welcome to **day 5** storytelling!
10.3.2009 The Guerilla attack.
We placed abandoned strollers in 14 cities around Finland

http://youtu.be/gPcG-BAb904
GOINGGOINGBIKE.COM  THE TALKING BIKE

shared by adam adler

http://youtu.be/wxPBuD9QUEY
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:15</td>
<td>Overview</td>
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<tr>
<td>1:30</td>
<td>Jason Mayden &amp; Kalen Thornton (Nike)</td>
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<tr>
<td>2:30</td>
<td>How to pitch w/ James Buckhouse (Twitter)</td>
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<td>3:00</td>
<td>Story coaching (Lab)</td>
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THE SOCIAL BUTTERFLY

Create never-ending stories that build value as they grow

Provide the raw material that enables clever storytelling

Inspire story sharing among both employees and customers
THE THREE ACT STRUCTURE
the storytelling template

ACT I:
- Situation
- Desire

ACT II:
- Complication
- Obstacle

ACT III:
- Solution
- Outcome
THE THREE ACT STRUCTURE
the storytelling template

ACT I:
Situation
Desire
Set up your story.
Who? What? Where?
Establish dramatic question.

ACT II:
Complication
Obstacle
Core action happens here. This is what your story’s about.
Stakes, conflict and tension should be escalating.

ACT III:
Solution
Outcome
Resolve the dramatic question.
Show the consequences of the story.
Single Focused Goal:
Show how Autodesk is a powerful tool for non-technical consumers.

Idea:
Show how elementary Autodesk is by taking it to an elementary school!
We went to Palo Alto Elementary and replaced the toys with Autodesk and Makerbots.

**Who? What? Where?**

**Establish dramatic question.**

What will the students do?
Kids start off struggling with Autodesk. But they begin to get the hang of it.
The outcome?  
Kids were able to learn Autodesk and make new toys.

The consequences?  
The kids had so much fun that they like Autodesk more than the toys!!!
Run a mini-experiment that tests a specific aspect of your pop-up experience.

**Q:** How will kids react to playing with Autodesk software on iPads?

**T:** Find one 10 year old (family friend, professor’s child, etc), and try teaching them to use Autodesk on an iPad.

But first, test it out.
DIFFERENT KINDS OF STORIES

**narrative**
Plays out like a commercial or movie.
Never breaks the fourth wall.

**process**
The process of creating the experience is part of the story.

**participatory**
The story encourages participation with the brand and serves as a call to action.
STORYTELLING TIPS

BREVITY RULES

Single focused goal. Keep it simple.
DESIGN TO CAPTIVATE
BUILD A STORY: TIPS

1. GET THE AUDIENCE’S ATTENTION FAST!
   *Begin with a description of a place, circumstance, or premise that everyone understands*

2. FOCUS ON THE CHARACTER(s) and TENSION
   *Personalize the protagonist so the audience feels a personal stake*

3. CAPTURE, CAPTURE, CAPTURE
   *There are lots of stories – participatory, process, narrative. Video more than less.*
BUILD A STORY: TIPS

4. KNOW WHAT YOU WANT THE AUDIENCE TO DO
   Audience compelled to take action
   Audience has a personal stake in finding a solution

7. ENSURE AUDIENCE KNOWS POINT OF THE STORY
   Answer in a few sentences
OUR GUESTS

Jason Mayden & Kalen Thornton (Nike)
AARON DURAND
Saved his mom's bookstore with a Tweet.

ROGER EBERT
Gained a new voice after losing his ability to speak.

CHAD OCHO CINCO
Treated 100 of his followers to a seafood dinner with a surprise invitation on Twitter.

MAUREEN EVANS
Delivers recipes to the palm of your hand.
OUR GUEST

James Buckhouse (Twitter)
a note on mess...
let’s design for stories!
STORYTELLING COACHES

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TODAY’S LAB

**Objective:** Pitch 2 experiences and pick 1, designed for storyworthiness

*Story coaches will be connected to each pair.*

*One scribe (from another team) should capture key insights*

**10 mins** Re-establish SFG and pick two pitches

**25 mins** Pair up with another team and coach – pitch the 2 experiences with story in mind

**25 mins** Flip the team.

**10 mins** Scribes summarizes the insights and next steps
thank you.
STORYTELLING
It’s not new
COMPONENTS OF A STORY

characters
Great stories get the audience emotionally invested in the characters.

plot
Good plots keep the audience engaged and wondering what will happen next.

story arc
Good stories have a beginning, middle and end.
BUILD A STORY PLOT
the storytelling template

Situation
Desire

Complication
Obstacle

Solution
Outcome
BUILD A STORY: ARCS

Casablanca: Story threads throughout
BUILD A STORY: ARCS

James Bond: steep decline, followed by gradual rise

WOW!

I don't know...

What happened?

He gets the girl

The End

He gets the girl

The End
BUILD A STORY: ARCS
jurassic park: unexpected shocks throughout
there are stories you want to hear and stories you want to share.
In other words... STORY SHARING

Sharing content and information builds community. Community-building enables content sharing.
SHARING CYCLE

Engaged audiences will share again

Something to say

Distributed on social networks

This grows the audience base.

Driving more traffic to the content repositories

People share things that they consider interesting, awe-inspiring, important, relevant.
USING SOCIAL MEDIA to extend your story and create a conversation

STORYTELLING TOOLS

Blogs, Twitter, Flickr, Social Bookmarking, Social Networking, Video Sharing
USING SOCIAL MEDIA to extend: story, characters, themes, experiences
Think of content on an editorial calendar.

You’re leaving bread crumbs in the woods.
Now you just need to bank those stories.

— Andy Goodman

"The Power of Stories in the Corporate Environment" Bellingham, Daryll.


thank you.