



Storytelling



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MADRID

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About myself

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About this presentation

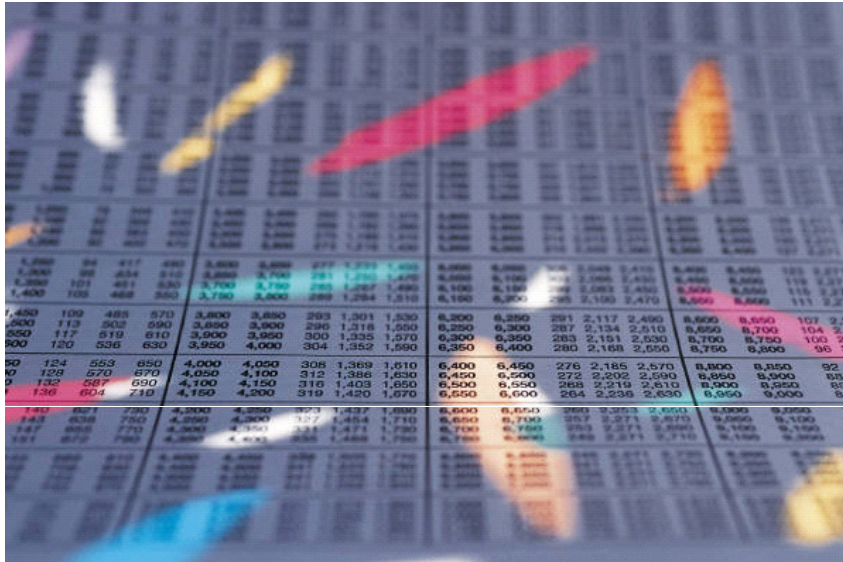
Let's look at the elements of story.

I've researched storytelling books, joined a storytelling guild, and attended storytellers events.

Fascinating, right? But what did I learn and what can you get from this?

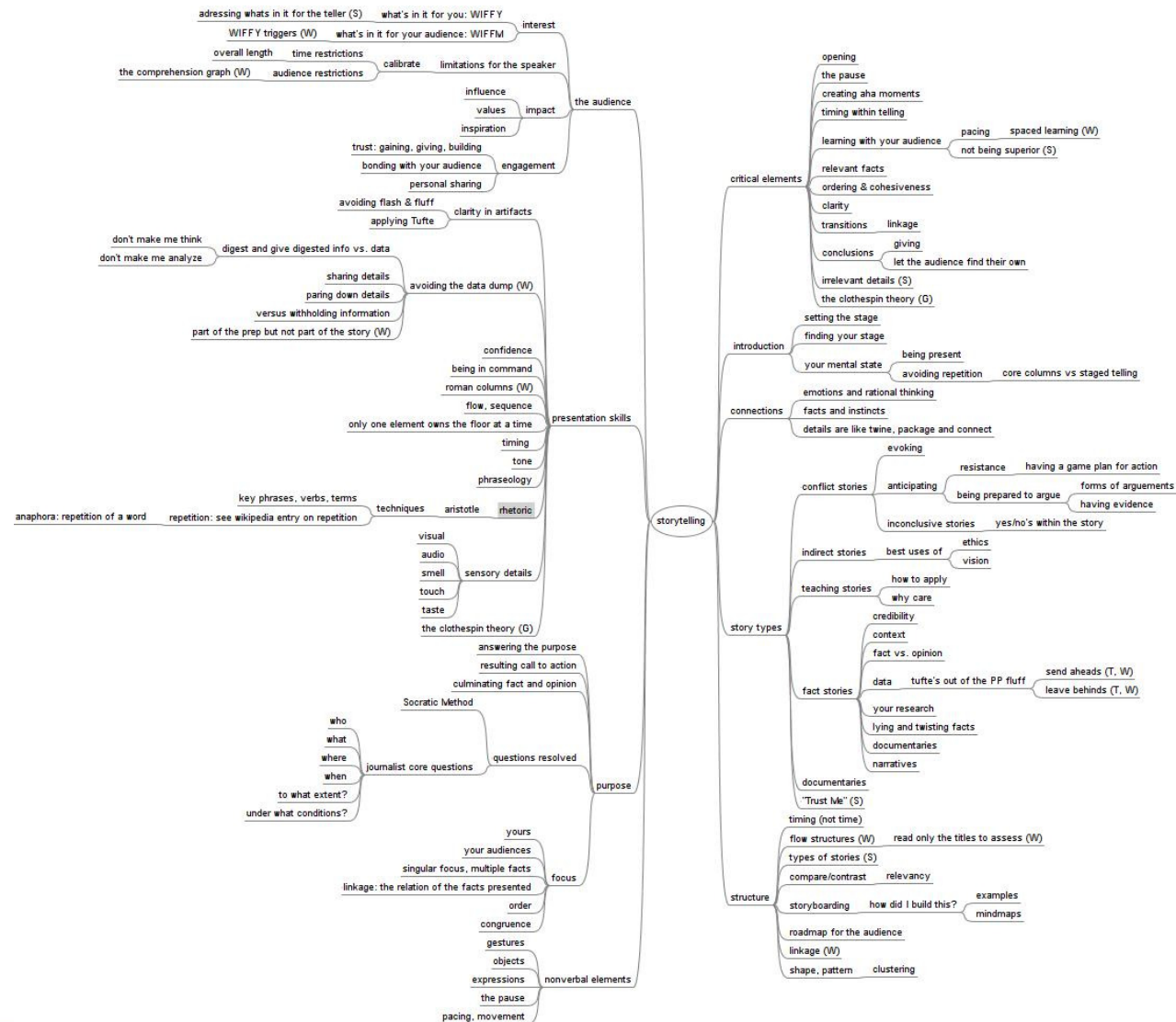
Even better, how can you apply this to your work in software testing?

Stories bring data to life



- Stories don't fit in power point
- Stories don't belong in bullets
- Stories belong in telling

Mindmapping: the Story

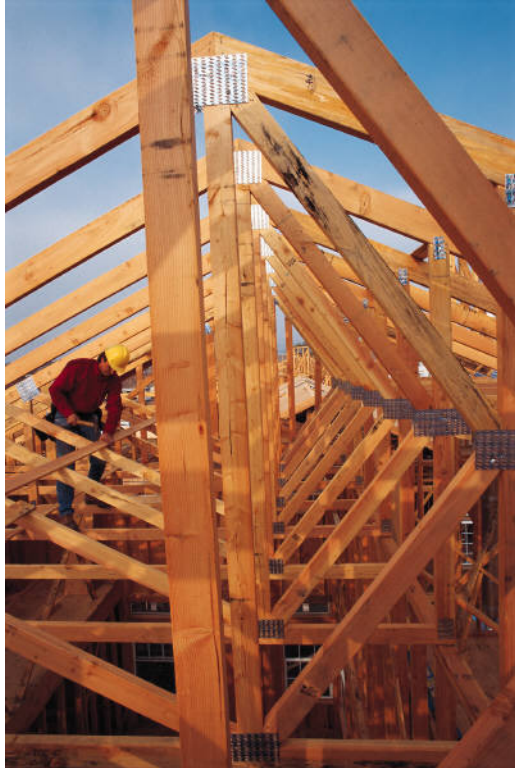


Homework



- There's no bypassing analysis.
- We still need to build, collect and interpret data.
- But in post analysis, there's an opportunity to use the story for delivery.
- There's room for story even in a hallway meeting.

Structure



- Identify the parts of the whole.
- Seek narrative opportunities.
- Determine the type of story you want/need to build.

Clothespins



- Leave space on the line for others to interpret and interact with the story.
- Clip in and out pieces based on audience and timing.
- While you maintain the theme and overall message(s).

Roman Columns



- Know the core components of the story.
- Map out and memorize the core.
- With technical stories and details learn how to use the comprehension graph.
- Check-in with your audience to make sure each core column is understood.

Linkage



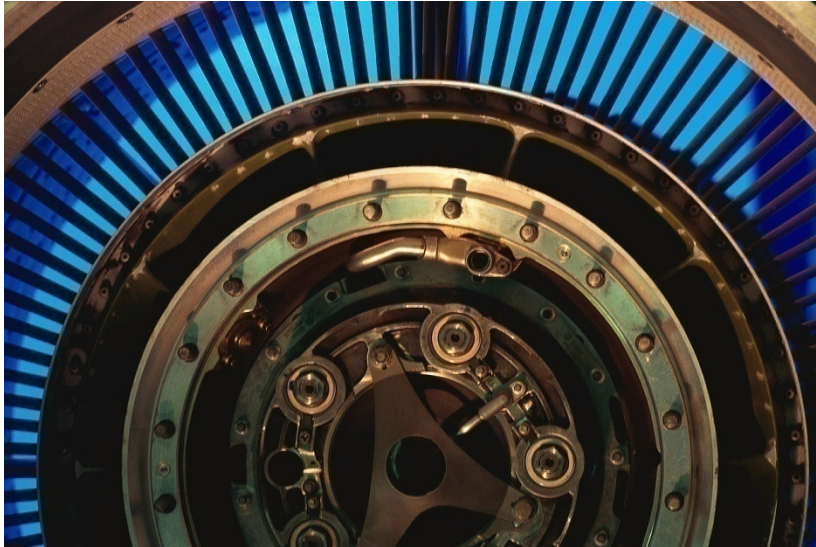
- Transitions are essential in story.
- The linkage between the core columns create context, continuity and avoids the data dump.
- Storytellers memorize words.
- Phraseology matters.

Twine



- Weave details around core columns.
- Look for inklings, impressions, hands on experience to fortify facts.
- “... quirky details and tangents enhance a good story ...” (Simmons)

Calibrate



- Audiences and meetings have a temperature.
- Gauge and calibrate to accommodate.

Timing



- Delivery
- Overall length
- Pauses during
- Silence has its impact

Sensory Details



- Senses get dulled by volumes of data.
- Story gives opportunity to liven the senses.
- “... linear analysis misses the point...” (Simmons)

Think Unique



What do you have that could be unique?

- A concept
- Memorable elements
- Interesting presentation

Send ahead and leave behinds



- Tie story to data.
- The stack of stats can be sent ahead.
- Provide the proof that backs the story.
- Data prevents story from fable.
- The data needs to work with the story.

Acknowledgements

“The Story Factor
Annette Simmons

Wonderful quotes, highly readable, practical applications to business.

“There are two main reasons people hold back they tell a story. The first reason is that they are afraid they will look stupid, corny, manipulative, or “unprofessional.”

... So we act “professional” and keep things tidy, logical, and rational. Unfortunately our delivery becomes uptight, clinical, emotionless and b-o-r-i-n-g.”

Acknowledgements

“Presenting to Win: The Art of Telling Your Story”

Jerry Weissman

Concepts: Six roman columns, the data dump, the comprehension graph, Send ahead and leave behinds.

* Terms also referenced by Ed Tufte.

Acknowledgements

Title	Author
The Story Factor	Annette Simmons
Whoever Tells the Best Story Wins: How to Use Your Own Stories to Communicate with Power and Impact	Annette Simmons
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The Springboard	Stephen Denning
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THANK YOU VERY MUCH FOR YOUR ATTENTION

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