: DEFINE YOUR IMPACT



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

15 min

Step 1

Fill the title page of the Science Magazine template with your research vision! Add pictures, symbols or other visuals.

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



**If you're ready,
come back to the chair circle!**

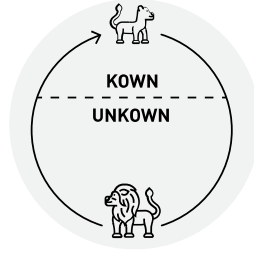
The Storytelling Framework



Different storytelling frameworks



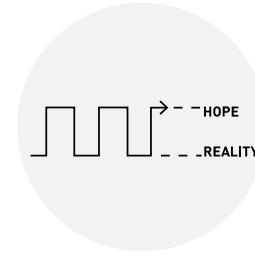
The Mountain



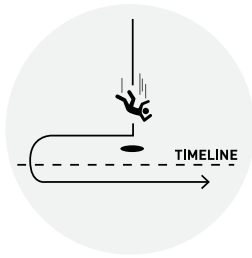
Monomyth



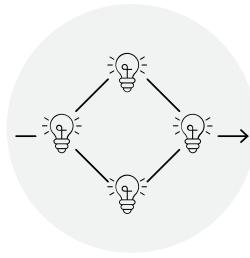
Nested Loops



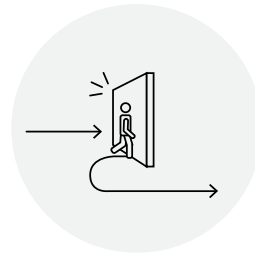
Sparklines



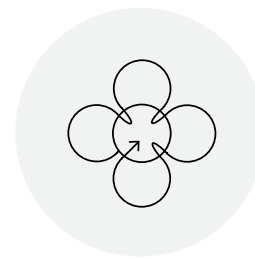
In Medias Res



Converging Ideas



False Start

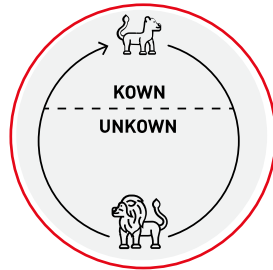


Petal Structure

Different storytelling frameworks



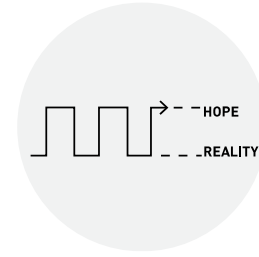
The Mountain



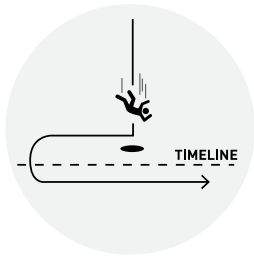
Monomyth



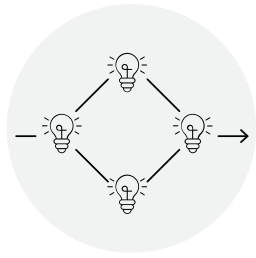
Nested Loops



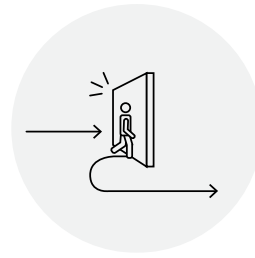
Sparklines



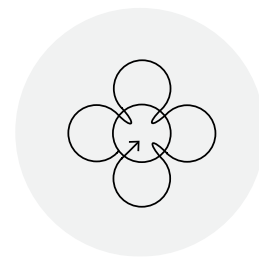
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Converging Ideas

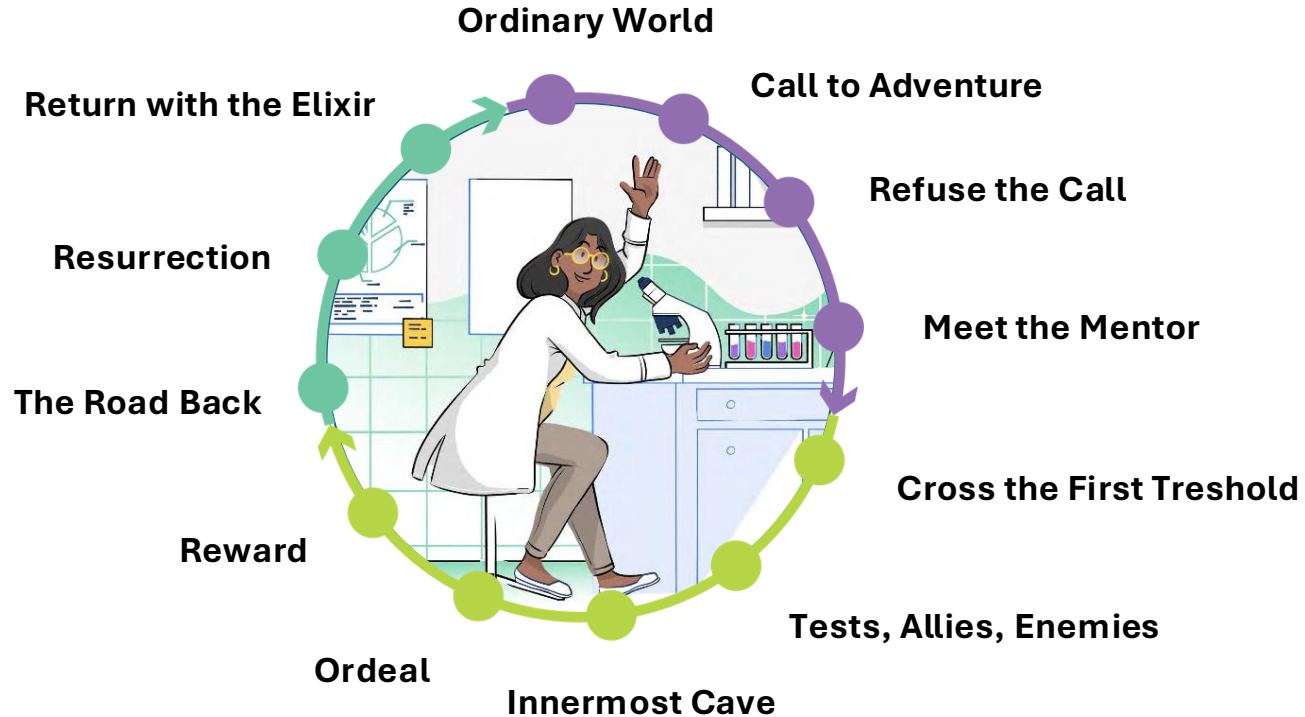


False Start

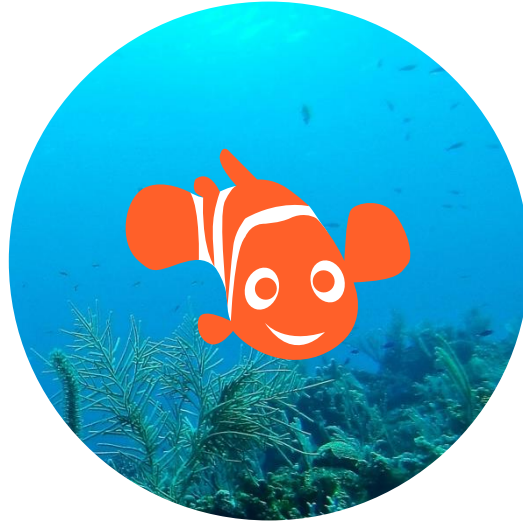


Petal Structure

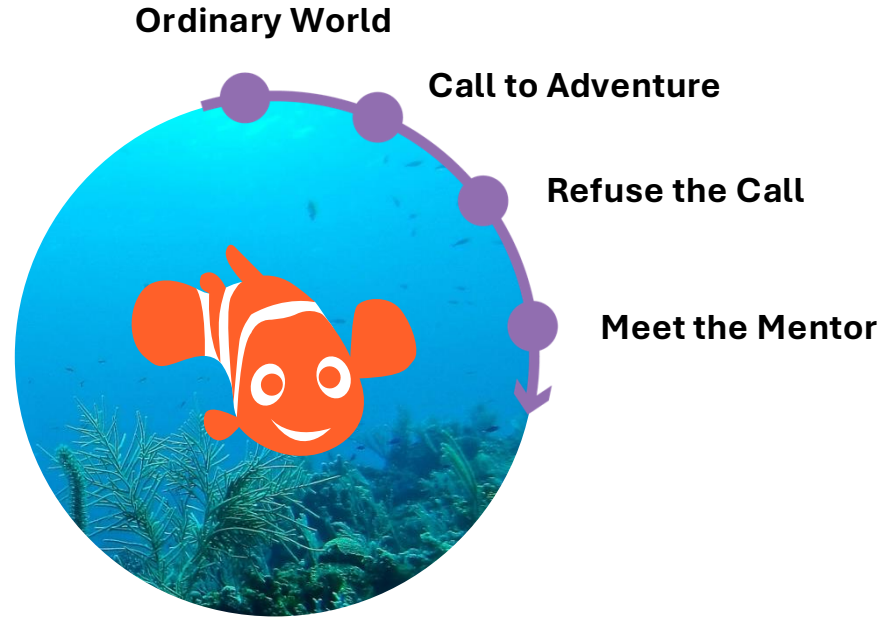
Elements of the hero's journey



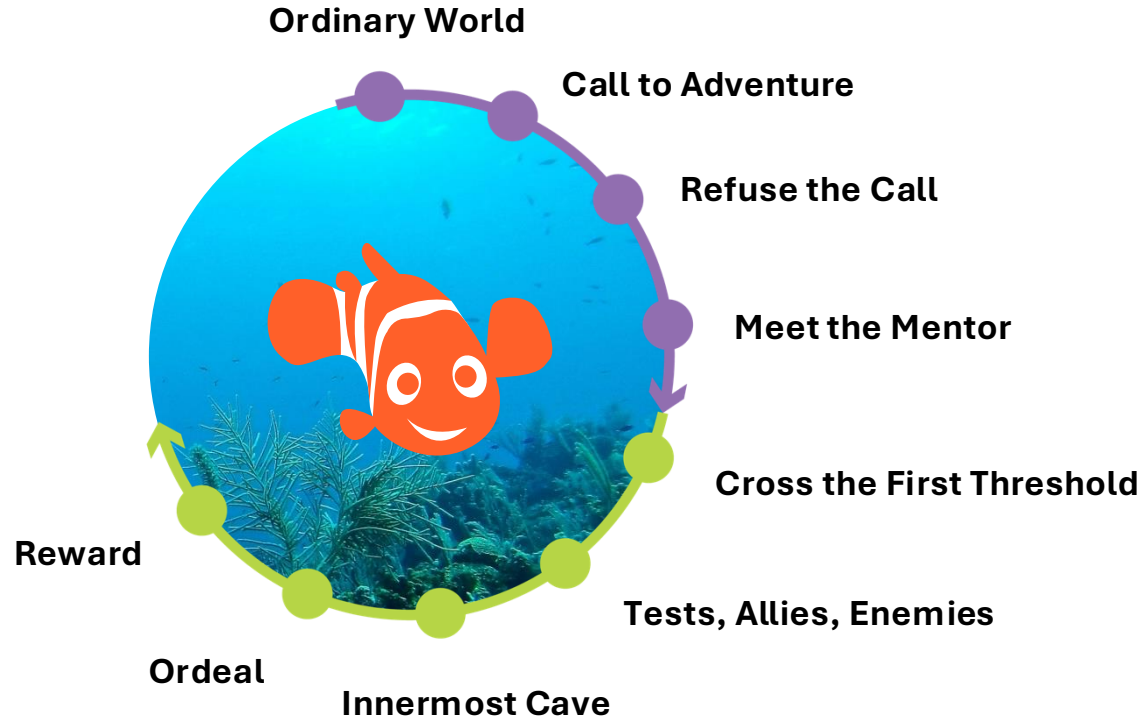
An example: Nemo



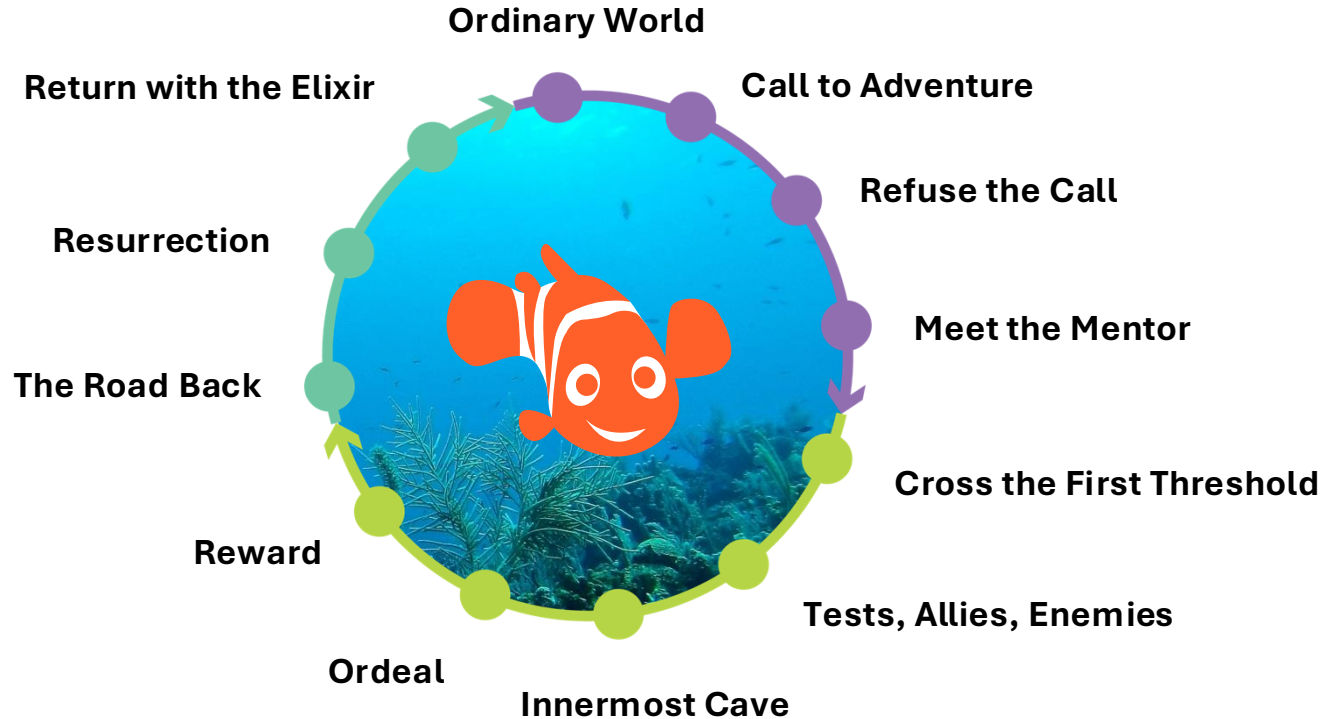
An example: Nemo



An example: Nemo



An example: Nemo

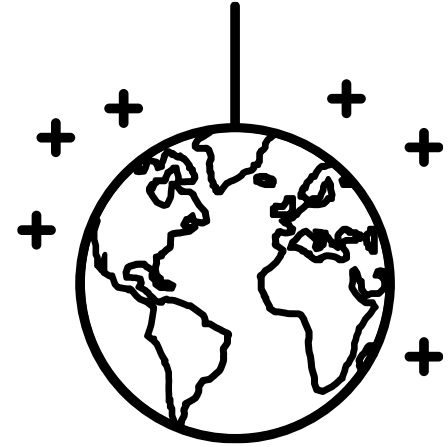
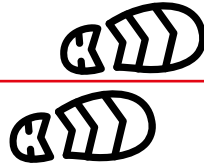


Your impact



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

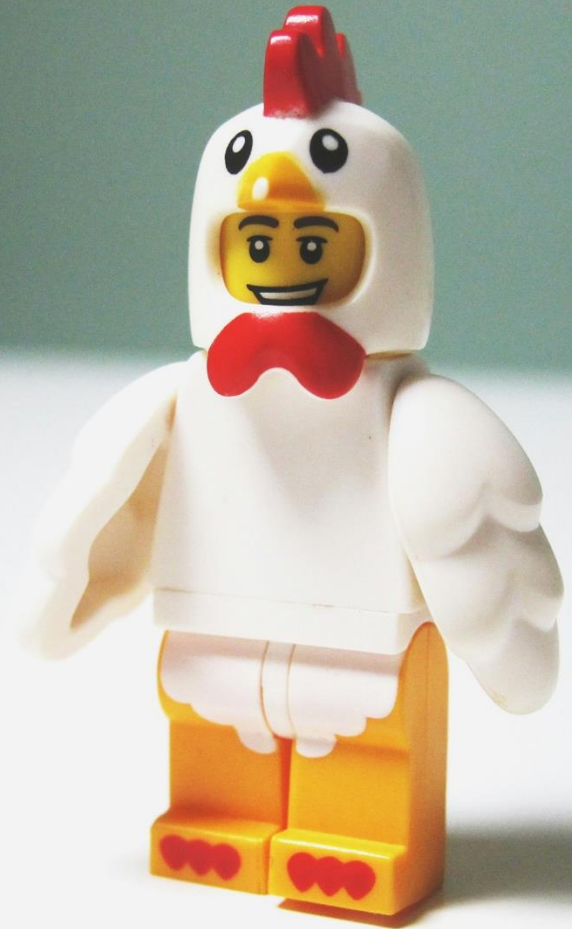
FALLING ACTION

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?

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



10 min

Bring your protagonist to life

SOLO WORK: STORYTELLING

STEP 2: BRING YOUR PROTAGONIST TO LIFE

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

10 min

Characters Temperate Selection

cheerful – introverted – hot-tempered – easy going –
pessimistic – optimistic – enthusiastic –
extraverted – passionate – curious – cynical –
stubborn – manipulative – melancholic

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):

Example

SOLO WORK: STORYTELLING

STEP 2: BRING YOUR PROTAGONIST TO LIFE

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

10 min

Characters Temperate Selection

cheerful – introverted – hot-tempered – easy going –
pessimistic – optimistic – enthusiastic –
extraverted – passionate – curious – cynical –
stubborn – manipulative – melancholic

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.

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



**If you're ready,
come back to the chair circle!**

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

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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

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THE WORLD NOW

EXPOSITION

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

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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).

RISE 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 ...



Teamwork

In pairs of two



Let's create together



10 min

Person A: The narrator

Person B: The “ringer”
(use a glass and a pen to “ring.”)

Person A: tells a freely improvised story,
begin with “Once upon a time...”.

Person B: rings the bell when he/she wants
to take over. Person A repeats the last word of
his/her story and continues to tell the story.

Now **Person A** gets to ring the bell...

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



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.

CHAPTER 2

THE CONFLICT / CHALLENGE

CONFLICT

A conflict arises!
Describe the **challenge your protagonist is facing** using an illustrative situation.
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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).

RISE ACTION

CLIMAX

FALLING ACTION

How it works ...



Solo work

Use the third template

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



15 min

Create your story!

SOLO WORK: STORYTELLING

STEP 3: CREATE YOUR STORY!

Create your story!

15 min

Step 1

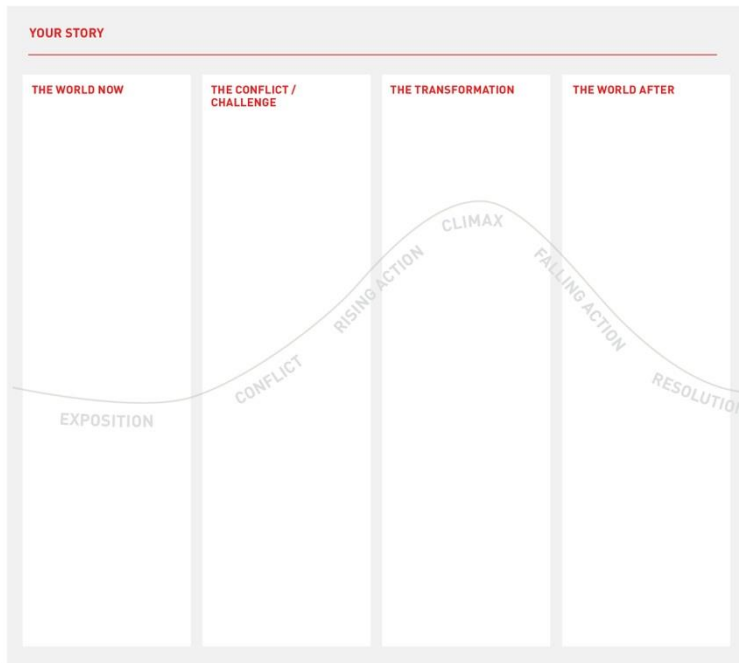
Map out your story by letting your protagonist experience

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....



Create your Story: Tips

Storytelling Tips

- 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 descriptive language!

Sharing ...



How did it go?
Which difficulties were there during writing?

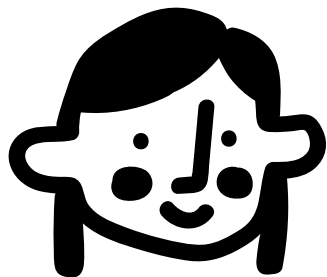
EXERCISE

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!

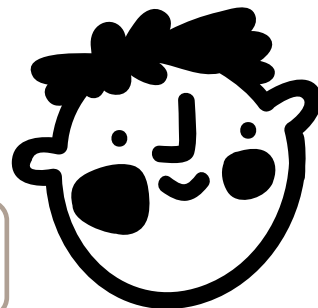
A continues the story.

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



**If you're ready,
come back to the chair circle!**

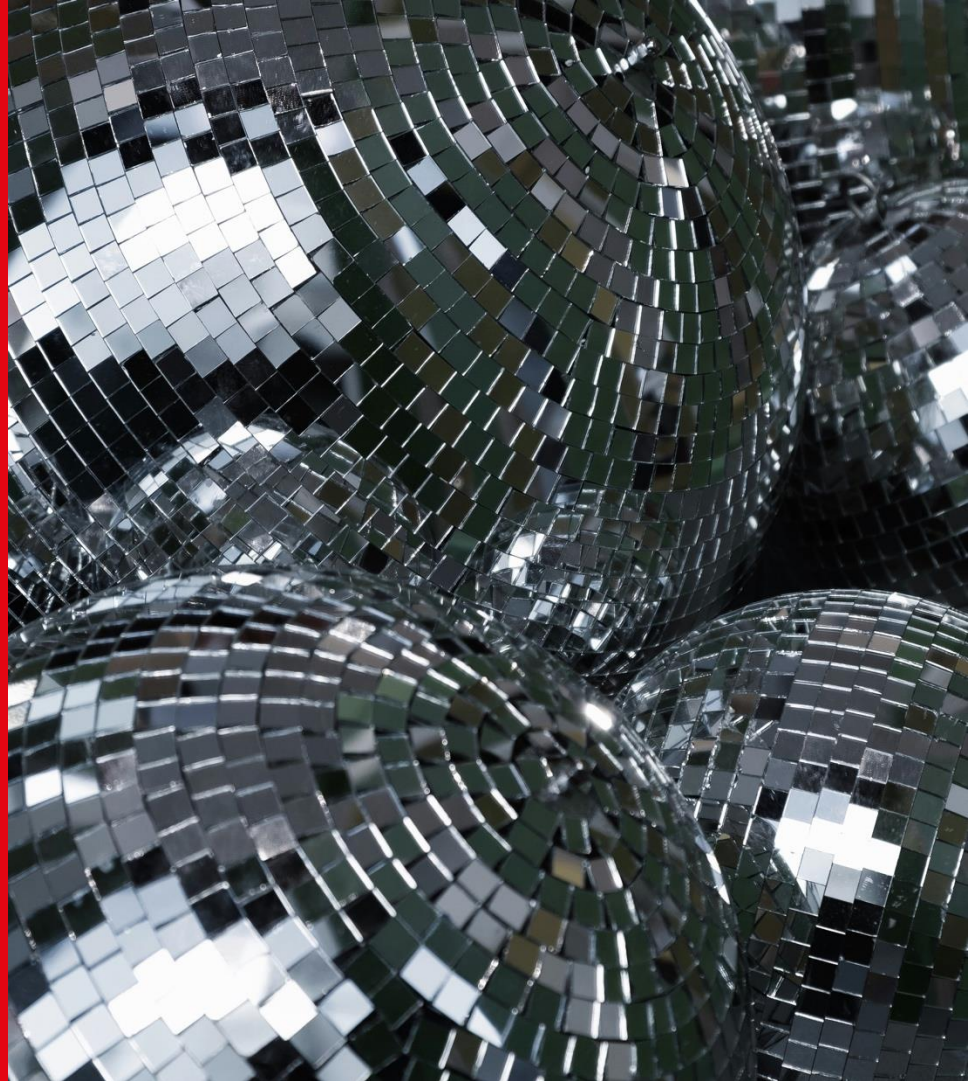
WARMUP

“Soundball”



WARMUP

“Shhhhhhhhh”



Let's hear your stories!



Any questions?



BREAK



PITCHING



Learning goals

- Getting to know the relevant structure and elements for a pitch
- Building a pitch on your own
- Practise holding a pitch in front of a live audience

PITCH & STORYTELLING



What is pitching?



**A short but effective explanation
that is intended to persuade someone
to buy a product or accept an idea.**

Cambridge Dictionary

How to build a pitch

1. Problem

2. Target Group

How to build a pitch

1. Problem
2. Target Group
3. The solutions
4. User experience: how does it work?

How to build a pitch

1. Problem
2. Target Group
3. The solutions
4. User experience: how does it work?
5. Create trust (team / market / finances)

How to build a pitch

1. Problem
2. Target Group
3. The solutions
4. User experience: how does it work?
5. Create trust (team / market / finances)
6. Punchline

How to build a pitch

1. Problem
2. Target Group
3. The solutions
4. User experience: how does it work?
5. Create trust (team / market / finances)
6. Punchline
7. Call to action

STORYTELLING



Why tell stories?

... because they draw us in emotionally

... because we can learn from them

... because they connect us

... because it's easier this way for our brain to understand connect

... because they help us remember

FALLING
WALLS

FALLING
WALLS



Sharing ...



**What did you like/dislike regarding his storytelling?
What was missing for you?**

In summary ...

**... everybody needs to find her/his own style
based on the storyline!**

What is next ...

PART 1

Build your pitch individually

PART 2

Test your pitch and get feedback in groups

Build your pitch



Build your pitch

Choose the topic of your pitch.

- Your own startup idea
- Your PhD topic

Build your pitch

Step 1: Problem-solution-fit

Based on what we just learned, build the foundation of your pitch.

- Problem & target group
- Solution & how it works
- Call to Action

Build your pitch

Step 2: Storyline

Based on your foundation (problem-solution-fit) think about how to transport this in an emotional story!

- Who is your protagonist?
- How do you set an emotional hook?
- Make your story tangible and relatable for your audience

Claim your worksheet

SOLO WORK: PITCHING

BUILD YOUR PITCH

Fill in your pitching template!

25 min

Step 1: Problem-Solution-Fit

Build the foundation of your pitch with the Problem-Solution-Fit.

10 min

Step 2: Emotional storyline

Build an emotional storyline.

- Who is your protagonist?
- How do you set an emotional hook?
- Make your story tangible and relatable for your audience

10 min

Step 3

One runthrough by yourself.

5 min

NAME YOUR IDEA:

PROBLEM-SOLUTION-FIT

1. TARGET GROUP

Who are your users?

2. PROBLEM

What is their problem?

3. SOLUTION

How are you solving their problem?

4. CALL-TO-ACTION

What do you want from your audience?

EMOTIONAL STORYLINE

How it works ...



Solo work



Build your pitch!



25 min

- Build the foundation of your pitch
- Build an emotional storyline
- One runthrough by yourself

**Test your pitch
& get feedback**



How to give feedback



Feedback grid

I like ...

I wish ...

New ideas

Open questions

How to receive feedback

Embrace feedback!

- Understand feedback as a learning opportunity
- Don't defend your idea or your pitch (listen and learn!)
- Take notes

How it works ...



Small teams



Test your pitch



15 min

One after another:

- Present your pitch (2 min)
- Get feedback (5 min)

After the break ...



PART 1

How to pitch

PART 2

Pitches and expert feedback

**Write your name on a piece of paper
and throw it in the hat.**

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



HOW TO PITCH!



Behavior & interaction

- Remember to speak slowly and work with pauses
- Do not read from your slides
- Make eye contact with the audience
- Let your body talk, too. A big audience allows for big gestures (using not only your hands but also arms)
- Don't practise any positions beforehand :)

Behavior & interaction

If pitching as a team:

- Be sure everyone knows their part in the presentation
- Look at the stage beforehand and decide how to use it as a team

Ready to go



- Be ready right away
- Have your props prepared
- Practice, practice, practice!

**Iterate your pitch
& practise!**



How it works ...



Teamwork

With a (new)
partner



Iterate & practise

Iterate your pitch based on the feedback.
Run it through with your partner one more
time!



15 min

WARM-UP



The pitches!



PLEASE WELCOME OUR EXPERTS!

Judy

Judy



How it works ...



Teamwork



5 Pitches

Let's present 5 pitches!



30 min

2 min each

3 min feedback from our
experts

coaches will set the
timer

HOW TO KEEP IN TOUCH



Wrapping up ...



Open questions?

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.

If you'd like to be notified about the next application round, simply leave your email address and we'll make sure you stay informed.



Time for feedback!



Thank you!



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



LinkedIn
Page



LinkedIn
Group



Instagram
@sciencepreneurs



Newsletter

THE END

