

# STORYTELLING

Create a pitch summarizing your key takeaways and highlighting your plans for the future. Who should hear this story, and what do they need to know to help you continue to address this challenge? You might create your pitch through a three to six-slide presentation, a one-page text document, or a three-to-eight minute video.

**STEP 1—REVIEW YOUR PREVIOUS ASSIGNMENTS.** What are the key takeaways from each lesson? What were some common themes from your feedback? How might these inform your final pitch?

**STEP 2—WRITE, RECORD, OR DESIGN YOUR PITCH.** Put everything together in a concise, creative, and compelling way. Your pitch should address the following questions:

*Current Situation* - What are people's needs? What are they missing? What is the current reality like without your idea/prototype?

*Recent Lessons* - What have you tested and learned so far?

*Future Opportunity* - What do you want to create to improve the future? What questions are you trying to answer? Why is it valuable?

*Resources and Needs* - What do you need to make this a reality? Who do you need to involve? What funds, time, or resources do you need?

**STEP 3—SHARE YOUR PITCH.** Share your pitch with others. Be sure to include any relevant context (e.g., your challenge, your audience, the need you're solving for, sketches of early prototypes, etc).

**GET IN TOUCH WITH YOUR INNER STORYTELLER.** Great insights don't just 'appear' out of your observations and conversations. You have to craft them.

**+ BRING CREATIVITY AND YOUR OWN PERSPECTIVE TO THIS PROCESS.** There's no 'right' answer. It's about sharing your unique point of view to motivate others. Try out different storytelling techniques such as photography, video, metaphors and vignettes.

**+ EXPERIMENT** with the wording and structure to best communicate your insights.

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+ **INTUITION IS YOUR GUIDE.** Rely heavily on what ‘feels’ meaningful and push yourself to take leaps and make connections.

+ **GATHER FEEDBACK** from others as you develop your story. What’s working and what isn’t?

+ **STAY AWAY FROM GENERALIZATIONS.** Such as judgments, evaluations, assumptions and prescriptions (thoughts that start with “should, would or could”)

+ **TELL SPECIFIC STORIES.** Focus on the individuals and talk about what actually happened. It helps to begin stories with “One time...” or “After such and such happened...”

+ **TELL IT THROUGH WORDS AND PICTURES.** Experiment with words, charts, images, and prototypes until you have a robust way to express your thinking.

+ **BE DESCRIPTIVE.** Share vivid details - physical senses & emotions to give texture to stories.

+ **EDIT AND FILTER.** Don’t be afraid to let go of superfluous information or patterns.

**MAKE IT PERSONAL • GET EMOTIONAL • SHOW VISUALS  
USE ANECDOTE AND REFLECTION • INCLUDE A CALL TO ACTION**