

Module 8: How to share and promote your solution?

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Introduction

In this module, we want to introduce you number of ways to share your solution/prototype in an effective way. We assume that you have brainstormed number of ideas addressing an explicit goals of sustainable development, protoyped your solution. Now it is time time to share it with us.

Step 4: SHARE

You are expected to share your design experience and solution with a broader audience. While doing that, please keep in mind that you are supposed to keep iterating.

As counterintuitive as it might seem, your solution is never truly finished. Even when you've made it real out in the world you can always improve it.

You can share your design experience and solution through number of ways.

What is Storytelling?

In this session, you are expected to share your design experiment and the prototype/solution you have developed during this period storytelling.

Storytelling is a process of using fact and narrative to communicate something to your audience.

Why Storytelling?

Our brains are wired for stories Jennifer Aaker from Stanford's Graduate School of Business was curious about storytelling's ability make us remember things. She had each of her students give a 60-second product pitch, secretly instructing one student to focus on telling the story rather than the facts. Her class wrote down whatever they could remember about each pitch. The results were astounding.

Only five percent of students remembered the stats, but a whole 63% remembered the story. Aaker argues: When most people advocate for an idea we think of a compelling argument, a fact or a figure [...]

To get more information about the power of storytelling, you can watch the talk of Jennifer Aaker from Stanford's Graduate School of Business via <https://www.youtube.com/watch?v=CdO9a41WUss>

Research shows that our brains are not hardwired to understand logic or retain facts for very long. Our brains are wired to understand and retain stories.

Don't forget: a story can be **22 times more memorable than facts alone**.

In 2010 a group of neuroscientists at Princeton University hooked both storytellers and their listeners to an fMRI machine as a story was told. They were amazed to discover that when a person tells a story to another person, both their brains Show nearly identical activity across most areas. Their brains effectively 'sync up' with one another in a phenomenon known as neural coupling. That's how to connect with your audience.

In order to communicate your solution with the interested audience, to get feedback or highlight the importance of sustainable development goals, you can take advantage of storytelling.

For more information about storytelling techniques, please review the resources below.

Storytelling techniques

Storytelling is a powerful way to connect with your audience and engage people. Would you prefer a list of dry facts to a catching story that paints a situation with words and makes you a part of it?

Just explaining your solution might be not "catchy" for many people. Instate of that, you can tell people about your own story including how the respective

sustainable development goal is effecting the people, how you are empathizing with those people, or your personal motivations to engage with this course and SDGs.

Among others, you can use following techniques to tell your story:

1. Have an Enemy and a Hero

Stories need a good guy and a bad guy – also called a hero and an enemy. The enemy can be a thing, like the overuse of water, wasting food, lack of awareness etc. Questions to ask yourself about this might include: What's the core enemy of possible user of your SDG solution? Is it danger? Wasted money/resource? Unfulfilled dreams?

2. Make It Visual

There's a reason children's storybooks are mostly pictures, and that so many of the greatest stories ever told have been made into movies. Images bring a story to life. Added images will make it more powerful.

3. Make It Personal & Easy to Relate To

Show your personality. Reveal a bit of your weaknesses and your fears. Everybody else has those weaknesses and fears, too. This leverages a subtle power of storytelling: When we tell our own story, often we are telling other people's story too.

Assignment

Tell a brief and engaging story, focusing on the most important aspects of your SDG challenge. What inspired your idea and how does it respond to the needs you uncovered? Why is this idea valuable to the various people involved? Please take into account the methods above.