

Storytelling

St.Gallen, Mai 2023

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1. STORYTELLING BASICS

2. STORYBOARD & ChatGPT

3. GROUPTASK

Wieso Storytelling?

$x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$

$a = \frac{v_f - v_i}{t}$

$V = \frac{4}{3} \pi r^3$

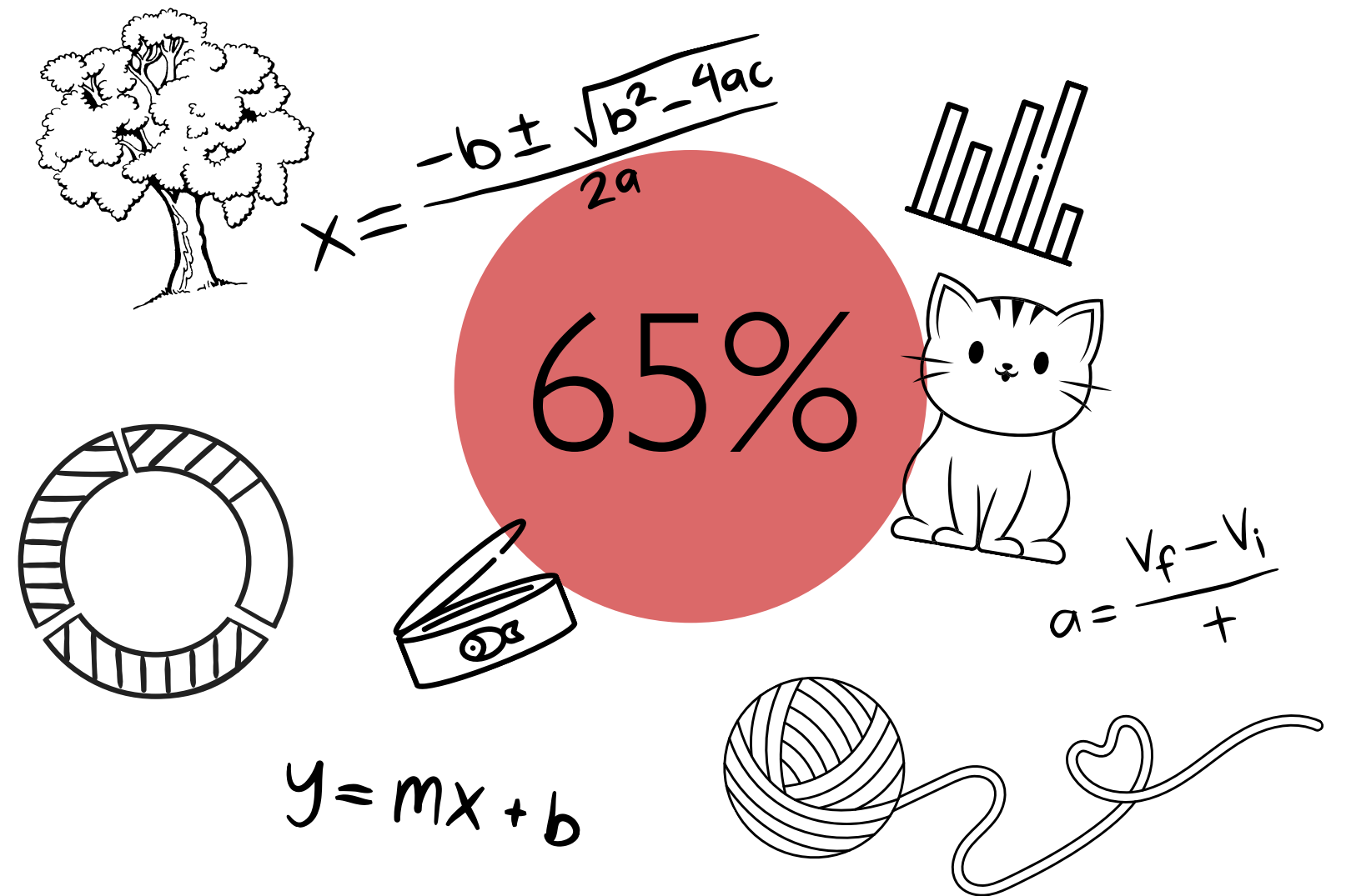
$y = mx + b$

$\sin(\theta) = \frac{\text{opp}}{\text{hyp}}$

5%



Wieso Storytelling?



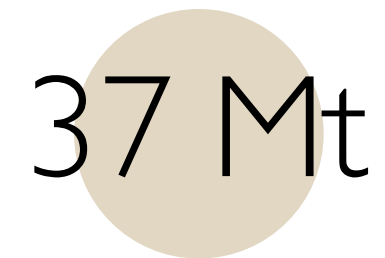
Treibhausgas Emissionen

- Emissionen weltweit: 49.5 Gt CO₂-eq / Jahr
- Emissionen Schweiz: 37 Mt CO₂-eq / Jahr
- Verbleibendes Budget weltweit: 300 Gt CO₂-eq | Ziel 1.5°C mit 83%
- Verbleibendes Budget Schweiz: 330 Mt CO₂-eq | Ziel 1.5°C mit 83%

THG Emissionen



Emissionen weltweit
(CO₂-eq)



Emissionen Schweiz
(CO₂-eq)



THG Emissionen

300 Gt

330 Mt

verbleibendes Budget
(CO₂-eq)

1.5°C mit einer
Wahrscheinlichkeit
von 83%



Geschichten
sind bedeutungsvoll,
weil ...

EINPRÄGSAM

WIRKUNGSVOLL

PERSÖNLICH

Don't sell products ...



sell stories...



GUTES STORYTELLING



GUTES STORYTELLING



GUTES STORYTELLING



GUTES STORYTELLING





GUTES STORYTELLING



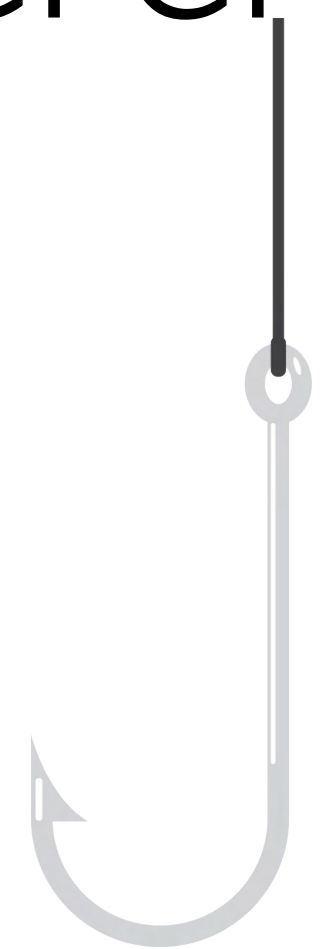
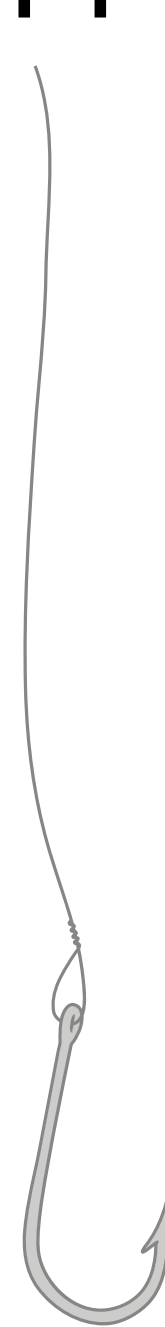
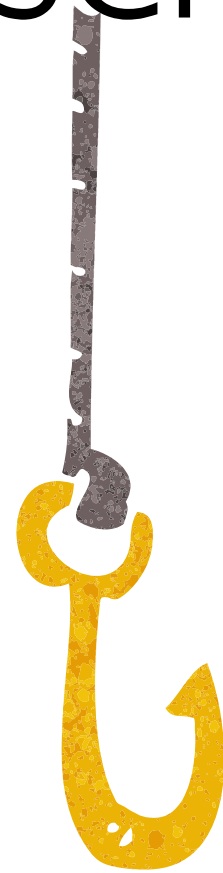
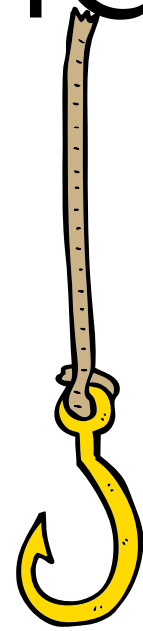
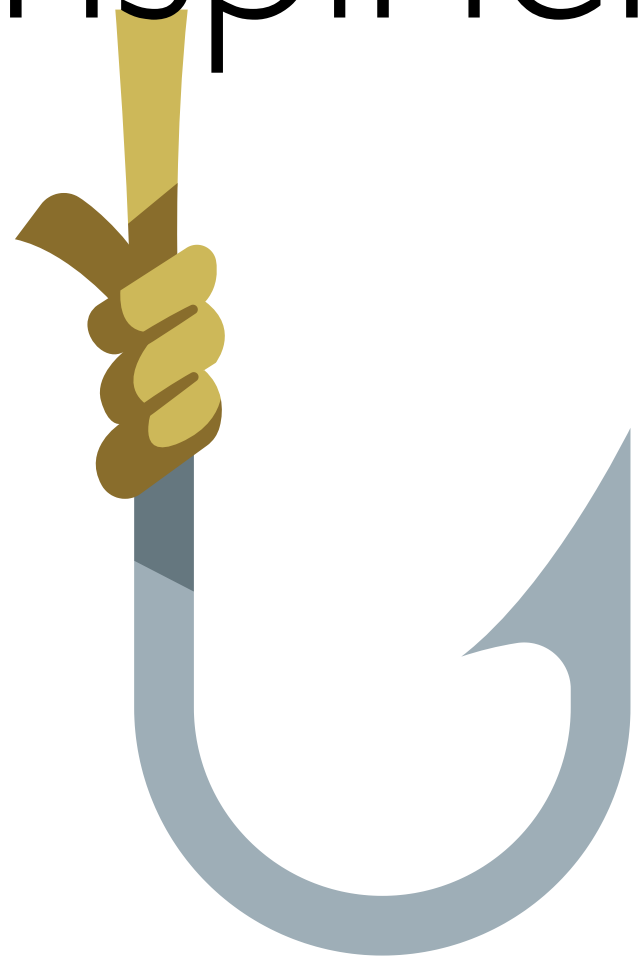
GUTES STORYTELLING



Hero on a journey



Inspirierende Geschichten kreieren?



Was wäre,...

Was wäre,...

wenn man Superhelden verbieten würde, Menschen zu retten?



Was wäre,...

wenn man Superhelden verbieten würde, Menschen zu retten?



UNGEWÖHNLICH

UNERWARTET

AKTION

KONFLIKT



Wer ist dein Publikum?

- Geschlecht
- Alter
- Persönlicher Hintergrund
- Interesse
- Bedürfnisse
- Wünsche

Universelle Themen...



Wunsch nach Liebe

Wunsch nach Sicherheit

Wunsch nach Freiheit



Angst vor dem Versagen

Angst vor dem Verlassenwerden

Angst nicht dazuzugehören



Sei authentisch!

- sei nicht clever
- sei verletzlich
- sei ehrlich



Show
don't tell



6 rules of good storytelling - Pixar

Gute Geschichten...

... sind universell

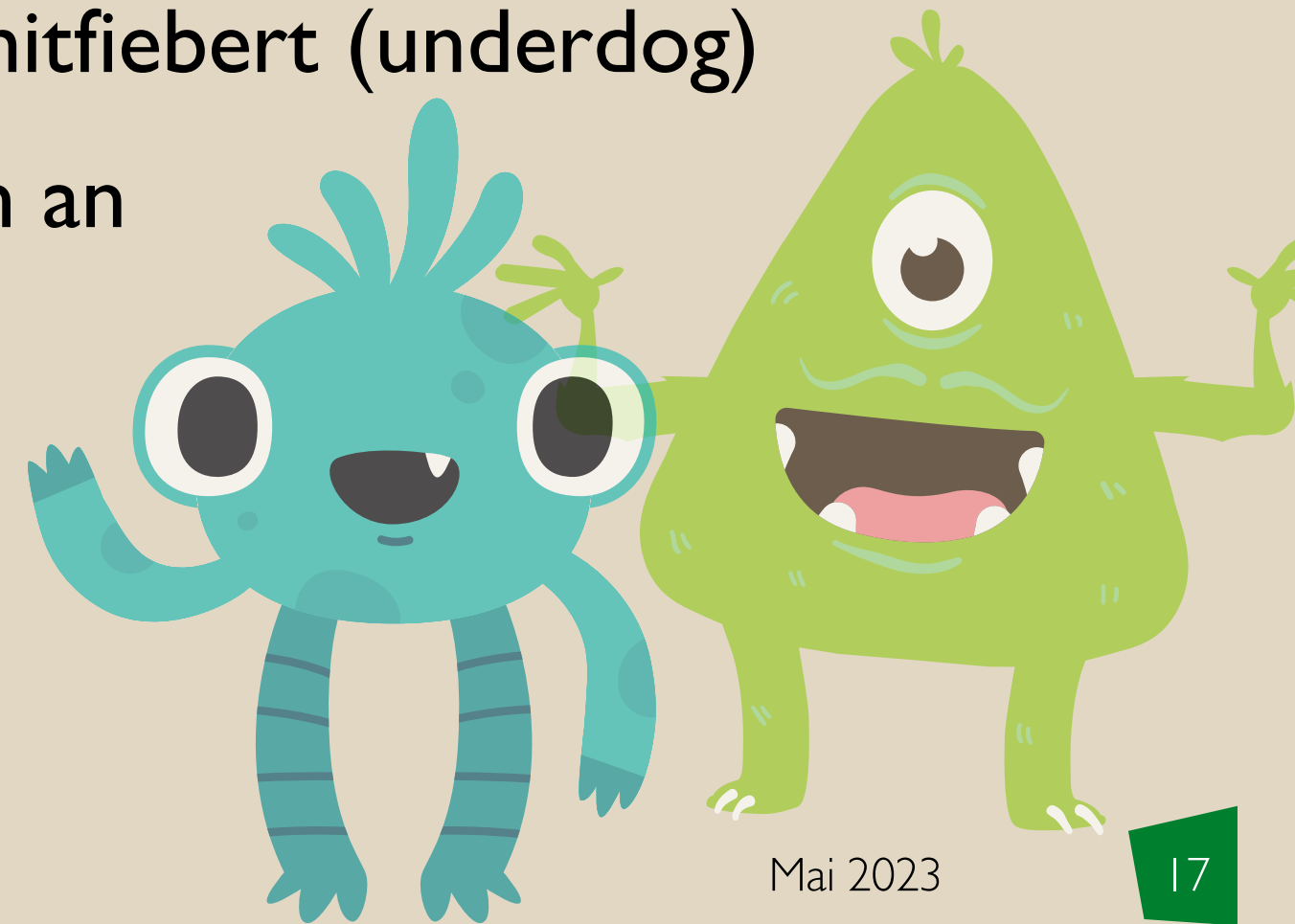
... haben eine klare Struktur und Zweck

... haben Charaktere haben, mit denen man mitfiebert (underdog)

... sprechen unsere verborgensten Emotionen an

... sind überraschend und unerwartet

... sind einfach und fokussiert



1. STORYTELLING BASICS

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3. GROUPTASK

Storyboard

- Vorlage mit leeren Boxen
- Füge ein Skript hinzu
 - Aktion
 - Dialog
- Skizziere deine Geschichte
 - geschriebener Text
 - Kamerawinkel
 - Spezialeffekte



Schreibe storyboards mit ChatGPT

" Act as a **professor**. Take the following information and write a **3-minutes explanatory video script** for a **first semester economics class** with a **narrator and characters**. Write in an enthusiastic, friendly and comprehensible **tone**. **Main findings** should include "x, y, z". Include **visual descriptions**. Here is the information for the video scrip: [...] "



Was mein prompt
beinhalten sollte

WER

WAS

WIE

DETAILS

Was ChatGPT bietet



Brainstorming & erster Entwurf



klare, grammatikalisch korrekte Skripts



schafft mehr Zeit für die Umsetzung und Verbesserung der Projekte



kann bekannte Stiele und Tonalitäten imitieren

Limitations of ChatGPT



kennt dein Publikum nicht



keine Daten nach September 2021



manchmal macht ChatGPT Fehler



keine besonders kreativen Ideen (besonders visuell)

1. STORYTELLING BASICS

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Group task

- Wähle ein Thema
 - Politische Events (Brexit, Wahlen, Hobbes,...)
 - Soziale Probleme (Gentrifizierung, common goods,...)
 - Ökonomische Konzepte (Angebot & Nachfrage, Inflation,...)
- Kreiere ein Storyboard
- 3 minütiges Video, respektive Podcast



Storytelling Tactics

 **Concept**



Make your story matter



Good & Evil

Tap into strong feelings of right and wrong in your audience. Bring a moral conflict into your story.

In a simple story, you set up a battle between *Right vs Wrong* (with you on the side of the angels). But you can also show tough choices: when two *Rights* collide or we must choose the lesser of *Evils*. We love this kind of complex storytelling, which is why *Breaking Bad* won so many awards!

Try this tactic alongside  *Three Great Conflicts* or before developing a story based on  *Rules, Cheats & Rebels*.

Good & Evil

Jonathan Haidt identifies six basic moral conflicts:

- care vs harm;
- fairness vs cheating;
- liberty vs oppression;
- authority vs subversion;
- loyalty vs betrayal;
- purity vs filth.

Simple Conflict Story


Which side does your project take in any of these battles? For example, if you're trying to reduce plastic waste, the conflict is between *purity vs filth*.

Complex Conflict Story

The German philosopher Friedrich Hegel said that "genuine tragedy is not a conflict between right and wrong, it is a conflict between two rights."

Does your project try to balance one competing good against another, or help us choose the lesser of two evils?

For example, if you're developing a way to encourage whistleblowers to report abusive behaviour at work, that involves *care vs harm*, but also *loyalty vs betrayal*.

Use  *Five Ts* to play around with ways to highlight the conflict at the heart of your story.

pipdecks.com/moral

Credit: J.Haidt, *The Righteous Mind*

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 **Concept**



Get our attention



Secrets & Puzzles

Make your story stick in our minds: promise a secret waiting to be revealed or a puzzle waiting to be solved.

We are social creatures, always wondering what other people are thinking and doing. And we are curious creatures, always wondering why things work. Put these elements together and you have powerful attention hooks that can keep your audience with you until the end of your story.

Tip: try this tactic to write an intro for your  *Simple Sales Stories* or  *What's It About?* story.

Secrets & Puzzles

a. Secrets are a powerful form of *information gap*. If you point out something I *don't* know, you are highlighting an information gap, which I naturally want to close. If you "own" the missing information—if it's your secret—then I must pay attention to you.

Exploit a secret in your story:

- what new information did you discover?
- how was it kept secret?
- what price did you pay to find this new information?
- what will your audience gain by acquiring this new information?

Keywords: secret, confidential, insider, exclusive, hidden, restricted, banned, untold, forgotten.

b. Puzzles work because we like to think the world makes sense. When you point out any kind of anomaly, irony or inconsistency, it becomes a glaring information gap that we want to close.

Exploit a puzzle in your story. Can you find a moment in your story where you discovered an...

- anomaly; "this is not normal".
- irony; "this is not what you'd expect".
- inconsistency; "this doesn't fit with what went before".

How did you discover your puzzle? How did you make sense of it? What will your audience gain by acquiring this new information?

Keywords: puzzle, riddle, odd, bizarre, unexpected, ironic, paradox, peculiar, mystery.

Try these keywords in the subject line of an email, the headline of a blog post or the intro to a presentation. But if you promise a secret or a puzzle, you must deliver new information. Otherwise you are just writing clickbait!

pipdecks.com/secrets

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Storytelling Tactics

🔍 *Explore*

Explain your data



Data Detectives

Wrap your key facts up in a story if you want people to remember them.

You can get great insights from data, but you can also tell great stories about it too. Many people struggle to understand data, even when it's beautifully visualised. But they'll remember a few key facts if you tell them in a story-ish way.

Try this alongside 🧑🏫 *Hero & Guide*. Imagine your ability to understand data is a magical power that lets you help your user. What kind of story would that be?

Data Detectives

Run this workshop once you've got your data in. Here are three ways to turn your work into different types of story:

The Data Zoomer

1. Start by zooming out to show the big picture. What are the most important trends or correlations you've found? What is the overall story that the data is telling?
2. Now zoom in. Show us the little picture—a single, vivid example that is typical of the trend or correlation you've discovered.
3. Tell a story that goes from big to little picture: "We've found this trend [zoom out]... for example [zoom in]."
4. Or tell it the other way round: "Here's an interesting thing we found [zoom in]... it's typical of a much wider trend [zoom out]."
Repeat for your main findings.

The Data Detective

Think of your research as a detective story:

- You find a body on the floor (this is the problem you're trying to solve).
- You search for evidence (your data sources).
- It's confusing at first, but then you find the vital clue (your insight).
- You follow that lead and identify the killer (the solution to your problem).

The Data Sceptic

Data can give the illusion of certainty. But acknowledging gaps in your data can make your story seem more solid.

- How might we be wrong with our data?
- What alternative conclusions could we draw?
- What matters, but can't be measured?

Try 📖 *Stories That Explain* to develop your *Data Detective* stories

pipdecks.com/data

Credit: H.Rosling, Factfulness

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🧑🏫 *Character*

Get to the point



What's it About?

Me: "So what are you working on?"

You: "Umm... well... er..." **Don't be that person.**

How can it be so hard to answer this simple question? Sometimes you're so absorbed in your idea, you don't know where to start explaining it to someone new. It's called "the curse of knowledge" and some experts get it really bad. But don't worry, you escape the curse with a well-told story.

If you're starting out on storytelling, use this card first along with 📖 *Audience Profile*.

pipdecks.com/wbat

What's it About?

When you need an elevator pitch or a short summary of your work for an email, CV or online profile, try any of these approaches:

Change

We don't pay attention to things that stay the same.

We notice change. Are you:

- Responding to an external change/threat
- Initiating a change/opportunity

Go deeper with 🧑🏫 *The Dragon & the City*.

New information

We are knowledge seekers, alert to new things in case they benefit or harm us. Tell us:

- You've realised something new
- You've spotted something isn't right

Go deeper with 🧑🏫 *Curious Tales*.

Personal benefit

No matter how abstract or technical your work is, somewhere down the line there's a person in the real world who benefits.

- "Ultimately I'm trying to help [X] achieve [Y]"
- "This is part of the wider problem I'm solving *for you*."

Go deeper with 📖 *Audience Profile*.

Now you know you can get to the point, try 📖 *Story Hooks* to make your story more intriguing.

pipdecks.com/wbat

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Miro Storyboard Template



Group 1



Group 2



Group 3



Group 4



Group 5



Group 6



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