

Storytelling A To Z: Are Stories The New Insights Currency?

Humans learn in story. It is essential to our life experience. All that we ever know occurs through spoken and written stories. The human brain is designed to store what it learns and access what it knows in sequence—one image, one idea and one phrase at a time—in the same way a story unfolds one element at a time.

This is why we crave stories, like to read books, enjoy movies, and love jokes—they're all stories. Almost all human interaction occurs in story form. It's why "story" is one of the first words children learn. "Mommy, tell me a story. Daddy tell me about the time when..." All the greatest teachers throughout human history share a unique quality—when you ask them a question they don't answer it—they tell you a story. Is this what makes them the greatest teachers or did they simply understand story is how we learn?

As research and insights professionals, we're consistently challenged with answering questions in a way that resonates with our clients and truly impacts our business. Crafting a story around insights is a critical component to doing just that, generating and sharing knowledge derived from research. This session will explore the various elements of storytelling, share best practices from all walks of life, and allow participants opportunities to apply these principles using real-life examples from their own experiences. Participants will learn why storytelling is such an effective tool for research professionals as well as the main components of a story and how to apply these principles to their roles. With goal of bringing insights to life or action, participants will leave feeling empowered to apply storytelling techniques/approaches in their roles, generally, and more specifically, in their research presentations.

TYPICAL AGENDA (FOR A 4 HOUR SESSION):

- **Welcome & Set-up**
Goal: Establish context and expectations for the day
- **Story Foundations Presentation by Brandtrust**
Goal: Anchor the case for storytelling by establishing the foundations of story.
- **Storytelling Experience Exercise**
Goal: Give participants a chance to practice telling stories (usually their earliest memory of X brand)... demonstrating that we all tell stories, naturally.
- **Storytelling in Action: Inspiration**
Goal: Provide example of storytelling in action from broader Malcolm Gladwell example.
- **Storytelling in Action: From Data to Story**
Goal: Overview tools for insights professionals to move from data to story, emphasizing how to Establish the Story and how to Share/Socialize the Story.
- **Storytelling in Action: Application**
Goal: Practice a few Sharing the Story tools via a simulated research experience.
- **Summarize & Celebrate**
Goal: Summarize session's take-aways in form of future story summaries and commit to specific application steps.