

# Persuasive Storytelling

Crafting visually compelling stories that bring the problem context to life, connecting audience members with the research participant's experience, and establishing evidence for the primary insights, design criteria, and the design concepts that have been created.

## Narrative Creation

*The ability to identify and succinctly structure compelling stories of real user experiences, to highlight problems, and to support the creation and evolution of products and services*

## Audience & Outcome Modeling

Identifying the topics or data-points most likely to generate support or conflict with members of the intended audience

### Concept & Value Framing

Identifying the frame in which to present new and differentiated product and service concepts to best illustrate how to deliver value in the problem space

### Insight Selection

Identifying the insights, design criteria, and visual models that best illustrate the problem context and what must be done to solve the problem

### Anecdote Selection

Identifying unique or compelling quotes and anecdotes that best illustrate the prioritized insights or problem areas

## Presentation Creation

Crafting a visually compelling presentation that builds support for a new product or service proposal

## Setting the Energy Level

*The ability to establish and maintain the energy in the room through demeanor (posture, facial expression, eye contact, movement, tone of voice, gesture & preparedness)*

## Establish Boundaries

*The ability to establish the goals and boundaries of a presentation as a means to contain discussion and guide critique*

## Reading the Room

*The ability to observe and adapt to audience reactions*

## Take Questions / Critique

*The ability to listen, reflect on, and address questions and critique without becoming defensive*