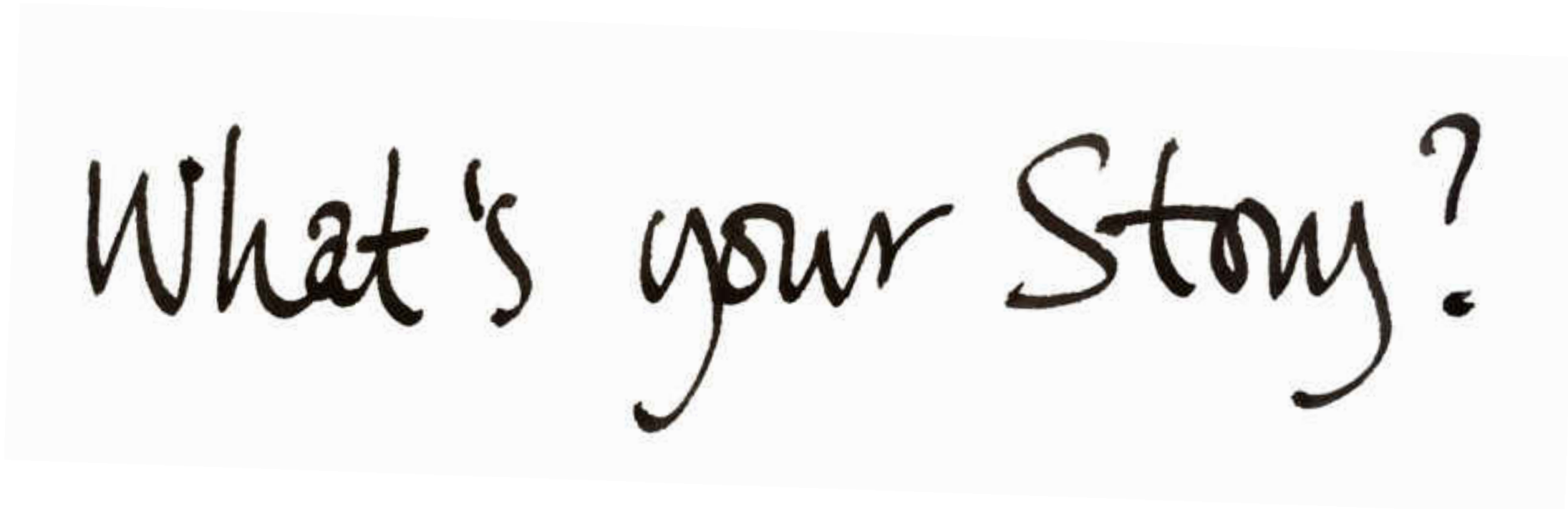


Storytelling for PhD Students

UniPisa PhD+

Pisa, February 19, 2015

Eva Snijders. Storyteller. Coach

Program

1. **Storytelling: 5W + 1H**

2. **The Communication Model for Storytelling: The Story Triangle**

3. **The Storytelling Process: The Story Circle**

4. **Six Stories You Need to Know How to Tell**
   (based on Annette Simmons' The Story Factor)

5. **Exercices**

Storytelling: 5W + 1H

What is Storytelling, and What is a Story

story

sto·ry1 [**stawr**-ee, **stohr**-ee] Show IPA
***noun, plural* sto·ries.**

1. a narrative, either true or fictitious, in prose or verse, designed to interest, amuse, or instruct the hearer or reader; tale.
2. a fictitious tale, shorter and less elaborate than a novel.
3. such narratives or tales as a branch of literature: *song and story.*
4. the plot or succession of incidents of a novel, poem, drama, etc.: *The characterizations were good, but the story was weak.*
5. a narration of an incident or a series of events or an example of these that is or may be narrated, as an anecdote, joke, etc.

Storytelling is
so much more than
“telling stories”

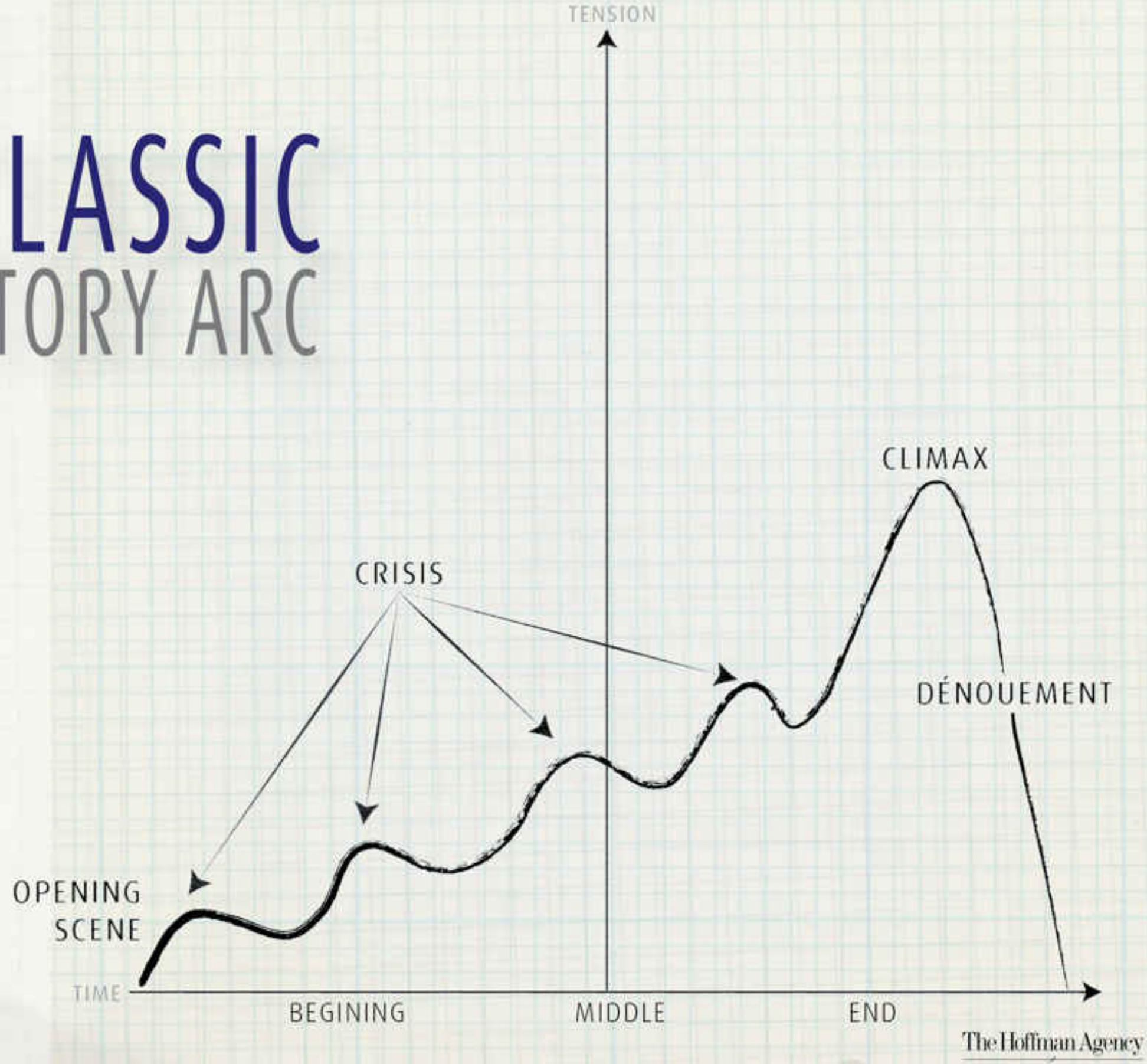
A story can be
something that happened
to me
something that happened
to someone else
or
something I imagine

Story is experience
shaped to share

Story makes sense
out of our experience

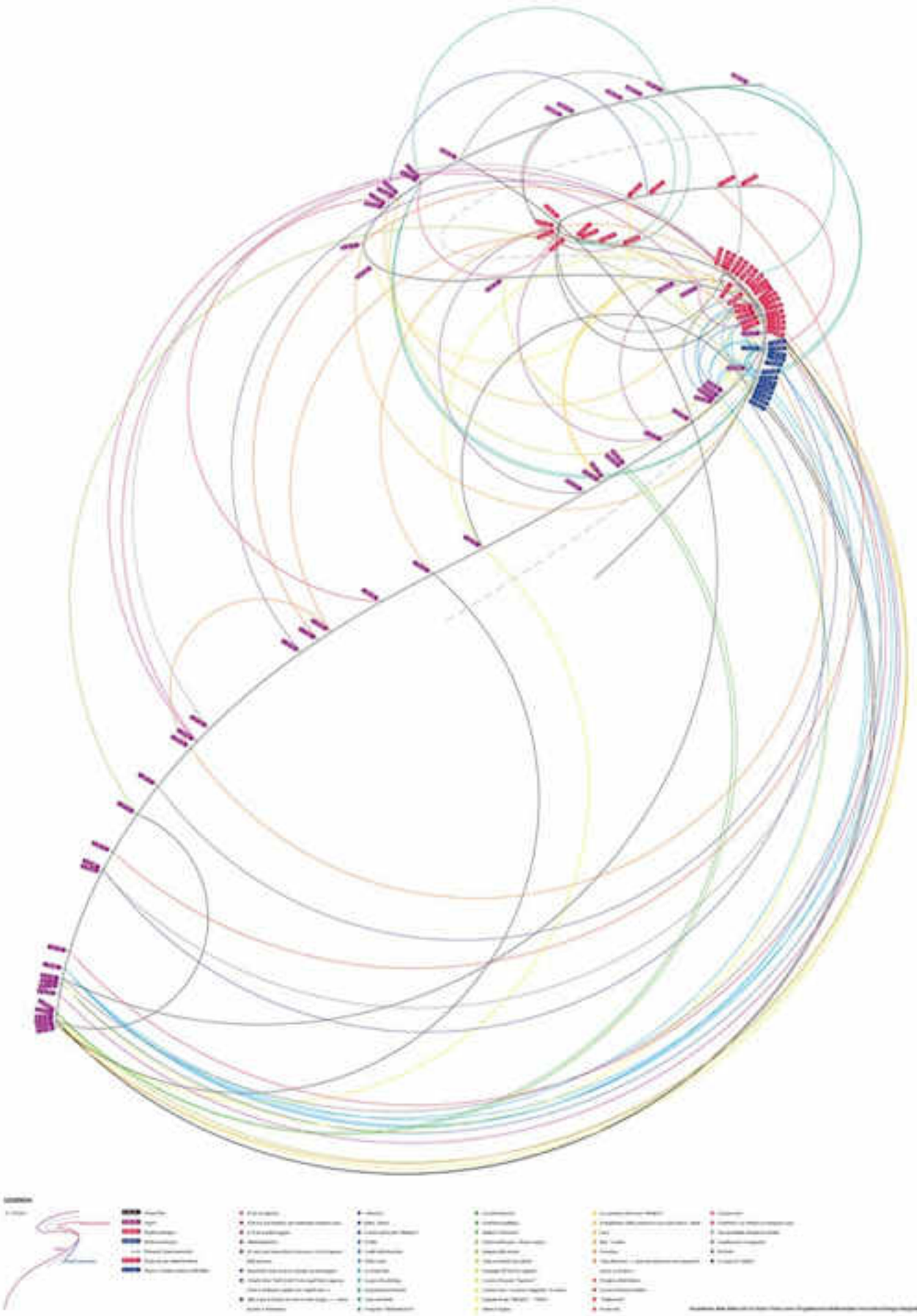
Stories are Journeys

CLASSIC
STORY ARC

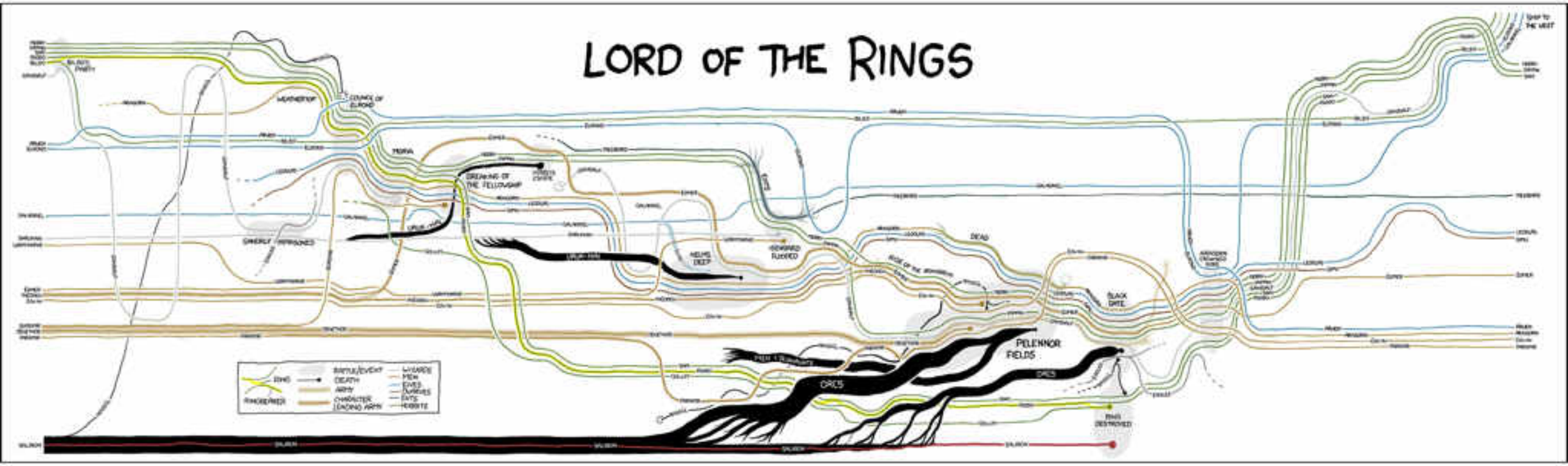


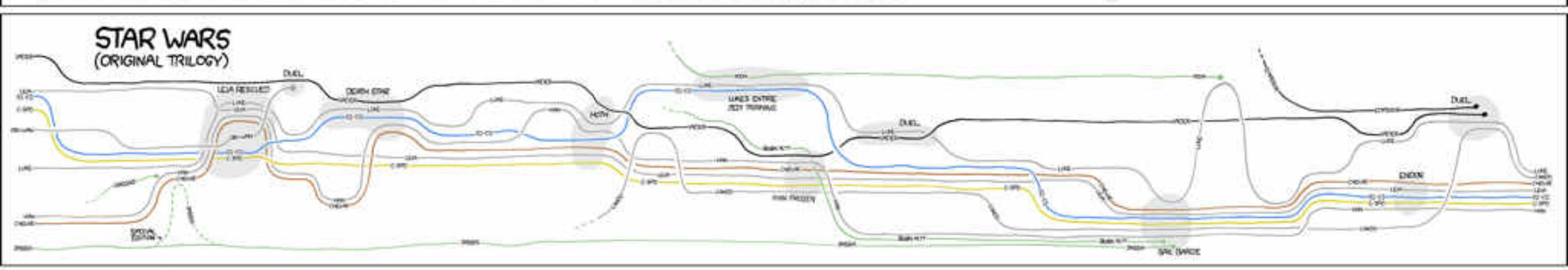
The Hoffman Agency

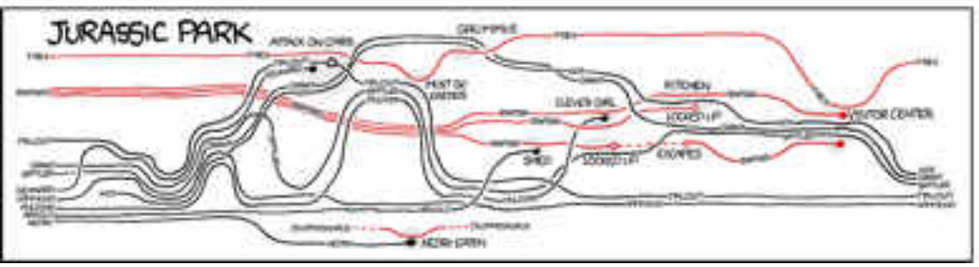
Filmographik

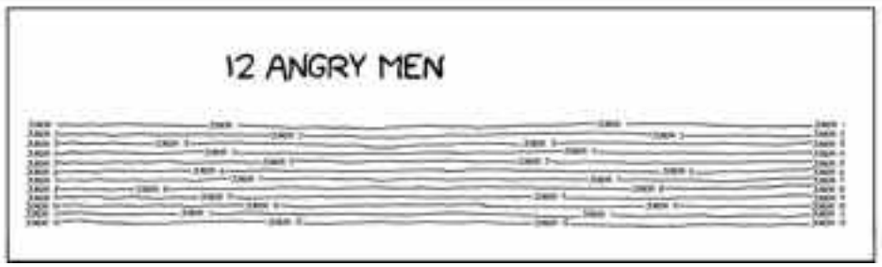


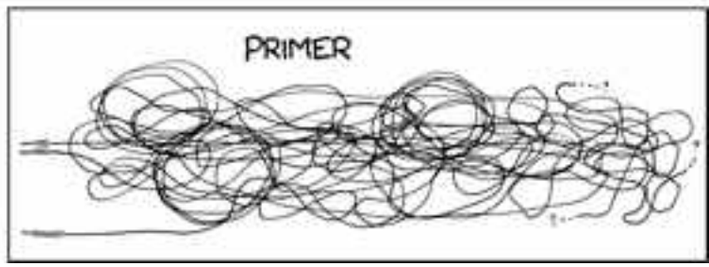
THESE CHARTS SHOW MOVIE CHARACTER INTERACTIONS.
THE HORIZONTAL AXIS IS TIME. THE VERTICAL GROUPING OF THE
LINES INDICATES WHICH CHARACTERS ARE TOGETHER AT A GIVEN TIME.



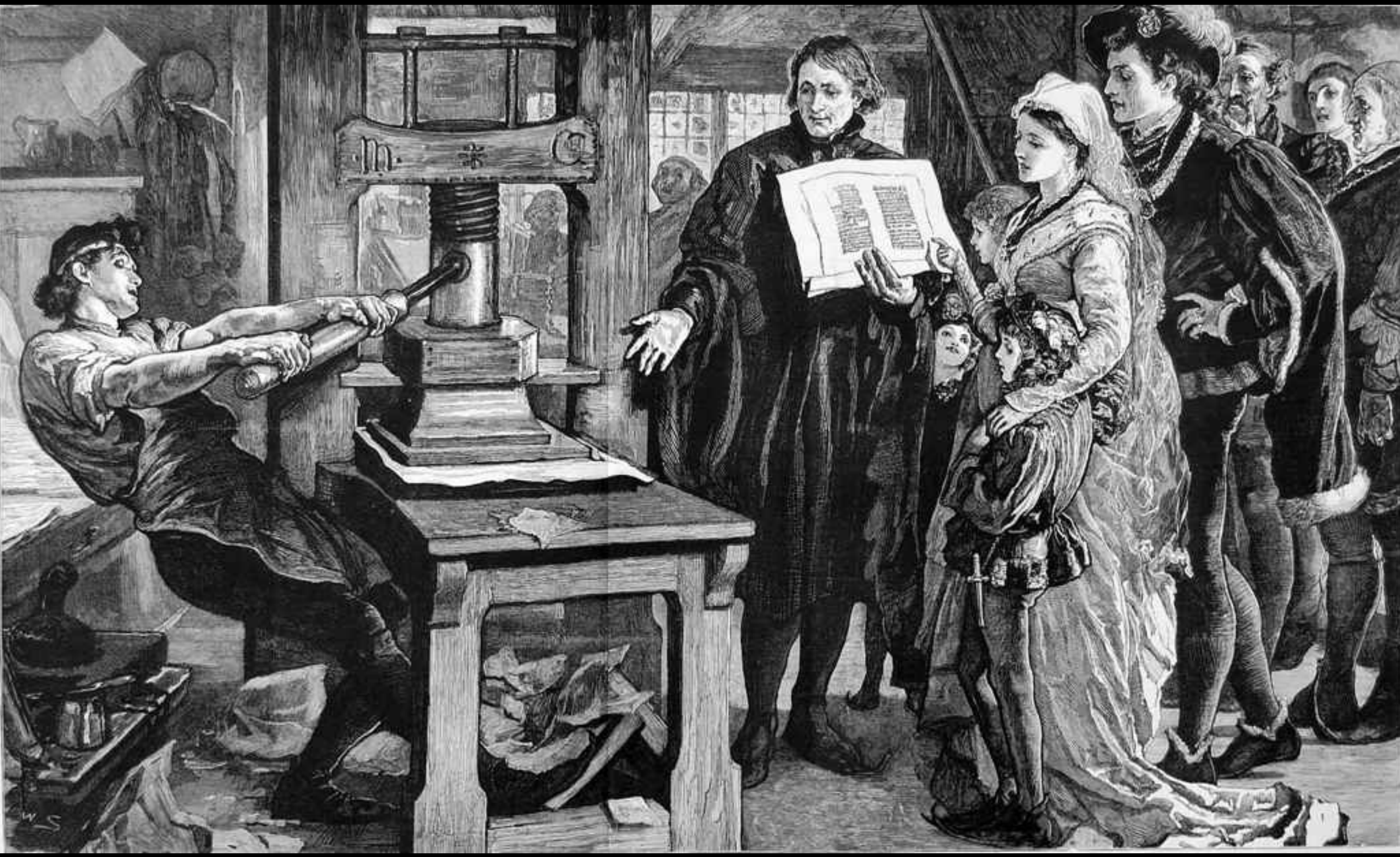


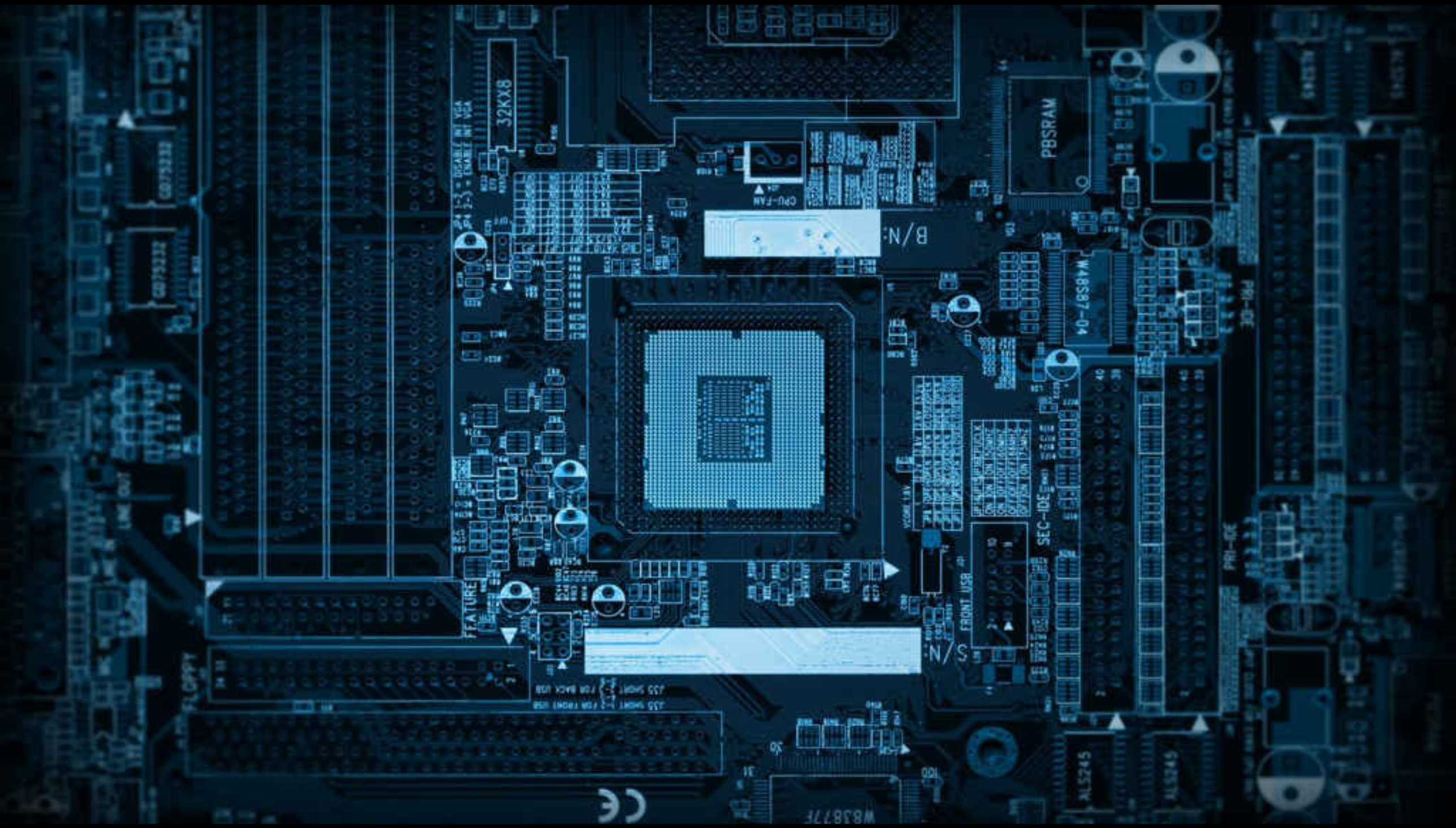






A Short History of Story




32KX8
PBSRAM
W48S87-04
CPU_FAN
FEATURE
FRONT_USB
SEC-IDE
PRI-IDE

Communication:
The Long and Winding Road from the XX Century to the XXI Century

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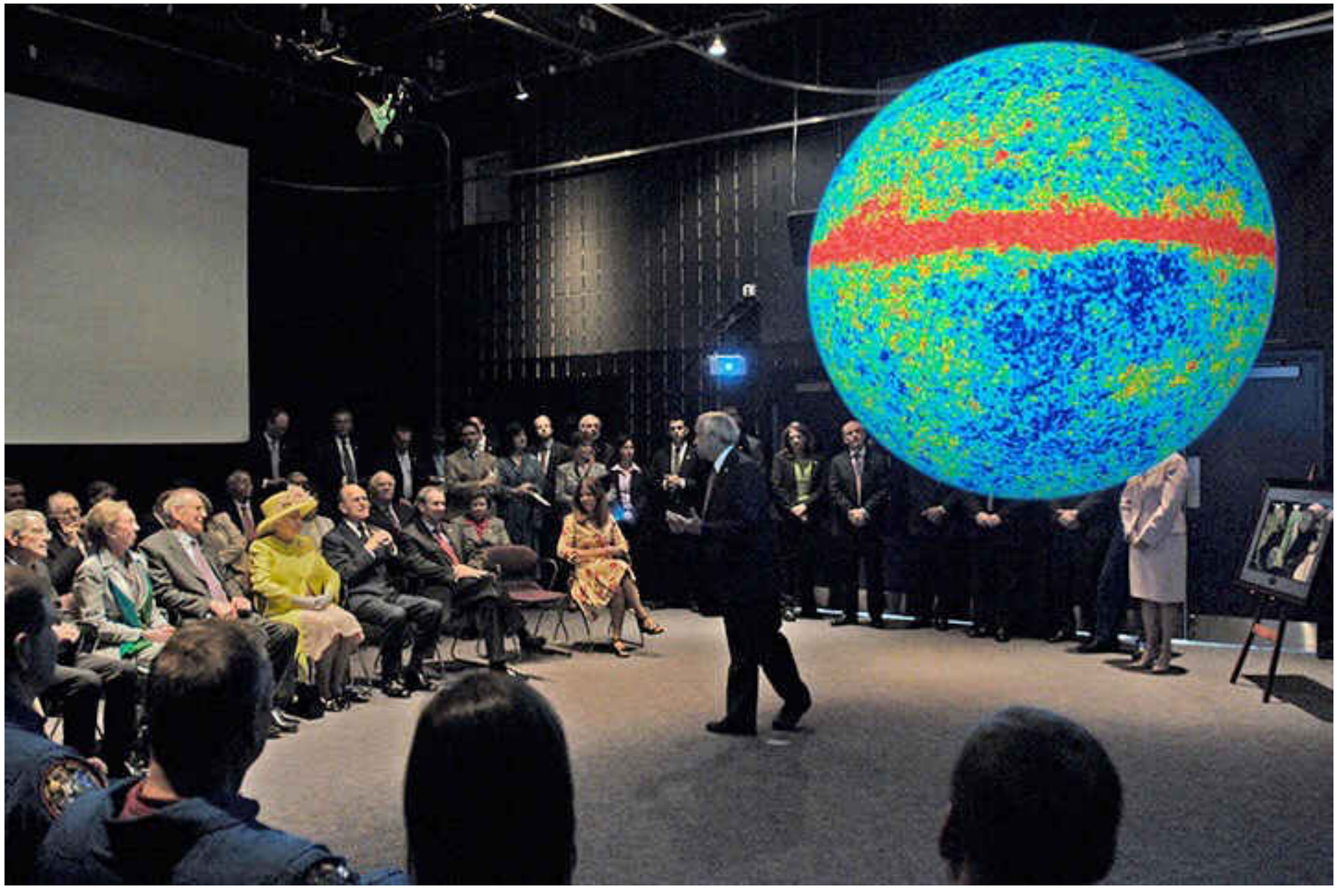
To This:



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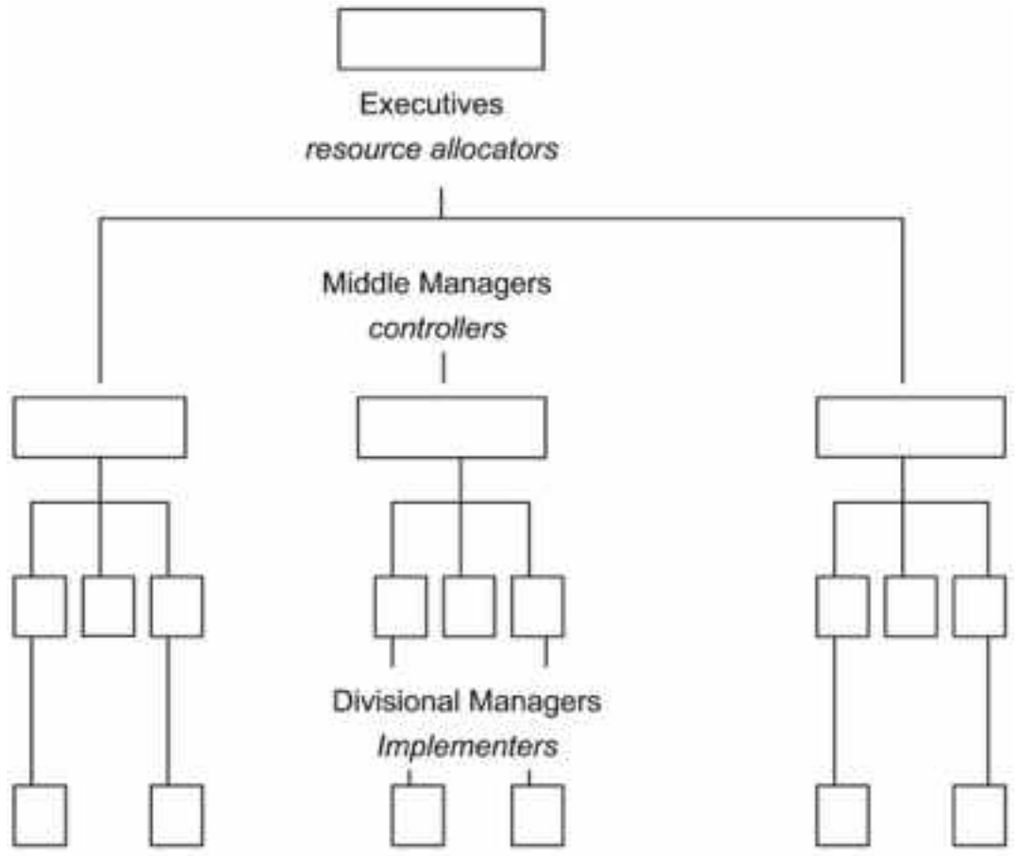
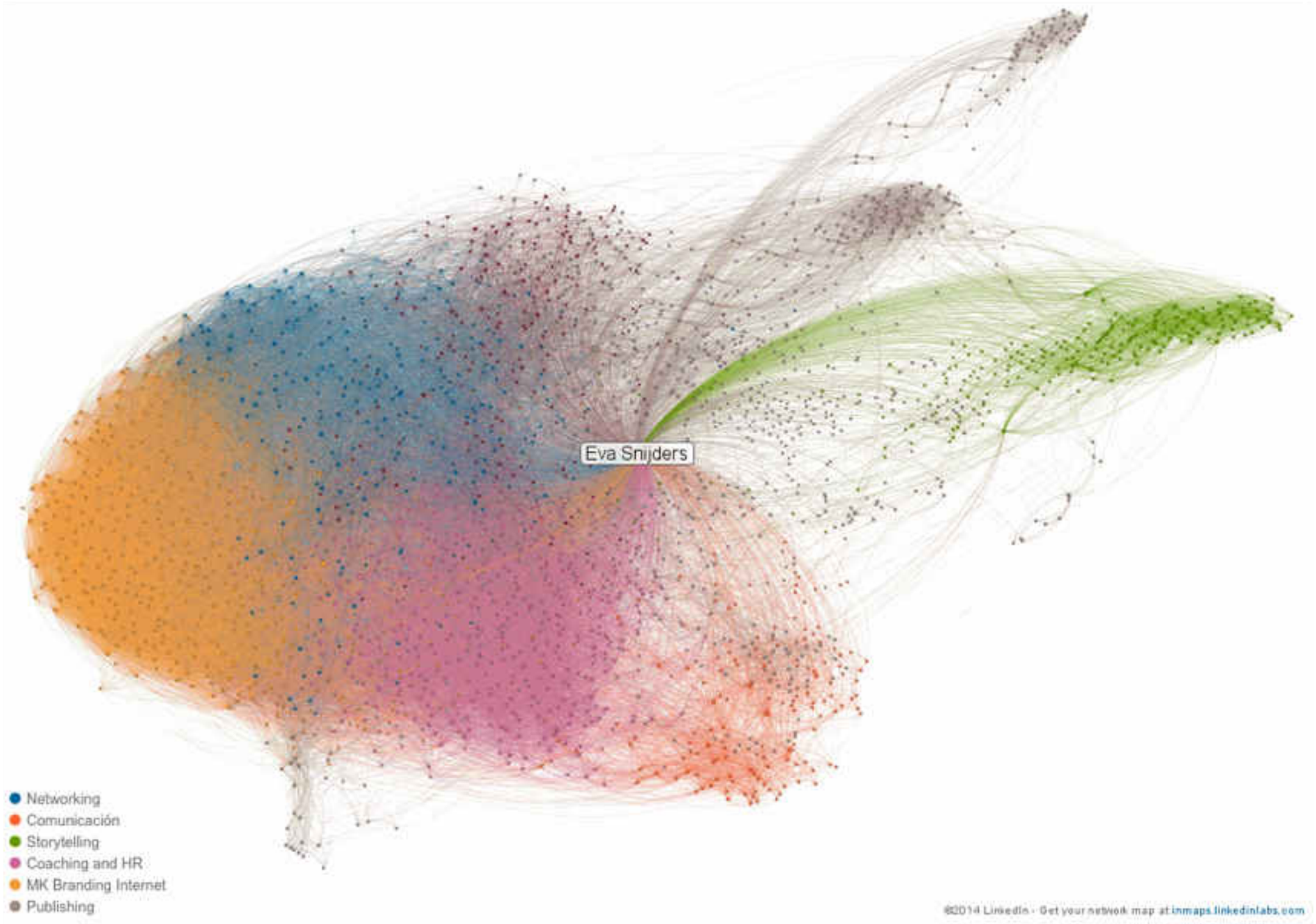


A culture of command, control and compliance

Source: Hope and Fraser (1997)

To This:


Eva Snijders
Networking
Comunicación
Storytelling
Coaching and HR
MK Branding Internet
Publishing
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From This:

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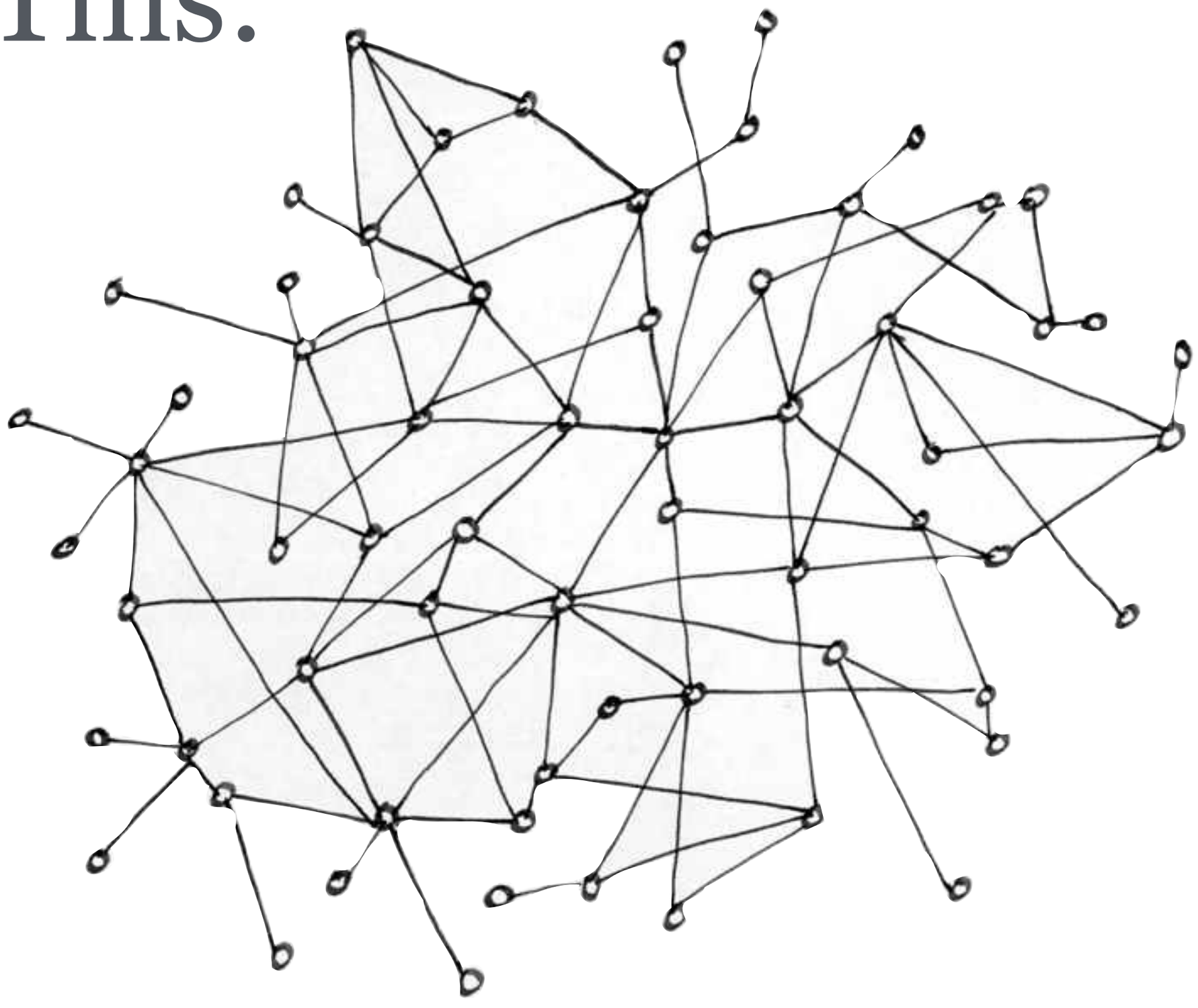
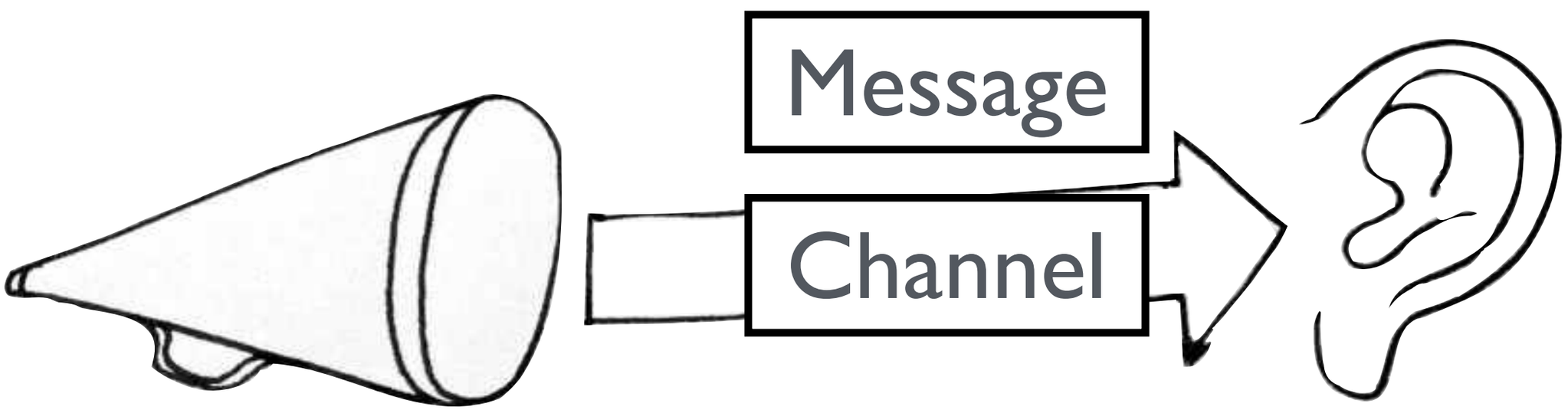


Today, we live in a
“hyper” world:
hyper informed
hyper connected
hyper fragmented

*"We already have all the **information**, now we need to know **what it means**."*

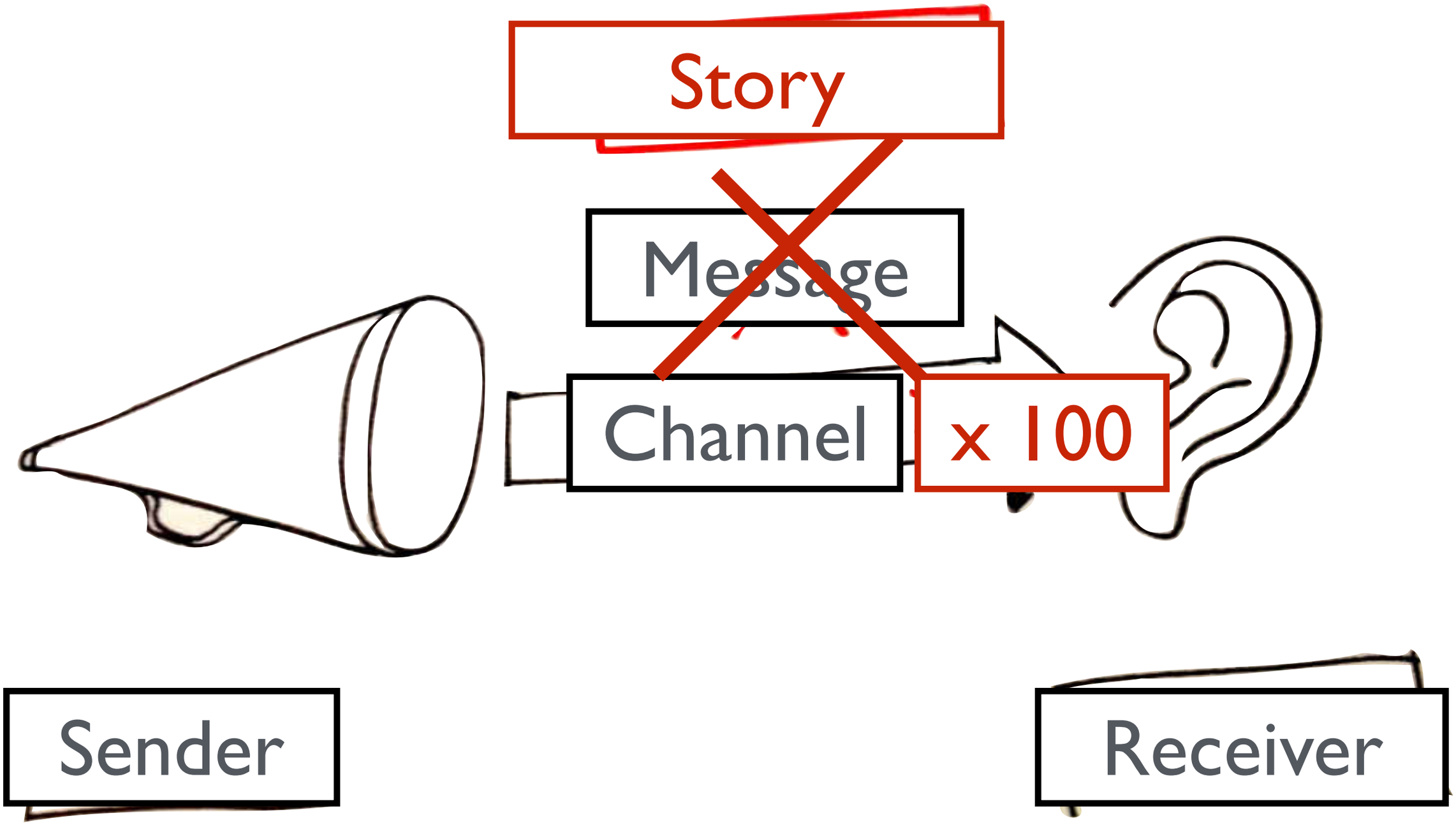
Annette Simmons

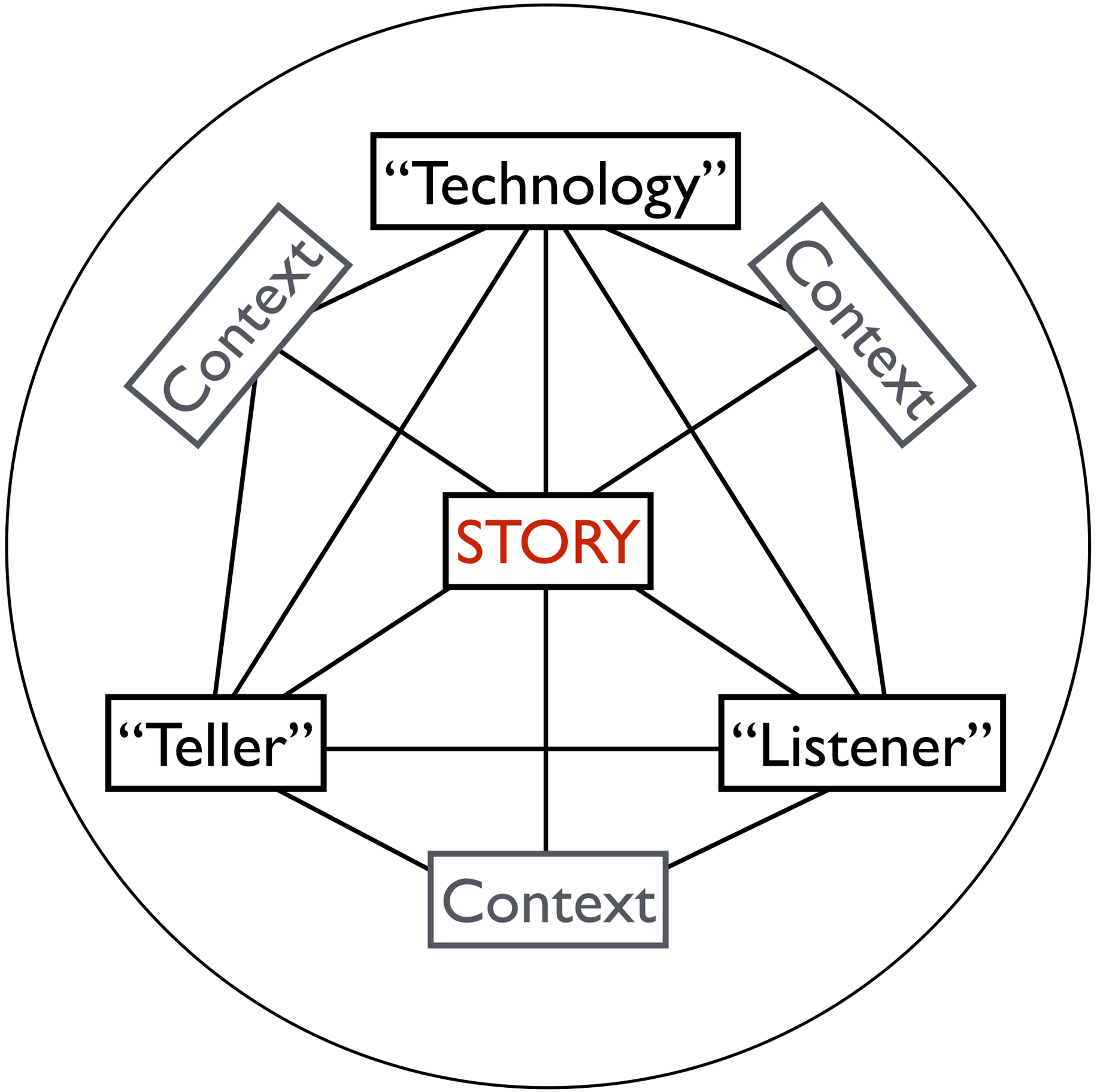
What That Actually Means

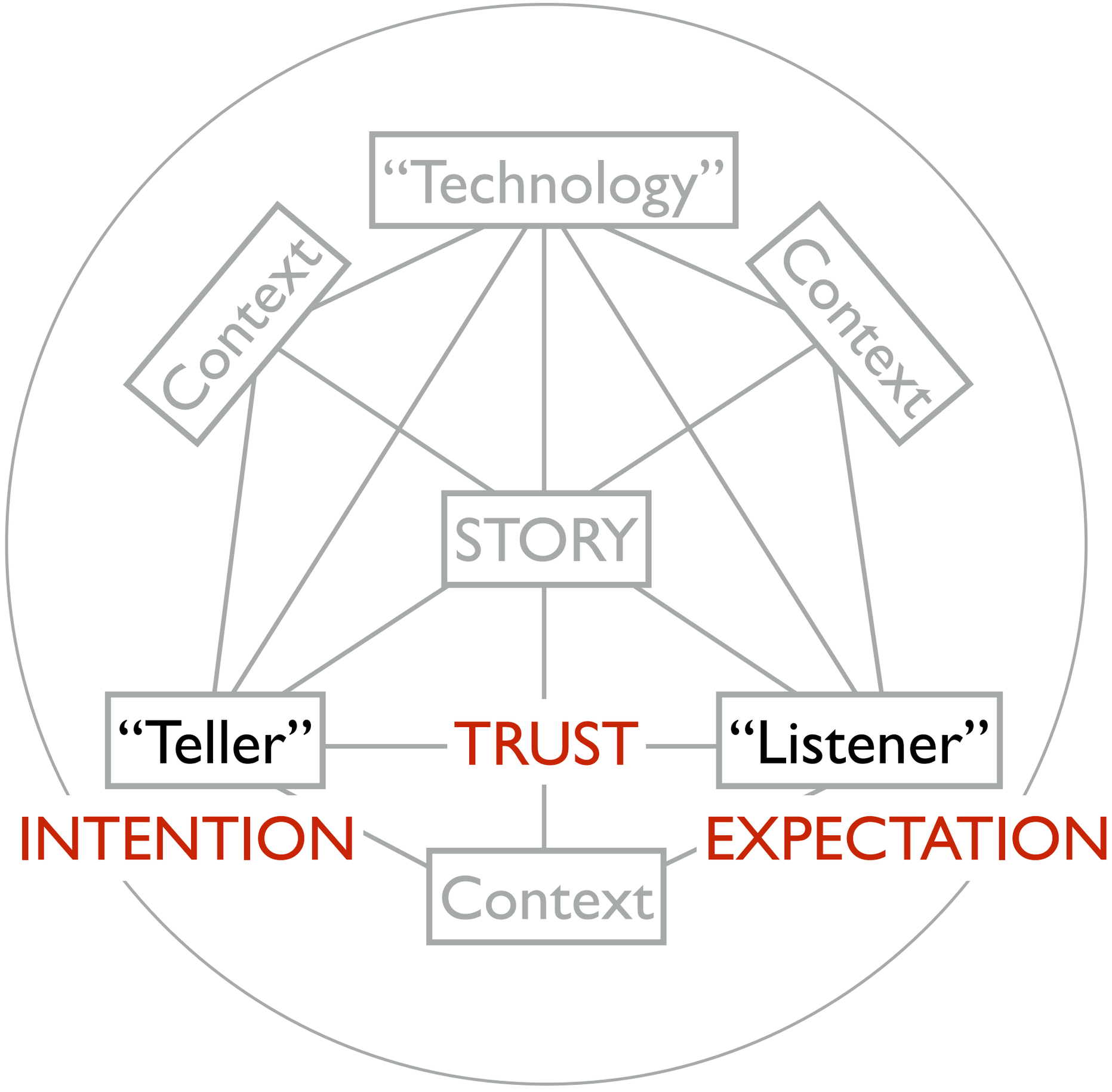


Sender

Receiver


Story
Message
Channel
x 100
Sender
Receiver


"Technology"
Context
Context
STORY
"Teller"
"Listener"
Context

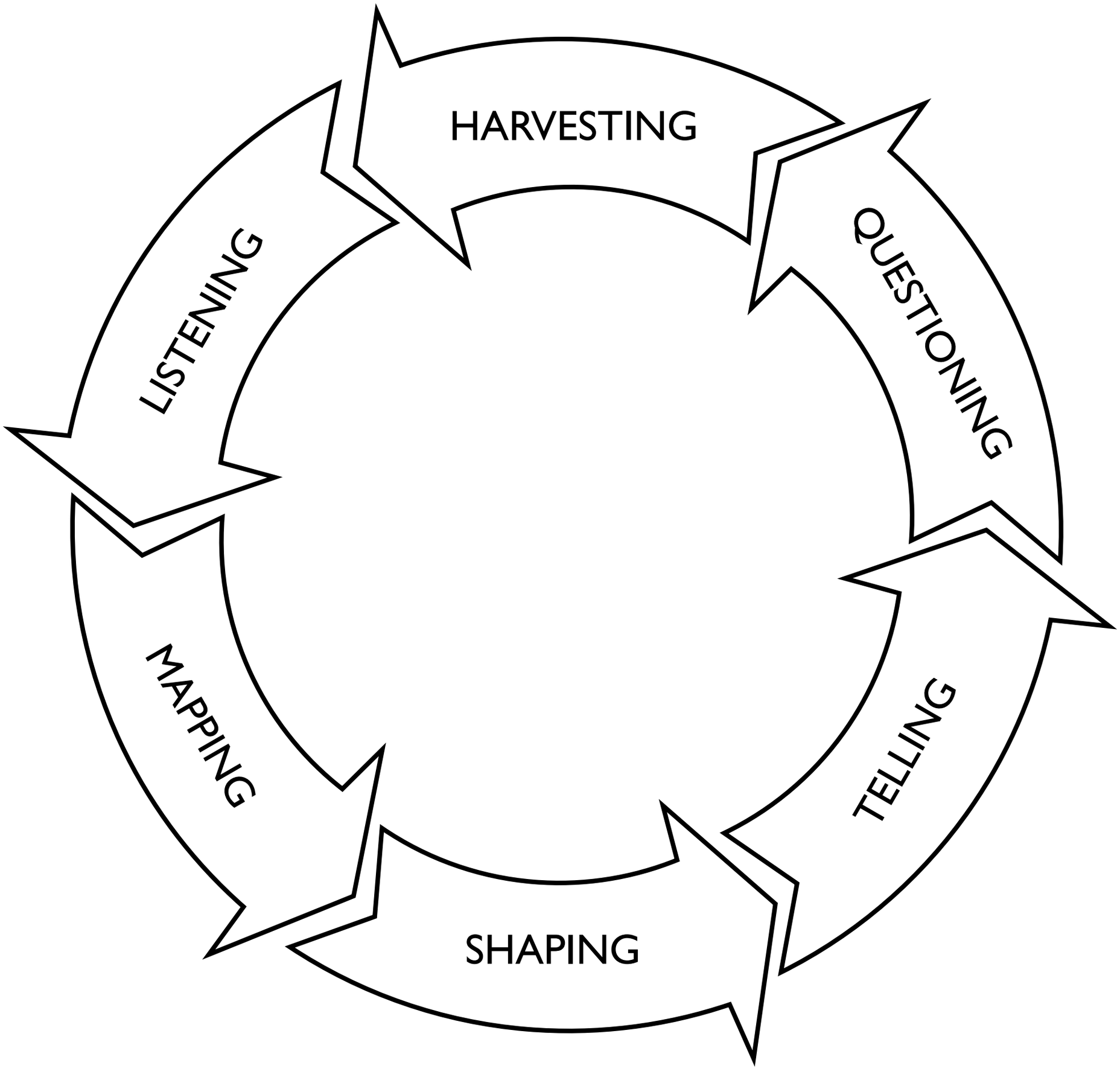

"Technology"
Context
Context
STORY
"Teller"
TRUST
"Listener"
INTENTION
EXPECTATION
Context

Why Tell Stories for your Career?

When, and Where, to Tell Stories?

Who Can Tell Stories?

How to Tell Stories?


HARVESTING
QUESTIONING
TELLING
SHAPING
MAPPING
LISTENING

Storytelling for your Career

Six Stories You Need to Know How to Tell (based on Annette Simmons' The Story Factor)

Who I Am Stories

Kira Radinsky

Why I Am Here Stories

Matt Hayler

My Vision Story

Richard Branson

Teaching Stories

Hans Rossling

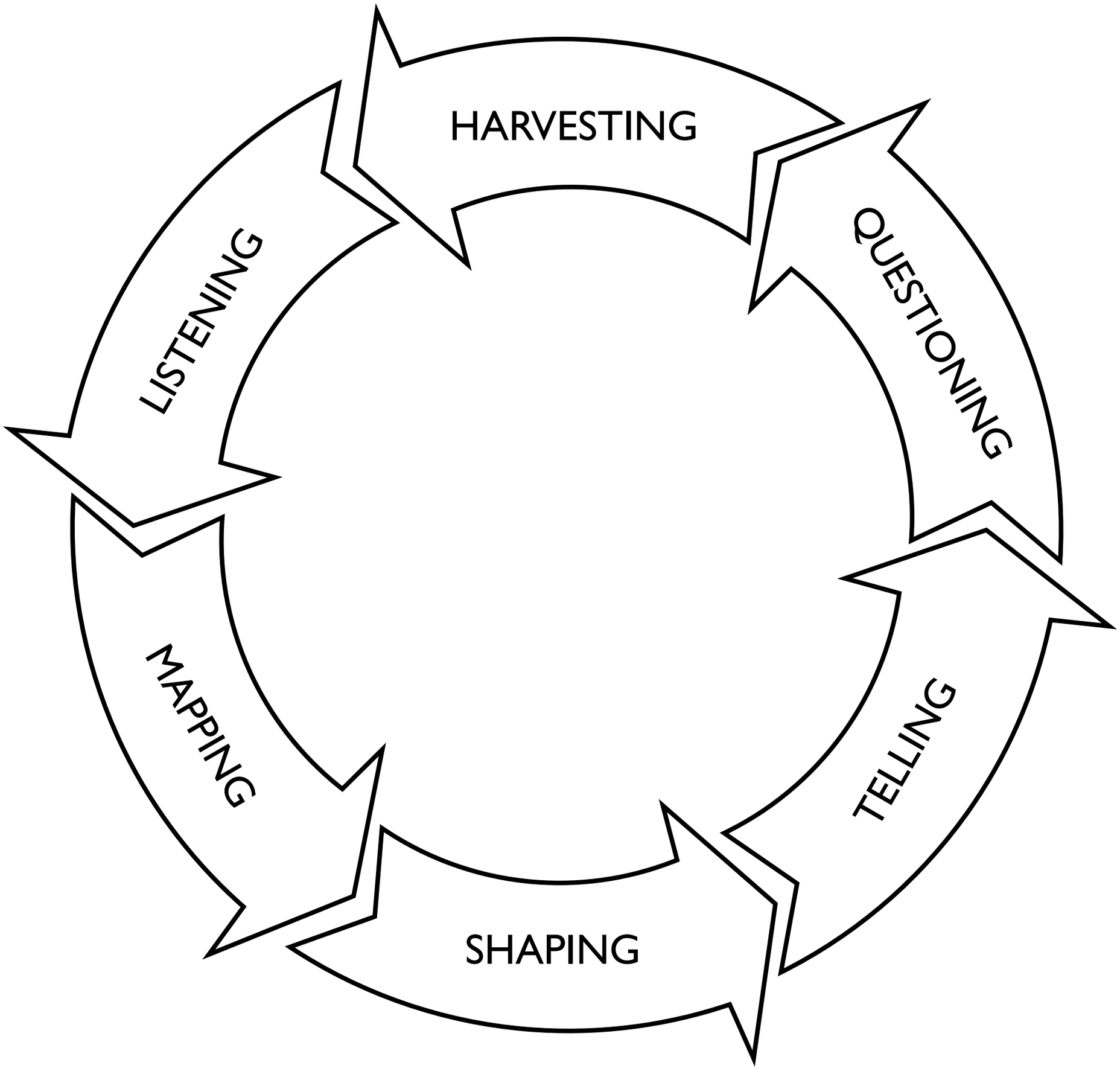
Values in Action Stories

Bill & Melinda Gates

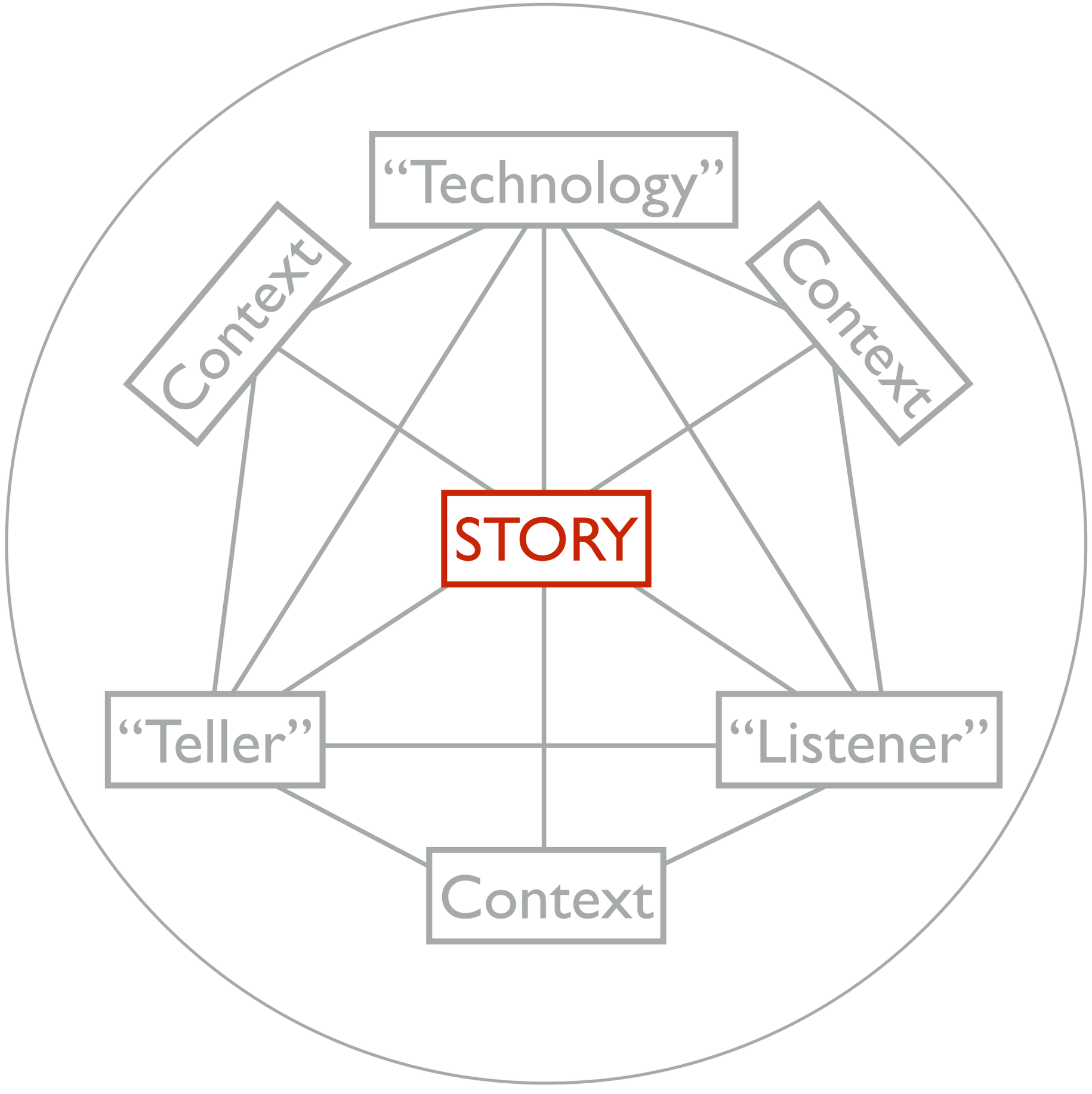
I Know what you are Thinking Stories

Shoes

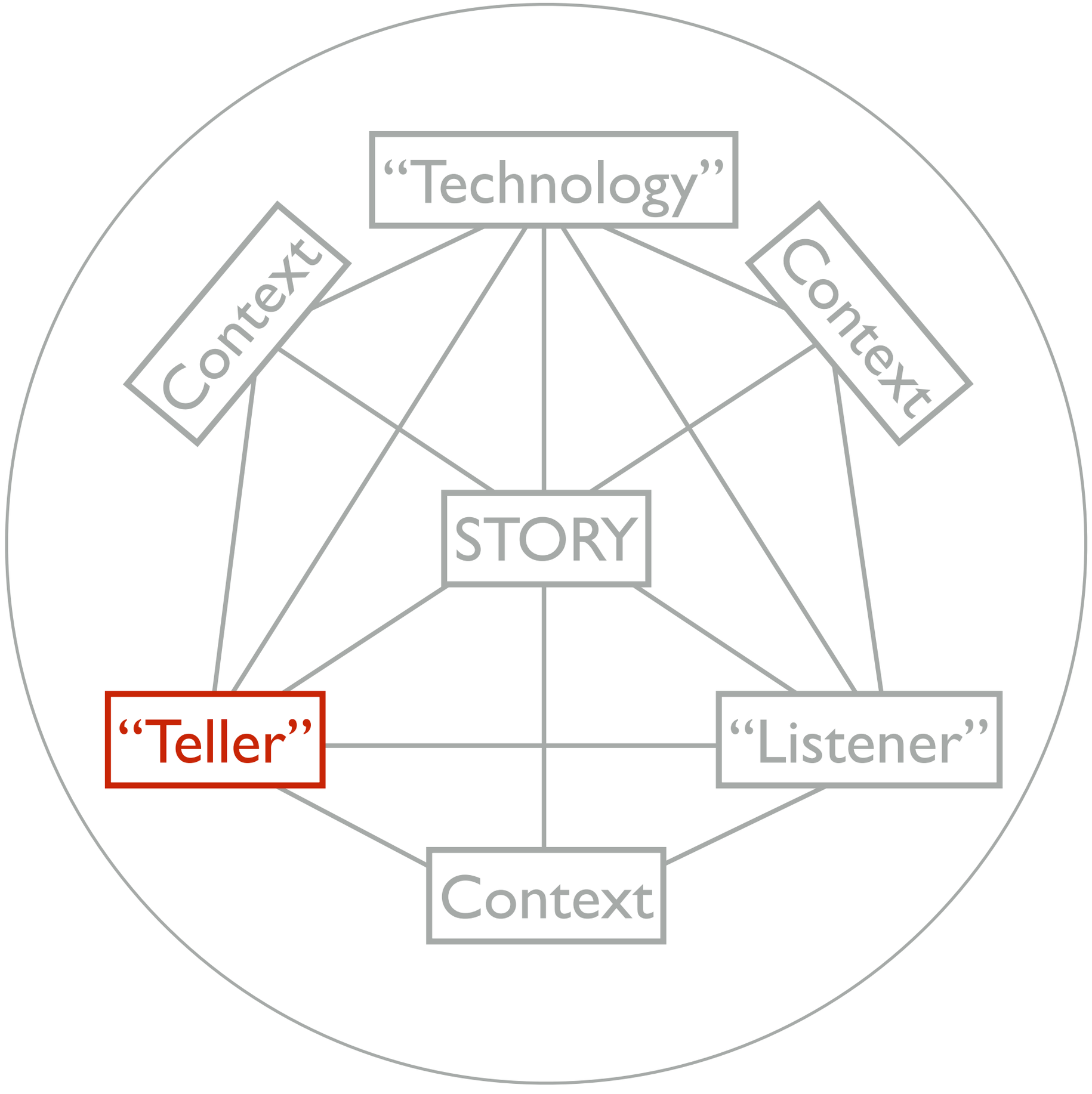
Let’s Work!


HARVESTING
QUESTIONING
TELLING
SHAPING
MAPPING
LISTENING

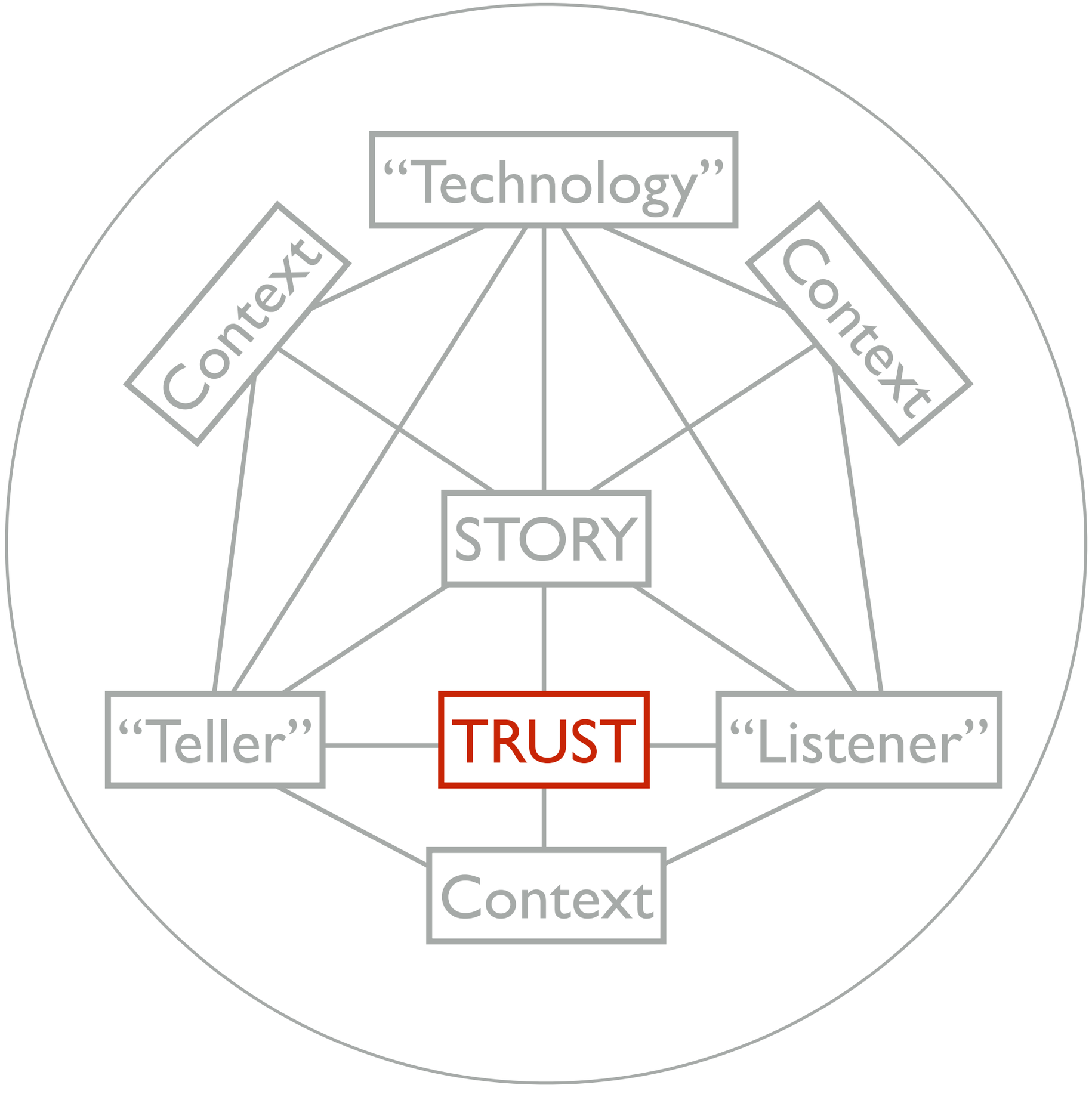
Exercise:
The River of Life


"Technology"
Context
Context
STORY
"Teller"
"Listener"
Context

Exercise:
The Who Am I Story


"Technology"
Context
Context
STORY
"Teller"
"Listener"
Context

Exercise:
A Value in Action Story


"Technology"
Context
Context
STORY
"Teller"
TRUST
"Listener"
Context

Exercise:
My Audience
(Designing Avatars)

"Technology"
Context
Context
STORY
"Teller"
"Listener"
Context

Exercise:
Shaping the Future (Designing a Scenario)

Q&A

Summary

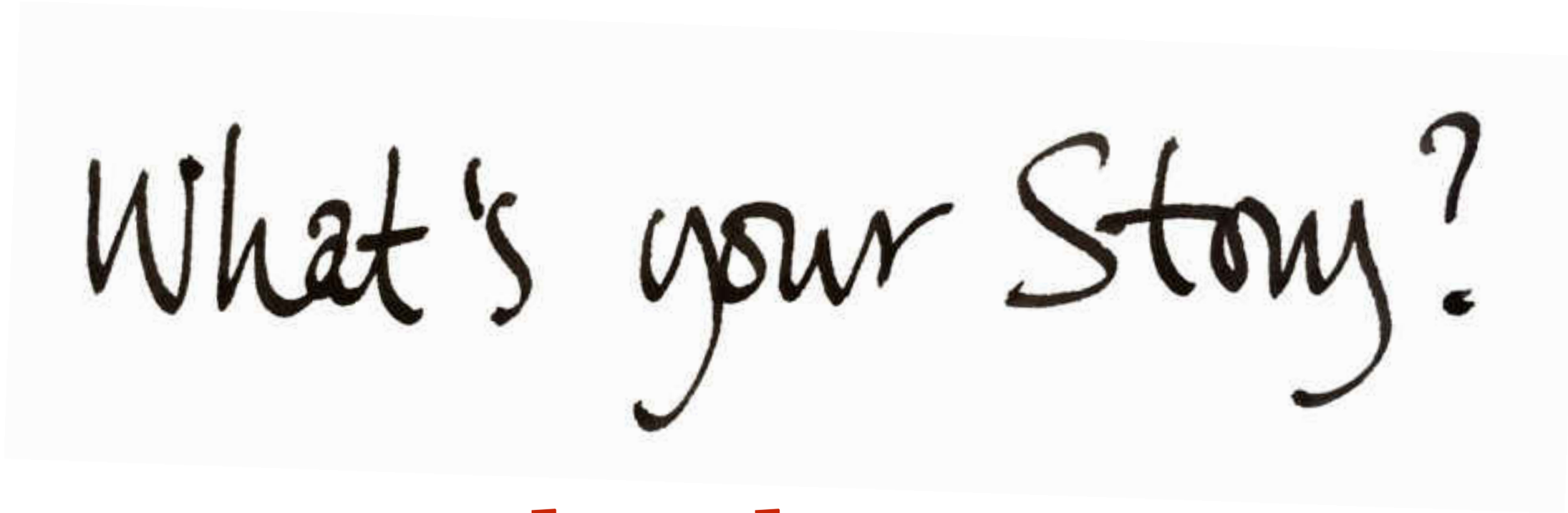
- Storytelling is the Art of Making Sense
- A Story is a Narrative Designed for the Public
- Storytelling has evolved through History and Thanks to Inventions like Theatre, the Book Press, Cinema, TV and Technology.
- There are Many Reasons to Tell Stories: to Build Relationships and Community, to Sell, to Show your Values, to Gain Trust…
- Context (place, time) is as important as Story, Audience and Teller.
- It is important to Know Who You Are as a Teller.
- Stories Come in Many Shapes, and there are Many Ways to Tell / Share Them.

6 Types of Stories

- Who I Am
- Why I'm Here
- Vision
- Values in Action
- Teaching
- *I Know What You Are Thinking*

What to Do Next

- Read.
- Listen.
- Observe.
- Look for Stories. Everywhere.
- Ask questions. Loads of them.
- Write. Rewrite.
- Tell.
- Ask for Feedback.
- Retell.
- Have fun!



Thank you!

Eva Snijders
@evasnijders
eva@evasnijders.com
www.evasnijders.com
+34 609 678 837
Químcia visual
www.quimicavisual.com