

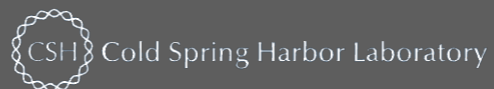


Storytelling for Impact:

How to craft and communicate stories that influence your most important stakeholders



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Non-Narrative Presentation **vs.** Story Structure

Non-Narratives

Present information in statistical formats

Use reason and evidence

Often conveyed in fact sheets, making information less relatable

Easier to read and remember

More likely to impact others' attitudes, feelings, behaviors

Used in human communication for thousands of years

“Emotions are essential to memory and decisions.”

Carmen Simon, Ph.D. , Cognitive neuroscientist, Chief Science Officer

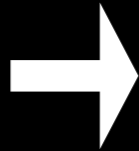
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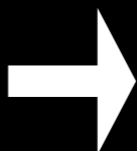
Narrative



Emotion



Memory



Decision-Making

What you'll learn in today's storytelling webinar:

1. Finding "*The Impact Zone*." What it is, why it's important, and how to get there
2. Avoiding "*The Unsung Hero Trap*." Focusing on your "story-listeners" and *their* priorities
3. "*The Motown Method*." Sequencing your stories to capture and keep *attention* (not merely relying on substance to spark engagement)

How do you **define** “**impact**”?

“Impact is in the eye of the stakeholder”

- Mark, *One for the Week*, April 24, 2023

Which of your **activities demonstrate the greatest impact in their eyes?**

**Your stakeholders'
highest priorities**

**Your activities
and innovations**

**THE
IMPACT
ZONE**



A spotlight from the top left corner shines a bright yellow beam onto a yellow oval on the floor. The oval is labeled 'THE IMPACT ZONE' in bold, black, distressed font. There are five red exclamation marks with plus signs scattered around the text. The background is a dark grey gradient.

Stories **your** stakeholders view as most impactful shine a spotlight on:

**THE
IMPACT
ZONE**

Use storytelling for impact when you are:

- 1. Pitching to fund your idea**
- 2. Coaching researchers on a pitch**
- 3. Marketing your idea to potential licensees**
- 4. Negotiating licensing agreements**
- 5. Managing your key stakeholders (VP of Research, President of your institute, policymakers)**



An example of a **high-impact story in the technology transfer** field:

Translating Basic Research to Illustrate Public Benefit



How do you get there?



1. Research
2. Mindset
3. Mechanics



“Research...then reach out.”

- Mark, Online Course, *How to Effectively Communicate Your Science to Any Audience.*



“The Motown Method”

“You’ve got to hook ‘em in the first 10 seconds.”

- Berry Gordy, founder of Motown Records, legendary songwriter, producer.



“The Unsung Hero Trap”

“The listener is the hero of your story.”

- Mark, Keynote, *Data, Decision-Making and Delivering Value*, September 16, 2022.



“Reward your reader.”

- Bill Birchard, Author, *Writing for Impact: 8 Secrets from Science That Will Fire Up Your Readers' Brains*, April 2023.



5 key principles for high-impact storytellers:

1. Relatability
2. Surprise/Non-Linear Structure
3. Curiosity (“Open Loop”)
4. Present Tense
5. Usage of the “You” Pronoun



Rhetorical Devices

- **Simile, metaphor**
- **Allusion**
- **Alliteration**
- **Pop Culture Reference**

**“Your data is a character in your story.
It’s not your whole story.”**

Joe Hanson, Ph. D., writer, host, PBS Digital Studios

“Numbers Need a Narrative.”

@BayerStrategic

Learnings Recap:

1. **“The Impact Zone.”** At the corner of “Stakeholder Priorities” and “Your Initiatives”
2. **“The Unsung Hero Trap.”** It’s not about you (sorry!)
3. **“The Motown Method.”** Hook ‘em in the first 10 seconds (or risk losing them for good)

Interested in more on storytelling and persuasive communication?

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