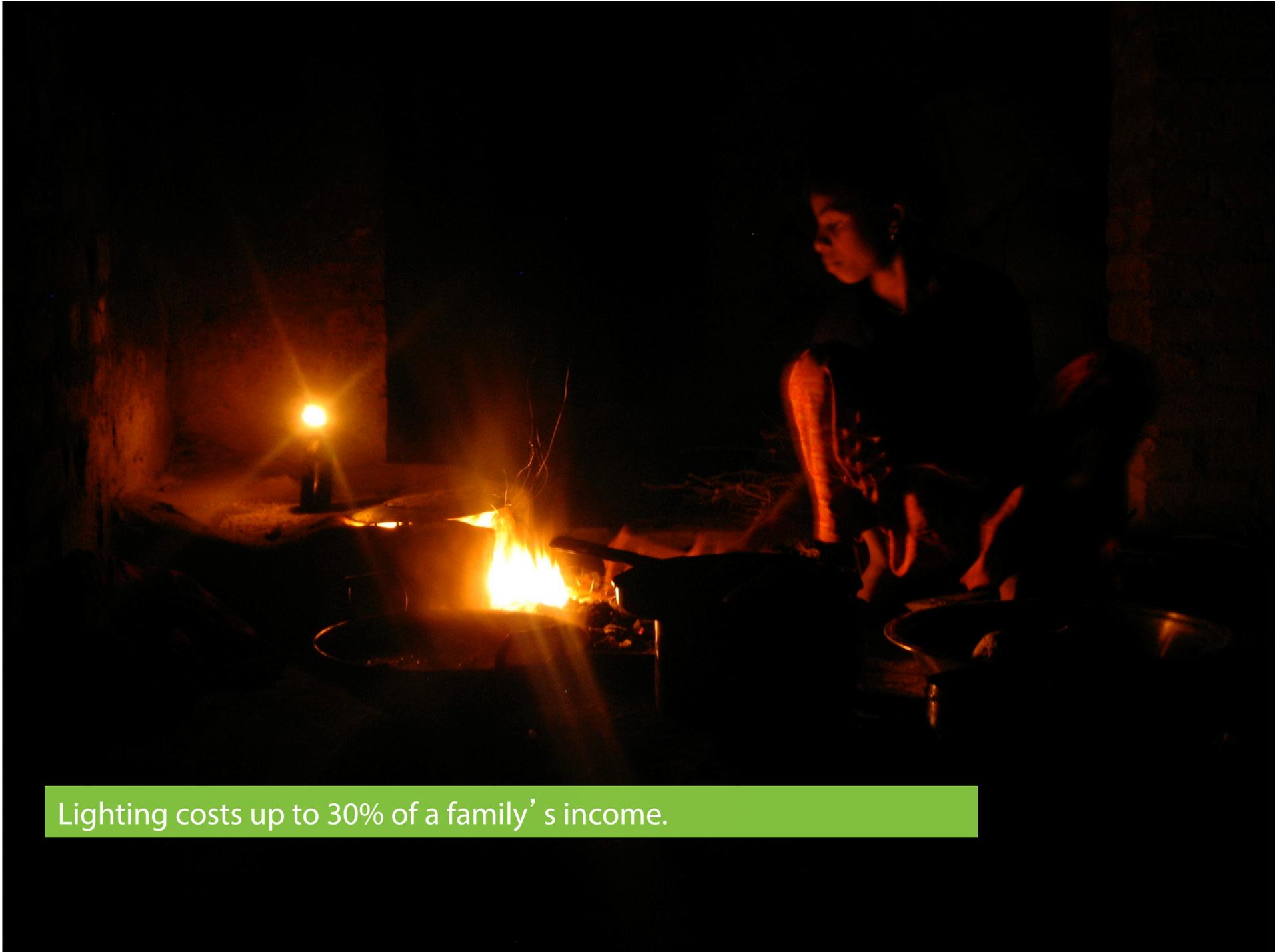


2 billion people are in the dark.



Lighting costs up to 30% of a family's income.



Almost 1/2 the population of SE Asia lives without electricity.



YOUR TWO STORIES:

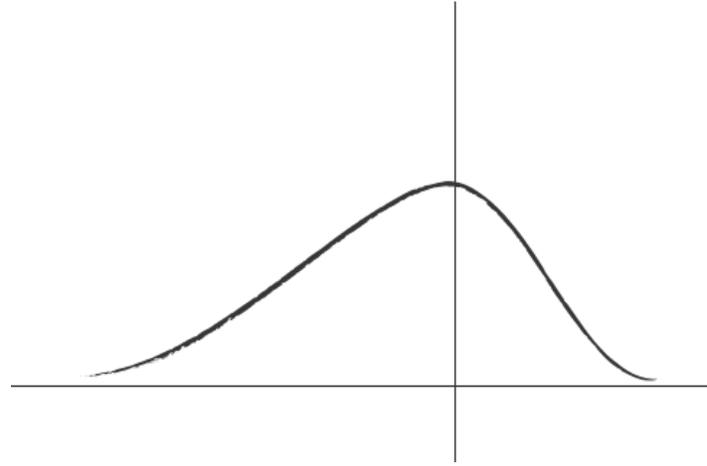
[These will be crucial as you present your project.]

(1) The story of your innovation

- Who is your user/customer? Be specific! Make us care about them.
- What is your user/customer's hair-on-fire problem? Show that this need exists.

(2) Tell the story of your journey so far

- Pinpoint **key turning points** (“a-ha!” **moments**) in your journey
- Highlight insights you've discovered



**DESIGNING
STORIES**

Why storytelling?



A story can...

Create an image

Put the listener there

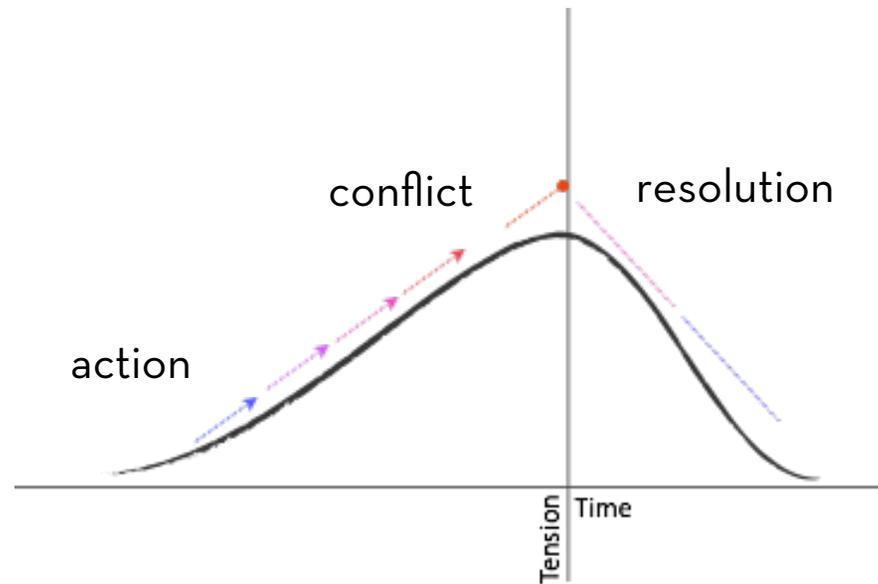
Build interest

Make it real

We are creating solutions that should fit in to the story of people's lives.

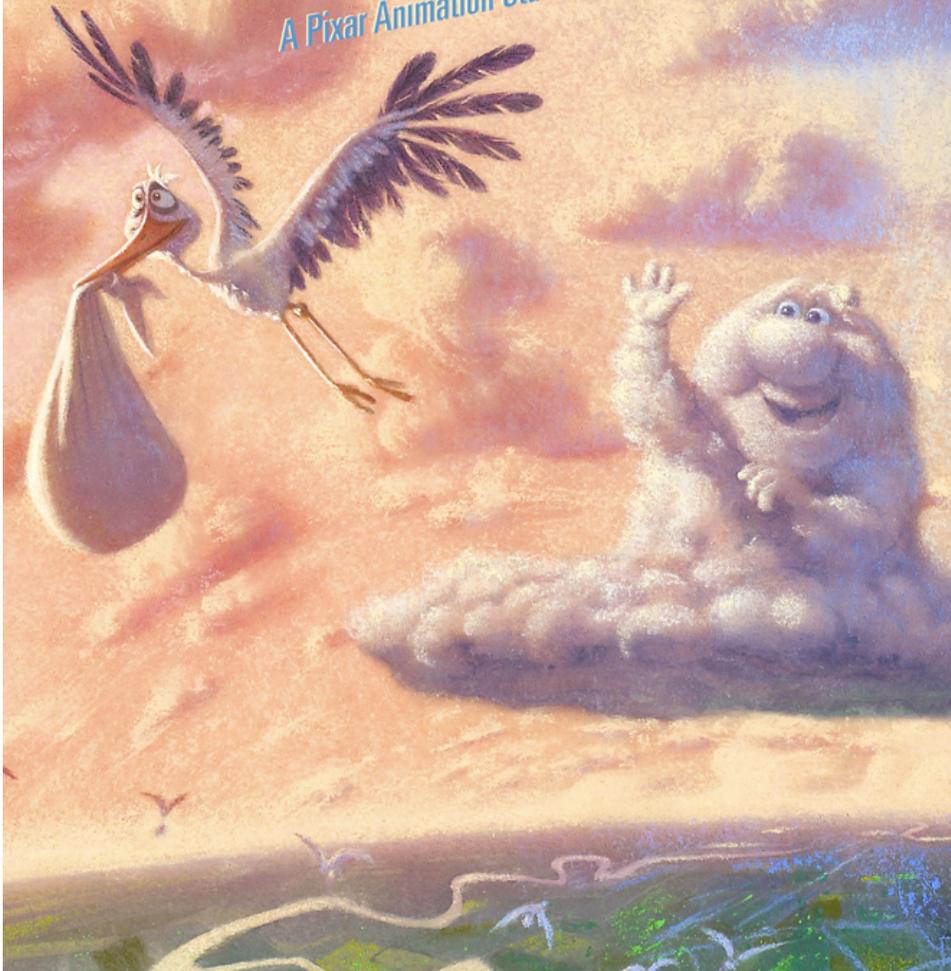


A story is a **character**-driven dramatic narrative.

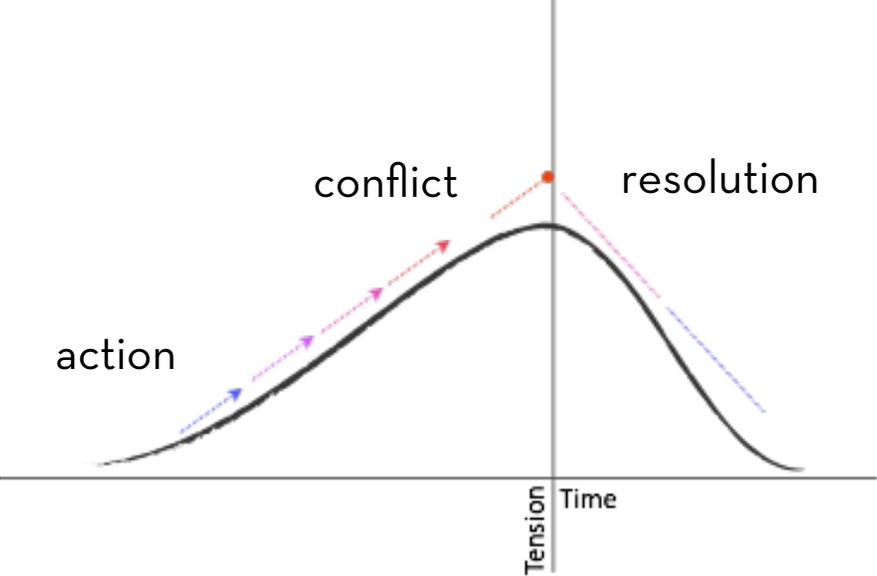


PARTLY CLOUDY

A Pixar Animation Studios Short Film



A story is a **character**-driven dramatic narrative.



process

- (1) Run the [Coffee] Bar Test
- (2) Prototype your story
- (3) Craft your story



This Advice From IDEO's Nicole Kahn Will Transform the Way You Give Presentations

869 730 1120

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“Stories are the way our teams get excited, aligned, and rallied around the same goal,” says long-time [IDEO](#) Project Lead [Nicole Kahn](#). “But more importantly, **we know that our designs don’t live on with our clients without a good story attached to them.** This is something we wanted to shift — to ensure that all of our designers would also see themselves as storytellers.”

Kahn, along with a team of fellow storytellers, has helped champion this philosophy through events they’ve held at IDEO

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(1) The coffee bar test

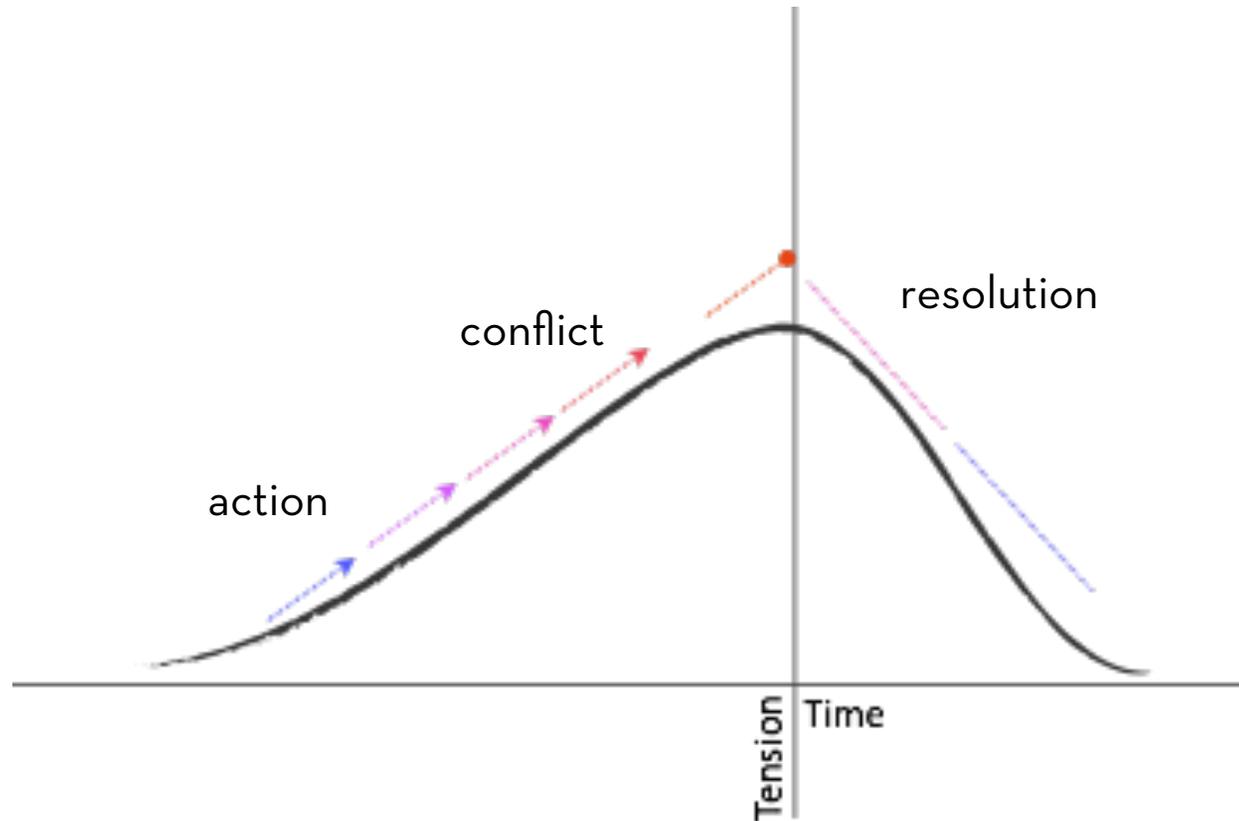


Photo credit: flickr // marty hadding

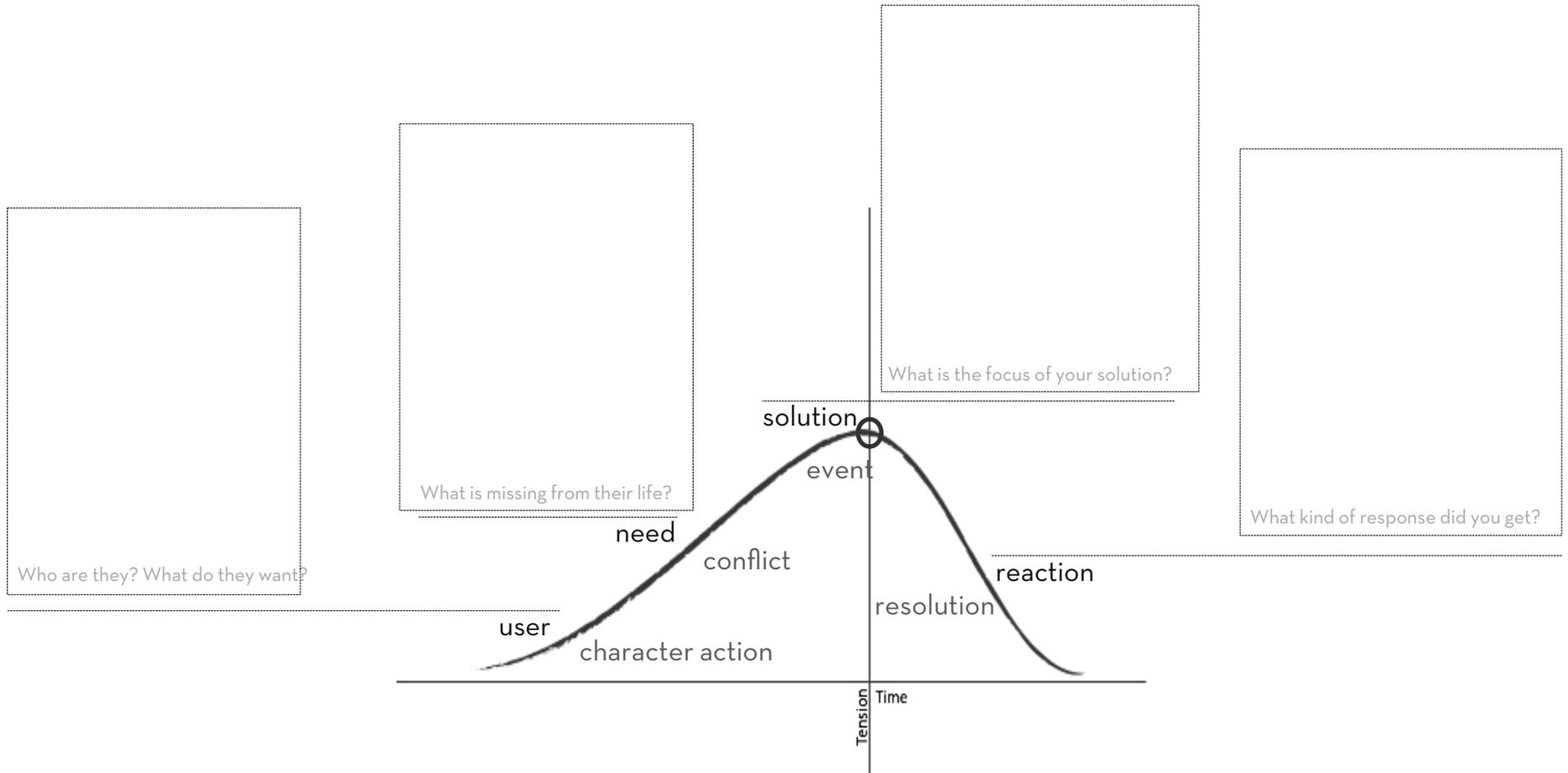
(2) Prototype your story



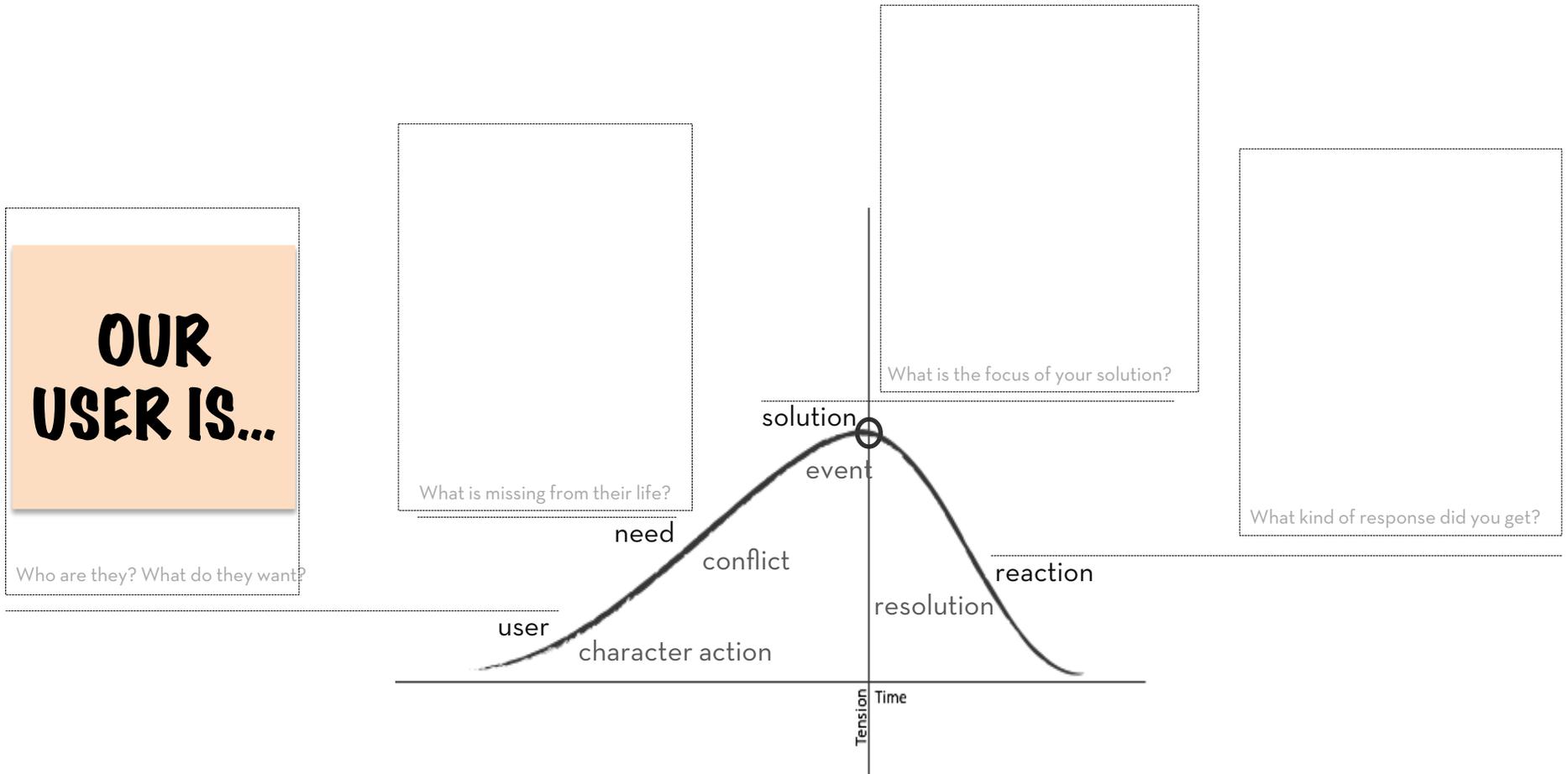
First layer: the story arc



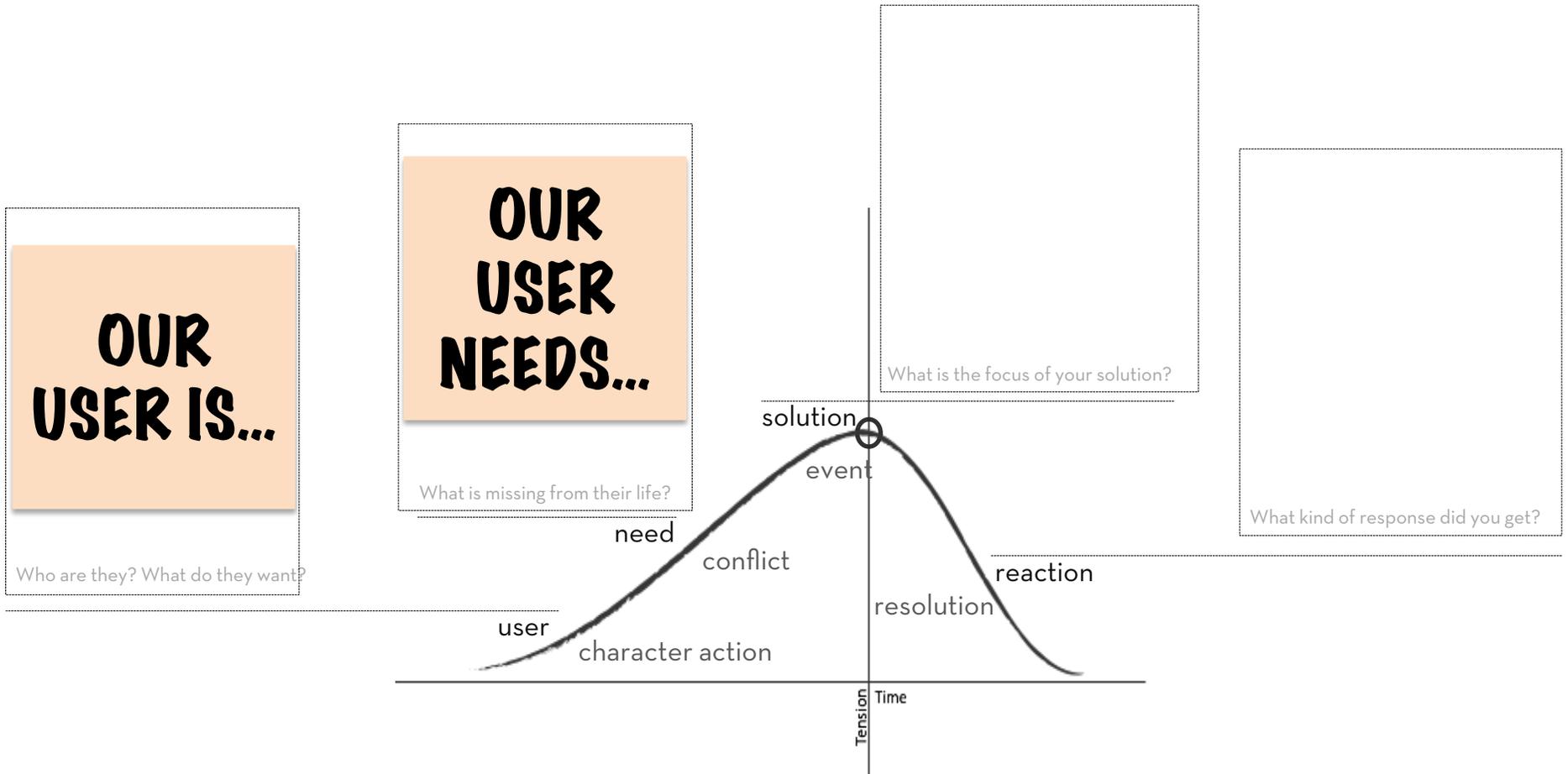
INNOVATION STORY ARC



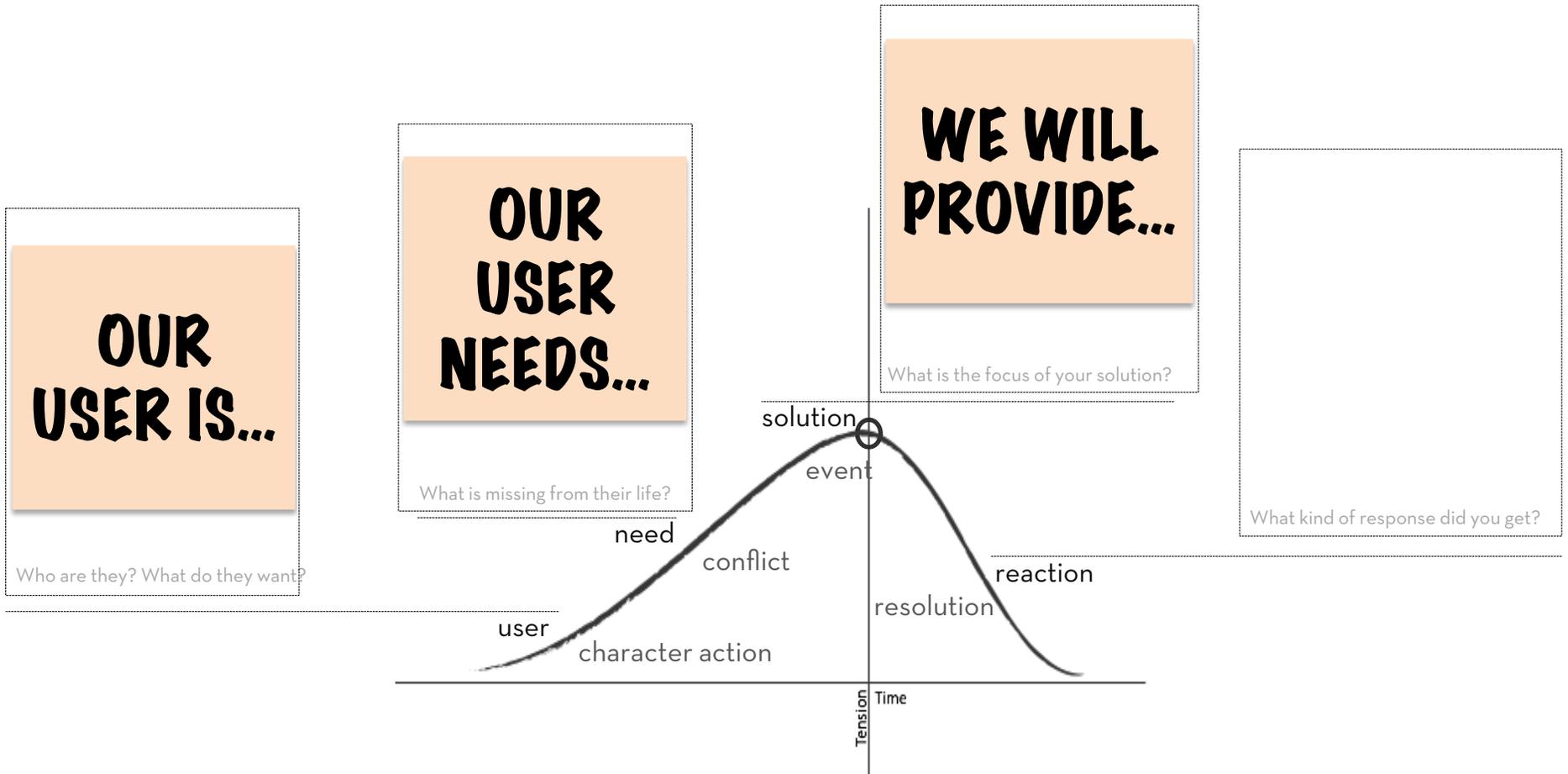
INNOVATION STORY ARC



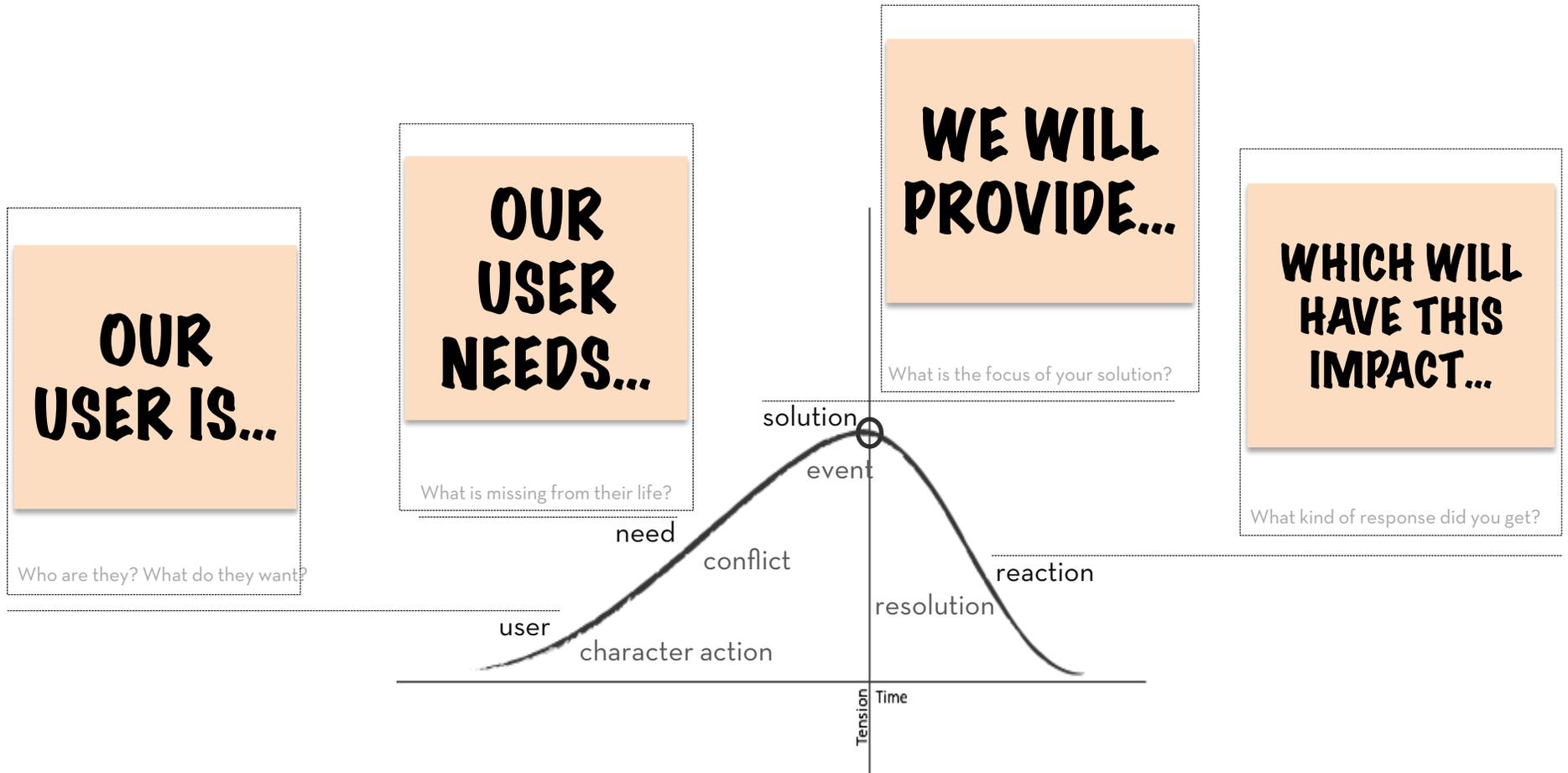
INNOVATION STORY ARC



INNOVATION STORY ARC

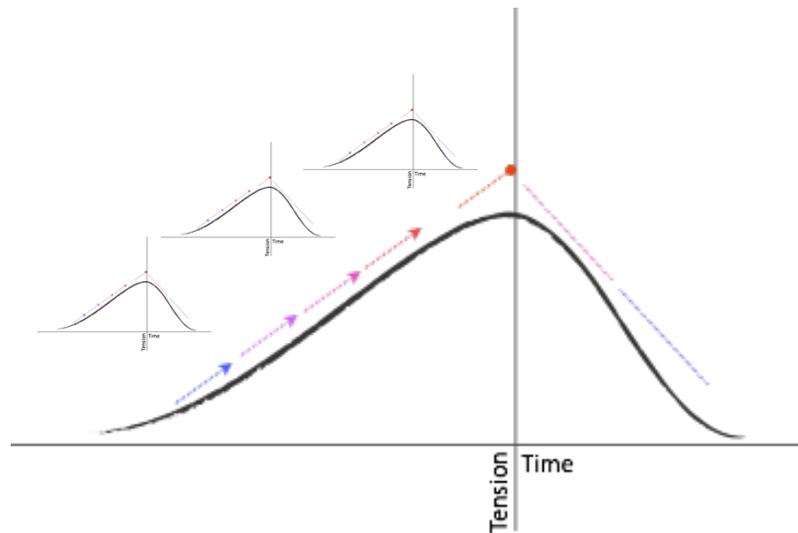


INNOVATION STORY ARC

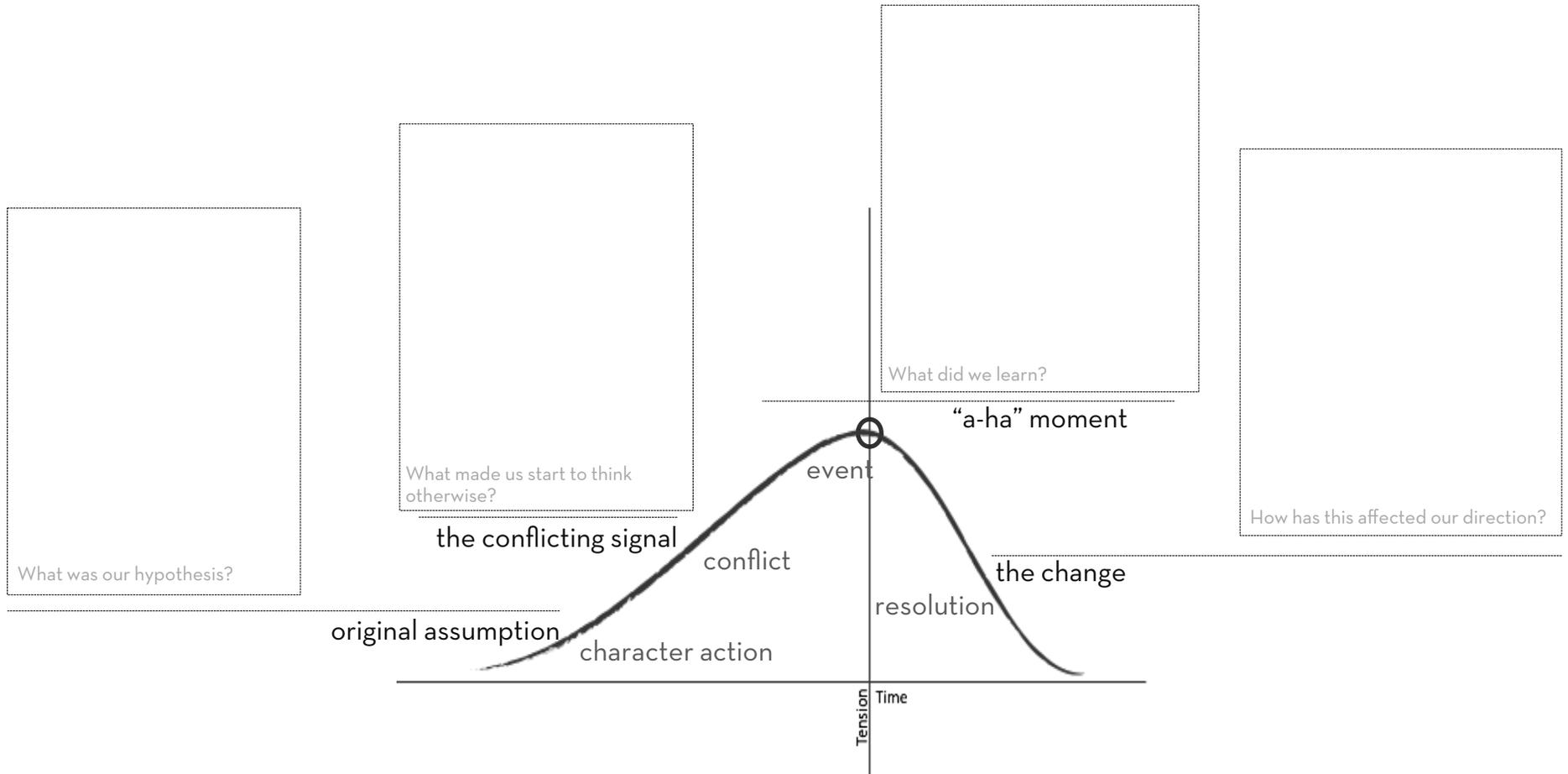


the “what we learned” story arc

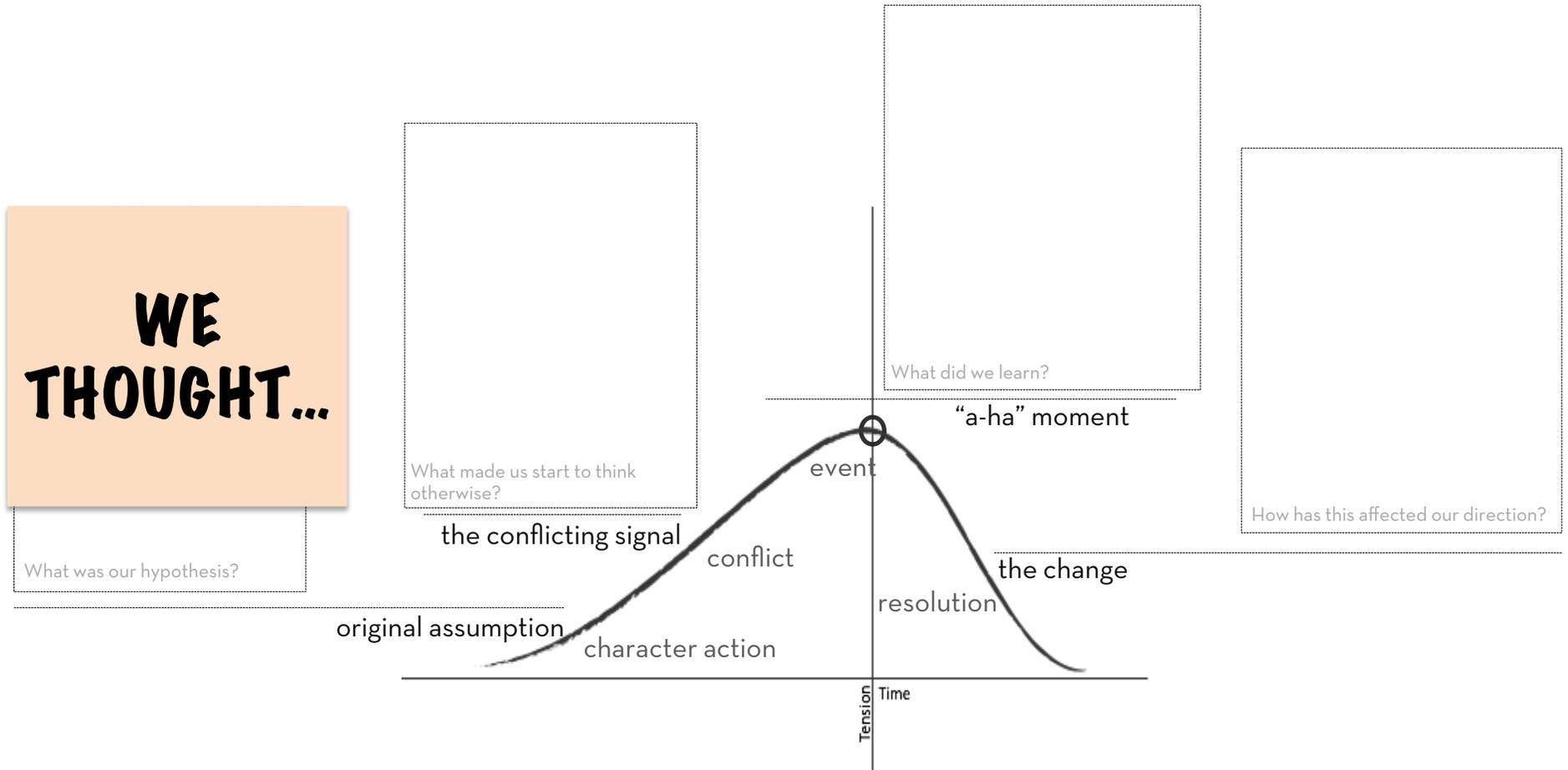
Multiple turning points



THE “WHAT WE LEARNED” STORY ARC



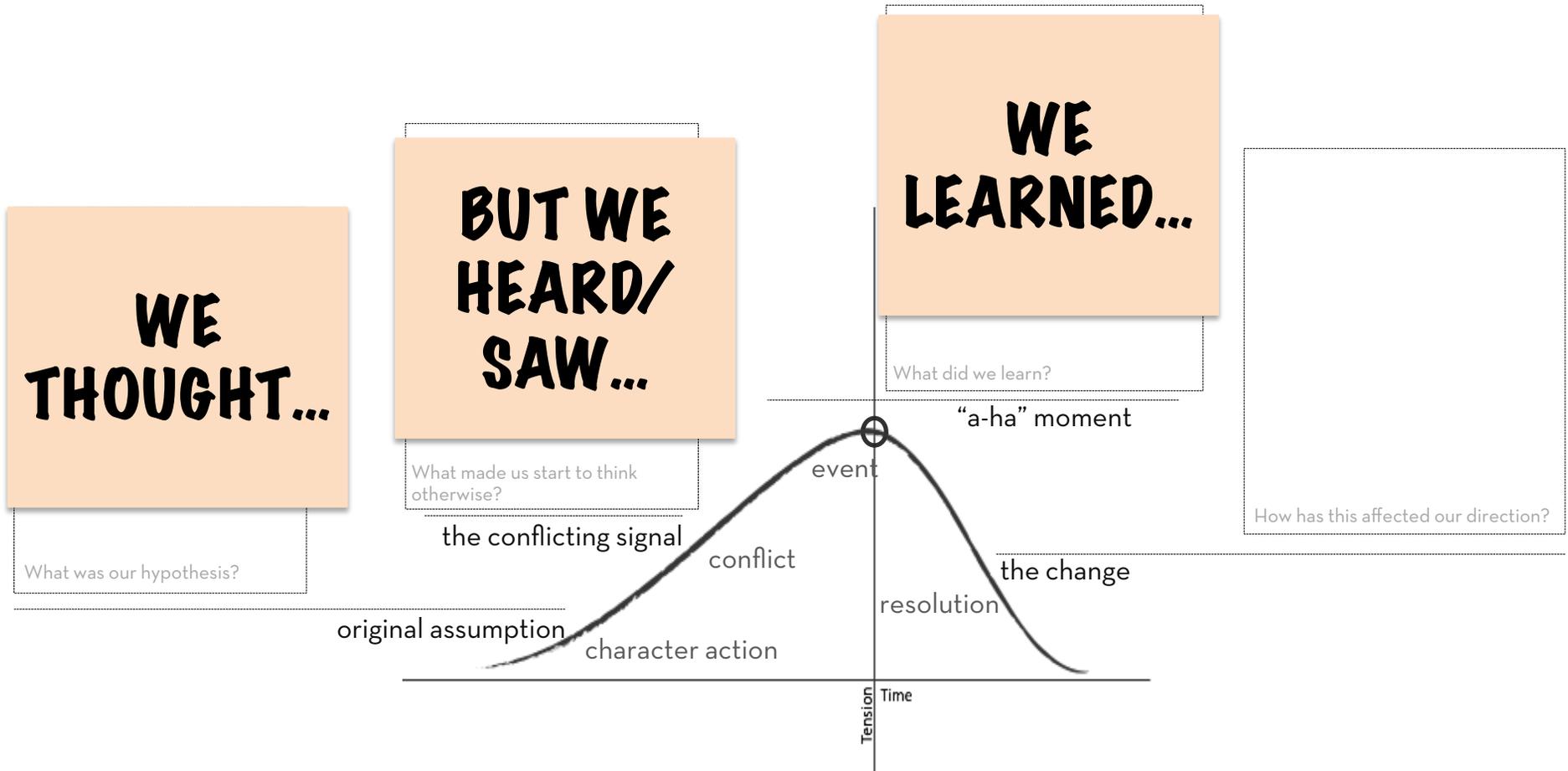
THE "WHAT WE LEARNED" STORY ARC



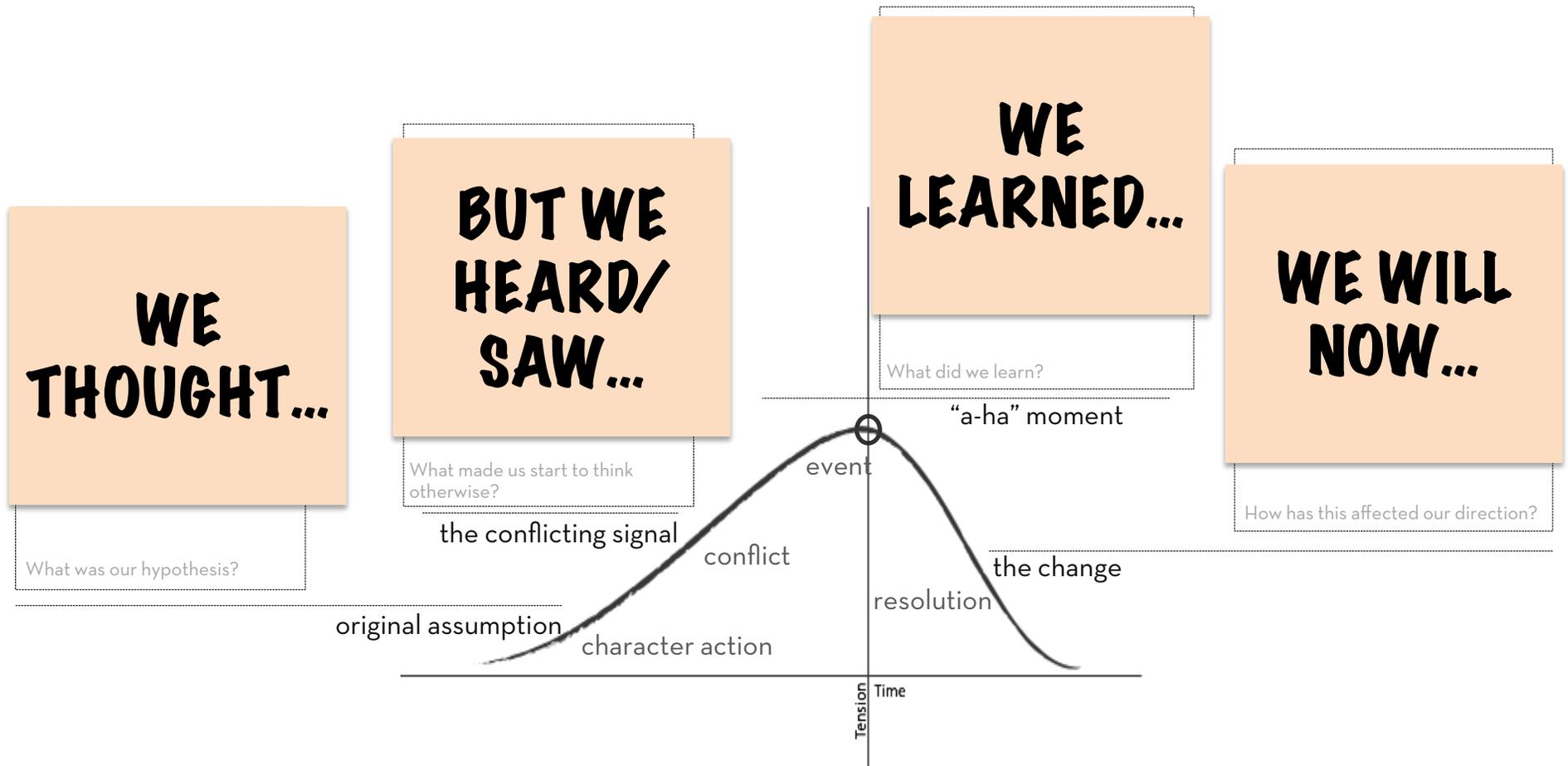
THE "WHAT WE LEARNED" STORY ARC



THE "WHAT WE LEARNED" STORY ARC



THE "WHAT WE LEARNED" STORY ARC



Second layer: the personality

- “put me in the room” anecdotes
- Moments of reflection
- Show, don't tell elements









storytelling tips.

UNEXPECTED

Break Existing Schemas!

BEGIN LATE

Start as Close to the End as Possible.

SUSPENSE

Dole out the Story in Small Bits. Play with the Tension Between Revealing & Holding Back Information.

EMOTIONS

Good Stories are About the Emotions that Drive our Actions.

STRUCTURE

Stories Have 3 Acts
Beginning (Dilemma is Introduced)
Middle (Emotions and Conflict Build)
End (Resolution or Lesson)

DETAIL

Details Excite the Imagination & are Hooks for Memory.

KNOW YOUR AUDIENCE

Custom Design a Story to Meet the Interests of Your Particular Audience.

ECONOMY

Less is More.

HAVE FUN.

If you Don't Enjoy it, No One Will.

TRUTH

If you don't care about it, forget about it.

HUMOR

Have a Sense of Humor.

GIVE IT A NAME

Titles & Names Add Depth & Context.

MAKE IT AN EVENT

Start Big, End BIGGER!

CONCEPT B4 DETAIL

Begin with the General Concept & Proceed Toward Specific Details.

CHARACTER

Deep Characters Key. Give the Audience at Least One Character to Root for.

RE-INCORPORATE

If you Don't Know Where to go Next, Look Back.

STYLE

Style and Structure Should Always Compliment & Amplify the Story.

BE PERSONAL

Relay Part of your Honest Self and the Audience will Listen.

CHANGE

All Stories are About Transformation. Display the Change In Your Characters.

DRIVE CURIOSITY

Every Moment Should Beg or Answer a Question.

Show Don't Tell

be
unexpected



Photo credit: unknown



Photo credit: unknown









Show Don't Tell

less **is** more



Photo credit: unknown

Show Don't Tell

start in the
action



Photo credit: unknown

(3) Craft your story

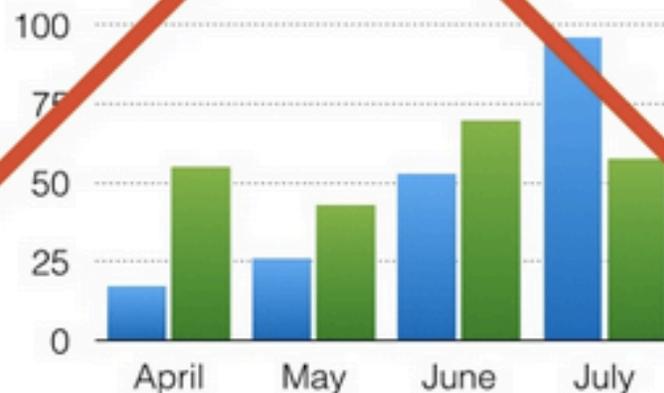


Photo credit: flickr // Ian Sane

Lorem Ipsum

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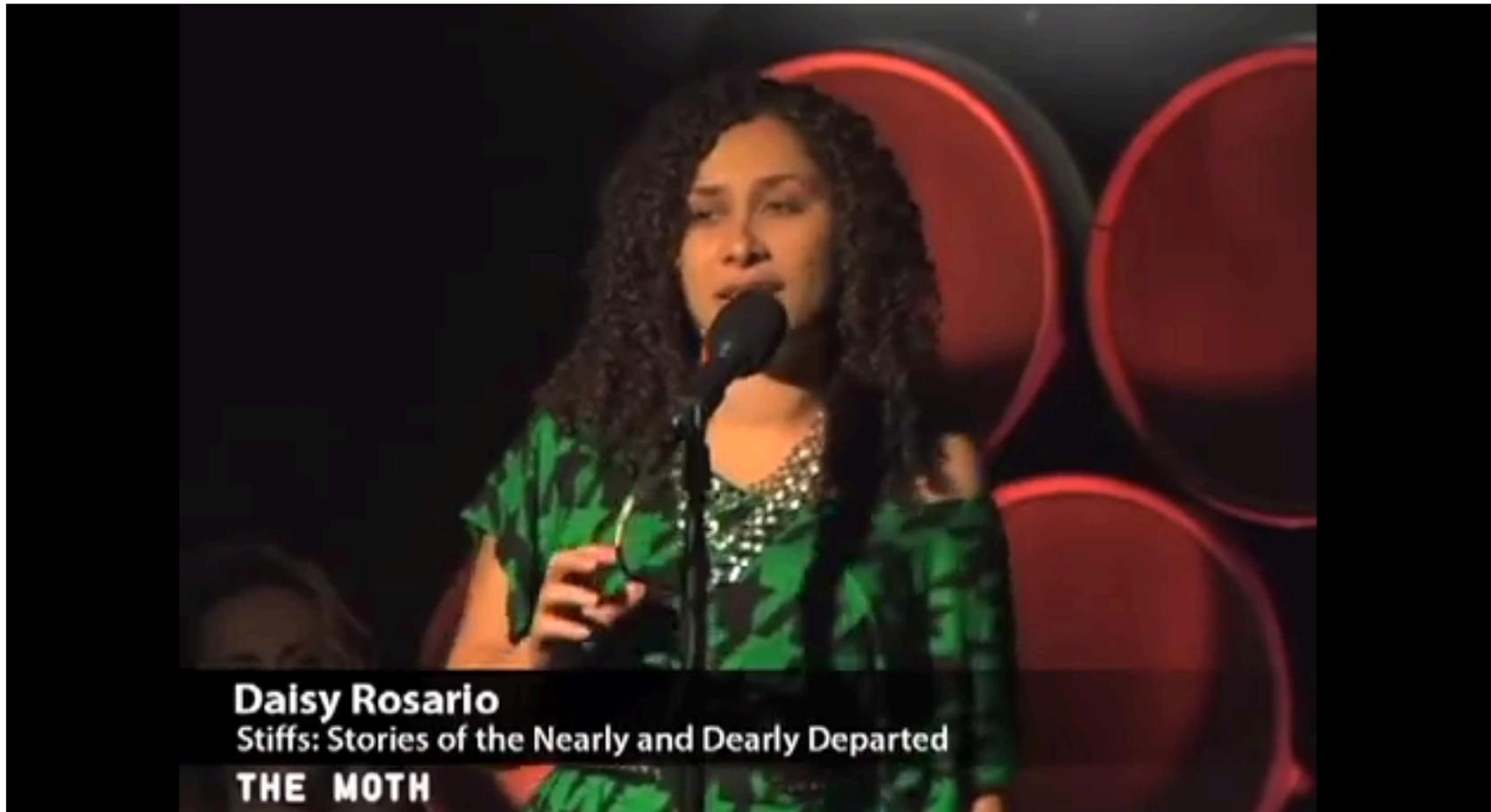


Running Styles



Be intentional with what you show us.
“Capitalize on compelling visuals to tell your story.” (-N. Kahn)

Photo credit: N. Kahn



Practice your delivery.

“How do you get to Carnegie Hall? The answer is simple: Practice.” (-N. Kahn)

QUESTIONS?

process for the next few days //

(1) The [coffee] bar test

(2) Prototype your 2 story arcs

(3) Add personality →

- “put me in the room” anecdotes
- moments of reflection
- show, don't tell elements

(4) Craft your story:
visuals + delivery