INFLUENCE THROUGH STORYTELLING

Influence Through Storytelling teaches designers how to craft and facilitate strategic stories that convey vision, align teams on users' best interests and advocate for design. You'll develop intentional goals for stories, capture stakeholders' attention with messages that resonate and structure stories to highlight those messages. You'll also prototype and test your stories to boost your confidence in their success. You'll come away with the skills to share stories that inspire others to take action.

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COURSE OBJECTIVES

MAIN OBJECTIVE:
Harness the power of storytelling to grow your influence, create alignment and motivate action in a variety of design situations.

Identify and embrace opportunities to strategically apply storytelling within design contexts

- Discover why storytelling is a powerful tool for designers
- Recognize typical design scenarios that benefit from storytelling
- Differentiate archetypal stories and their best use cases for design

Distinguish your goal and the message that supports it

- Understand the strategic importance of goals in storytelling
- Define the goal(s) you seek to accomplish with your story
- Ensure your goals are realistic and you can articulate evidence of success

Tailor narratives to resonate with different stakeholders

- Map typical stakeholder perspectives and communication styles
- Narrow in on the right framing, perspective and degree of detail
- Prioritize message(s) and adapt based on empathy and ethics

Apply the elements of effective stories to your narrative

- Build appropriate tension that leads to successful resolutions
- Scope your story to fit different contexts
- Prototype and test to de-risk stories through iteration and feedback

Engage teams to create alignment and motivate action

- Facilitate activities that encourage sharing and retelling of stories
- Determine how successfully your story accomplished its goals
- Present your own design story plan as the final step to mastering these techniques in class

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COURSE TOOLS AND TEMPLATES

Your Story Planner includes:

- Situation Analyzer
- Goal Guide
- Stakeholder Guide
- Communication Compass
- Message Mapper
- Character Selector
- Story Scaler
- Story Plotter
- Scene Setter
- Feedback Facilitator
- Engagement Amplifier

MODULES

01 Specify
Learn why storytelling is scientifically proven to improve memory, create empathy and drive action. Identify opportunities to use stories within your design teams.

02 Seek
Plan and create the foundation for inspiring design stories by clearly identifying the message(s) that best align with your goal and what adaptations will help you meet stakeholders where they are.

03 Shape
Build and tailor your stories using proven narrative structures—prototyping and iterating for maximum audience engagement.

04 Share
Ensure impact by facilitating immersive stories that live on and thrive within the organization. Gather feedback on your story and monitor its life beyond your share-out.

PREPARE FOR SUCCESS

To ensure the best learning experience for this course, we provide an onboarding link in advance that enables you to:

- Familiarize yourself with the Miro infinite canvas (no prior experience necessary)
- Get to know your instructor and cohort
- See examples of storytelling situations we'll be discussing
- Sketch ideas for stories you may want to workshop in the course

COURSE REQUIREMENTS/EVALUATION

Upon successful completion of the course, attendees will have grasped techniques for effective storytelling in design contexts. Attendees are required to participate in group discussion and exercises. To receive certification, they must complete the in-class assignments and meet or exceed the expectations for the final summative project: a short story plan that they will prepare, iterate and share out in class.

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