

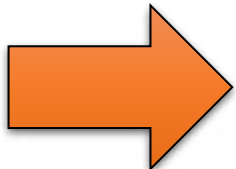
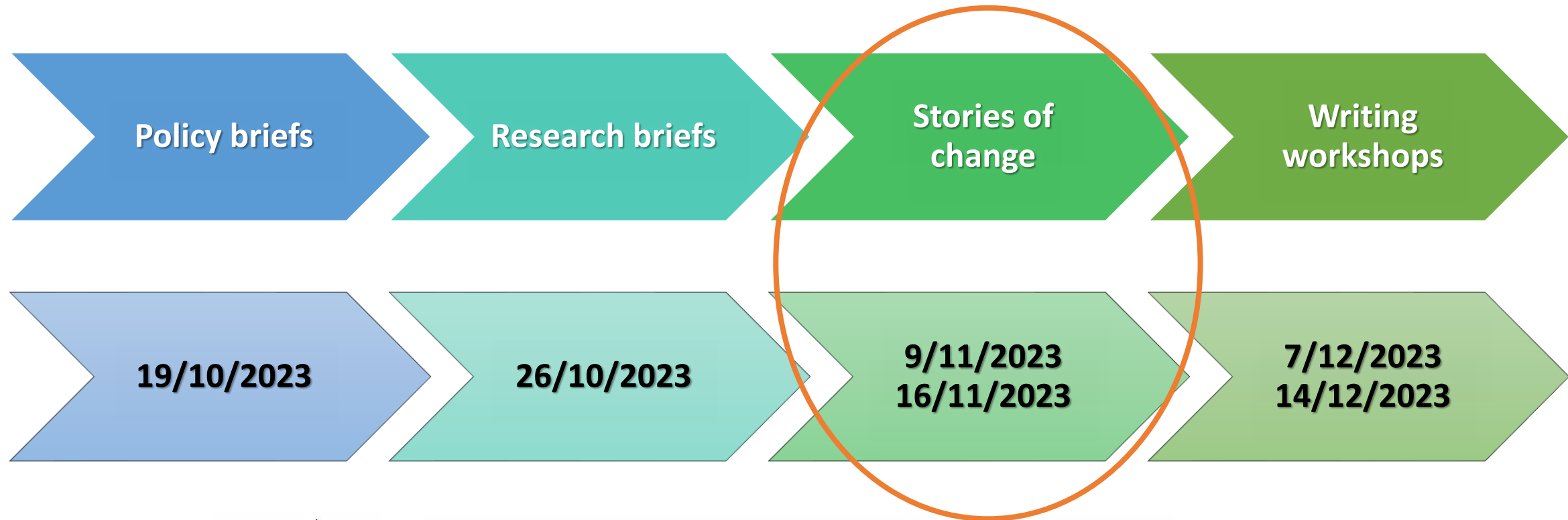
COMMUNICATING RESEARCH:

Impactful written communication
for DeSIRA projects

09/11/2023

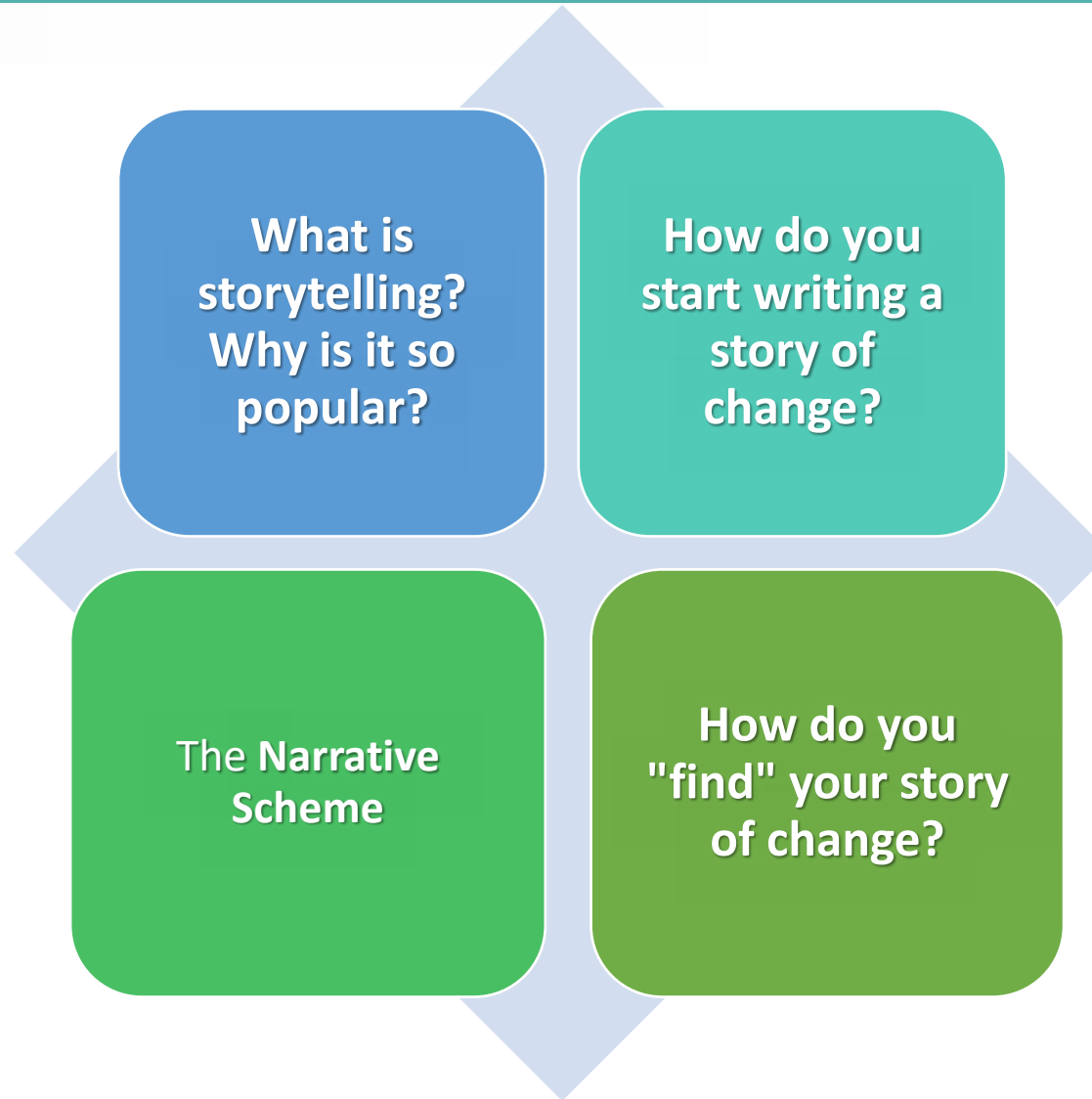


Overview of the training program



Attention to the time change in Europe!
Thursdays from 10h to 11h30 CET (Paris time)

Overview of the session



Let's take a look at the progress of the training

- **Your contributions**



<https://www.menti.com/aleiems9obom>

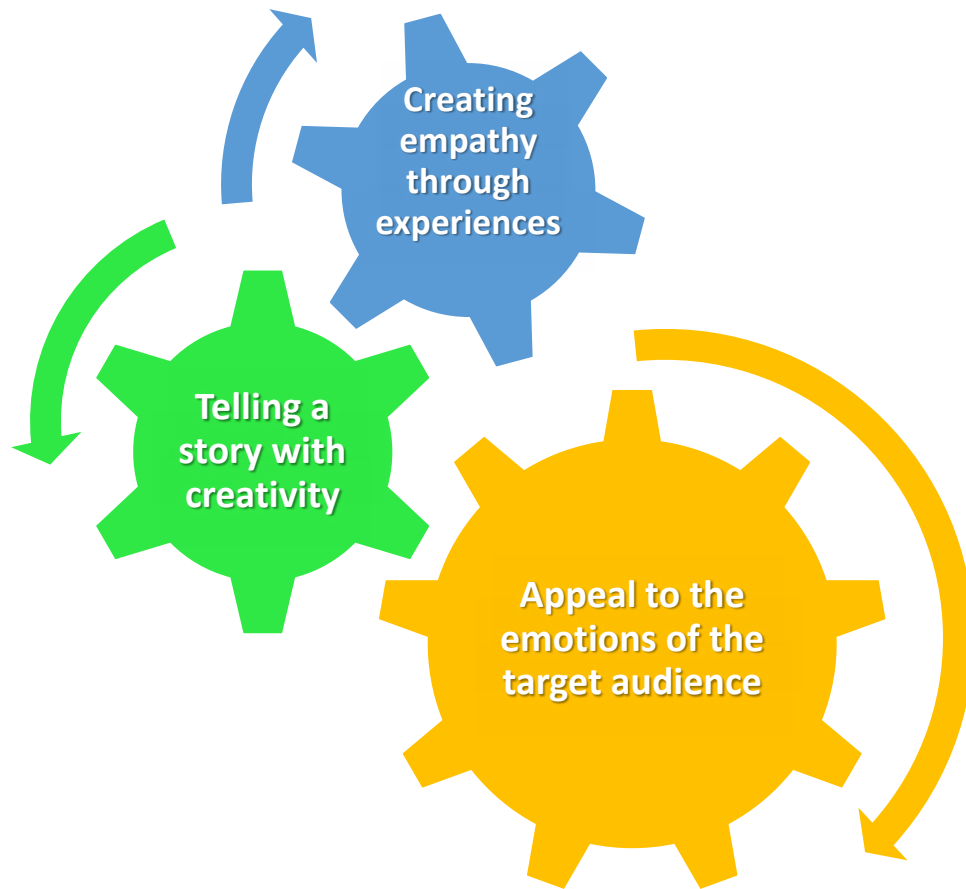
What is storytelling? Why is it so popular?

- **Your contributions**

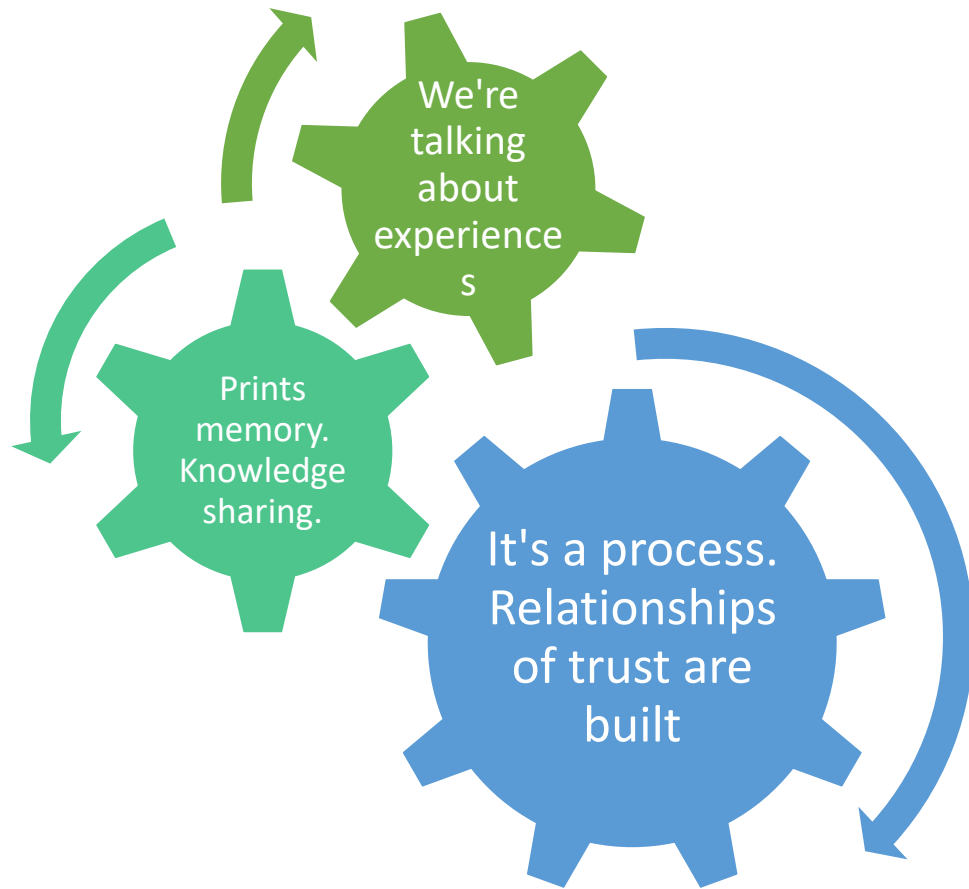


- <https://www.menti.com/alhbk754modr>

What is storytelling? Why is it so popular?



What is storytelling? Why is it so popular?



What is storytelling? Why is it so popular?



The screenshot shows the LIFAD website header with navigation links in Arabic, English, Spanish, and French. The main content area features an event announcement with a large green graphic of a lightbulb with a wheat stalk inside. The event title is 'Unlocking Storylines for Innovation Success: The role of innovation and storytelling in rural ecosystem development', dated 24 May 2022, from 15:00-16:00 CEST.

LIFAD
Investing in rural people

العربية English Español Français

WHY RURAL PEOPLE? TOPICS COUNTRIES IMPACT EVALUATION KNOWLEDGE LATEST ABOUT Q

EVENT

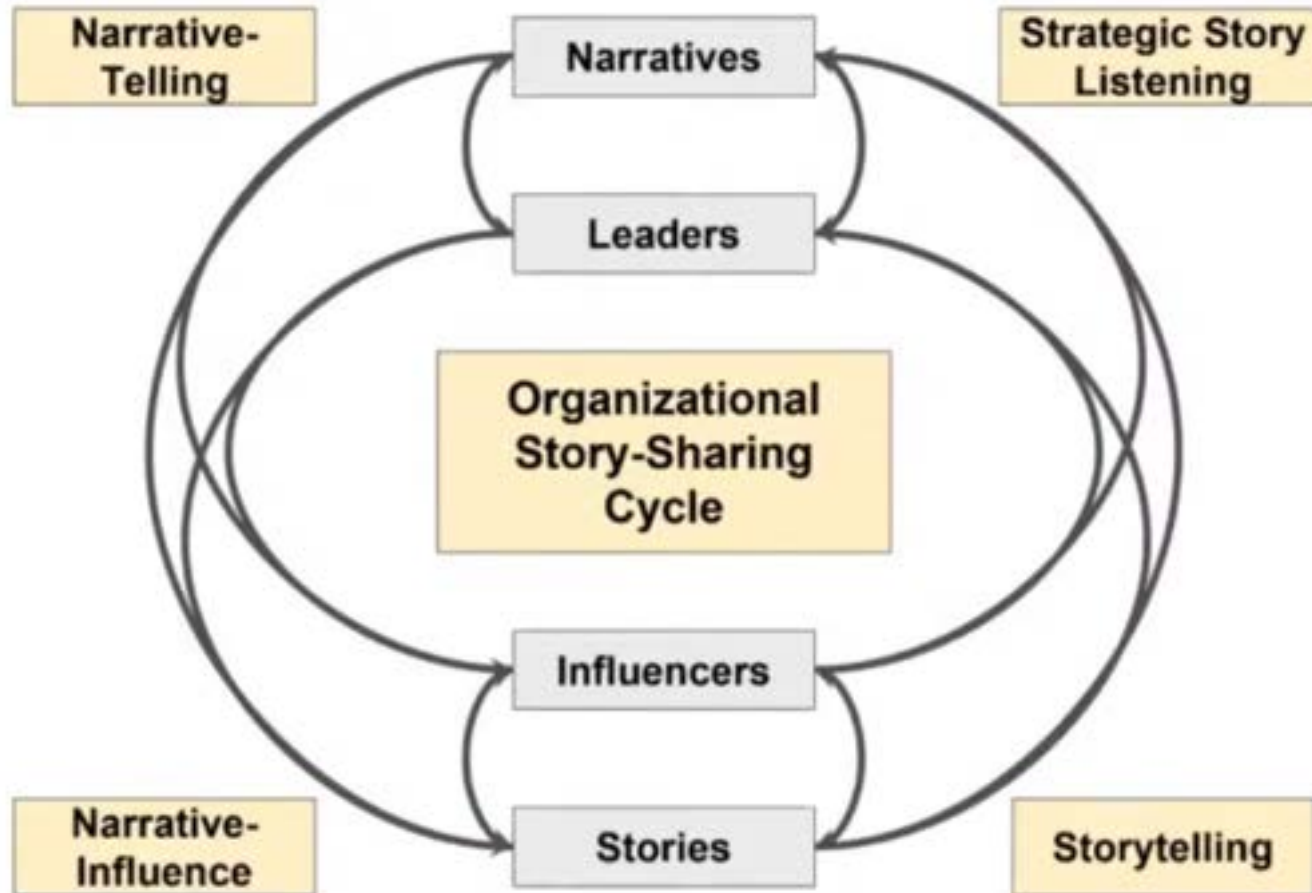
Unlocking Storylines for Innovation Success: The role of innovation and storytelling in rural ecosystem development

24 May 2022

Time: 15:00-16:00 CEST

- <https://youtu.be/v1RlcTmkg0c>

What is storytelling? Why is it so popular?



How do you start writing a change story?

- **A children's story**



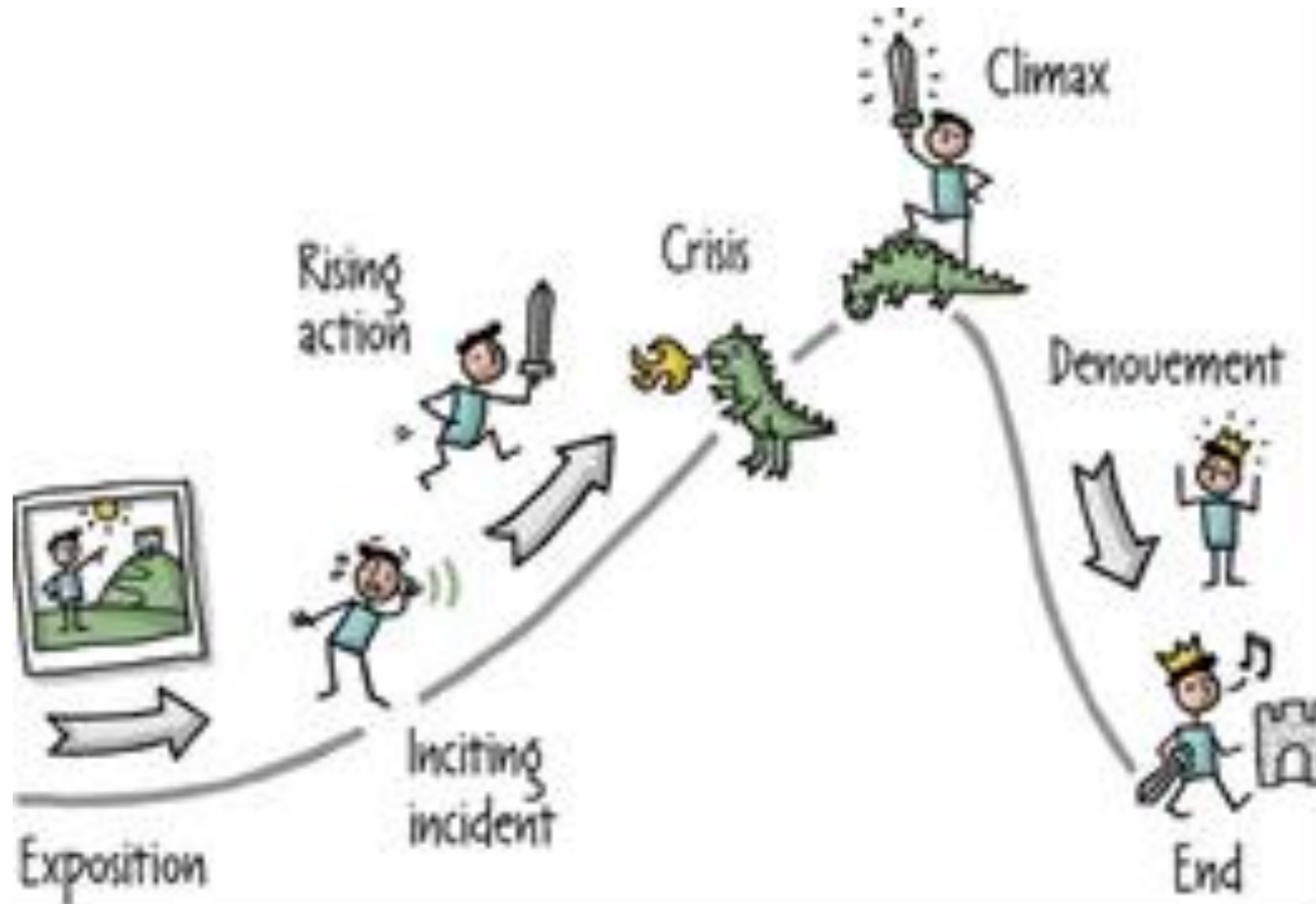
How do you start writing a story of change?

EMOTION / TENSION

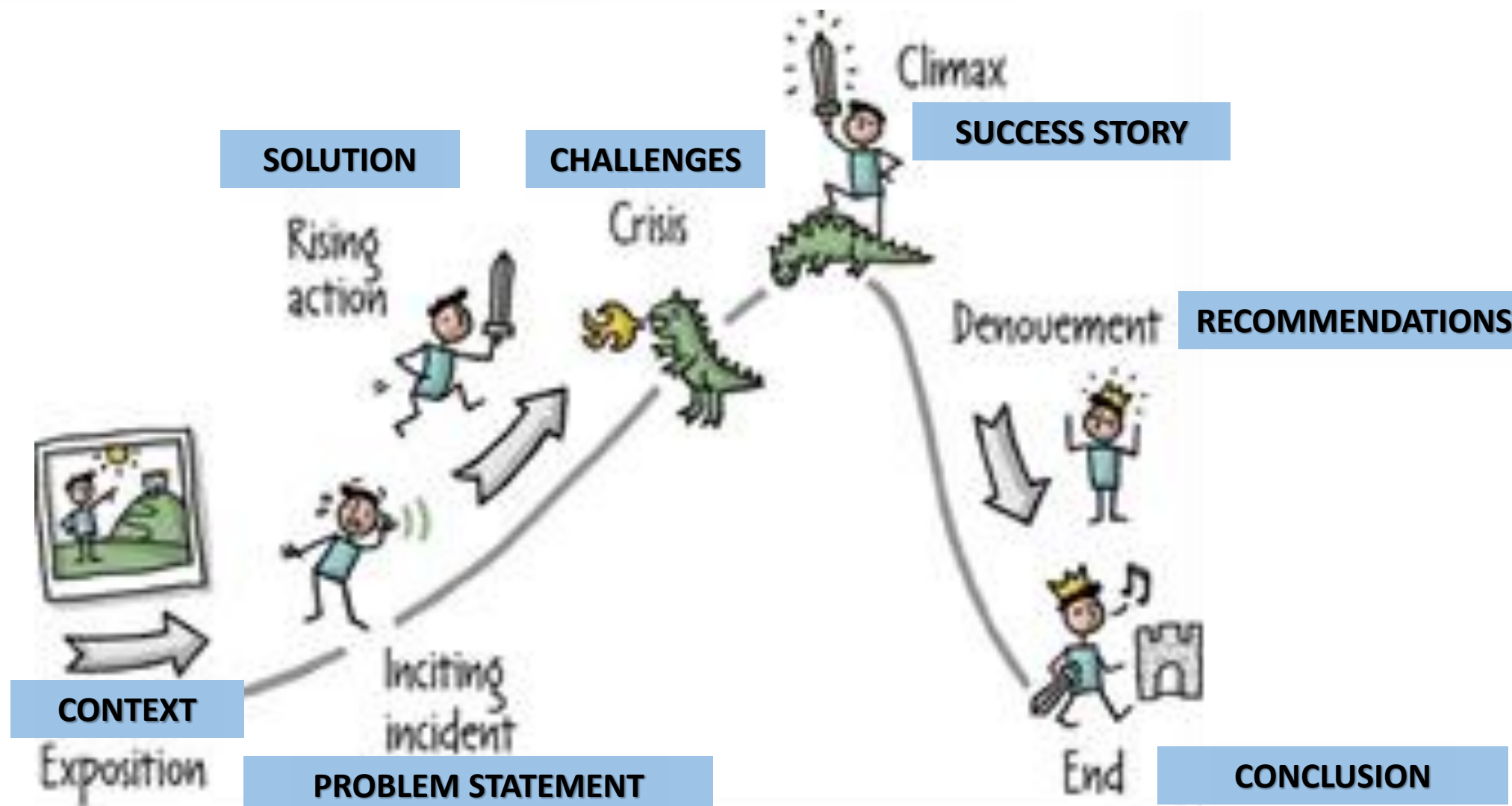


NARRATIVE / TIME

How do you start writing a story of change?

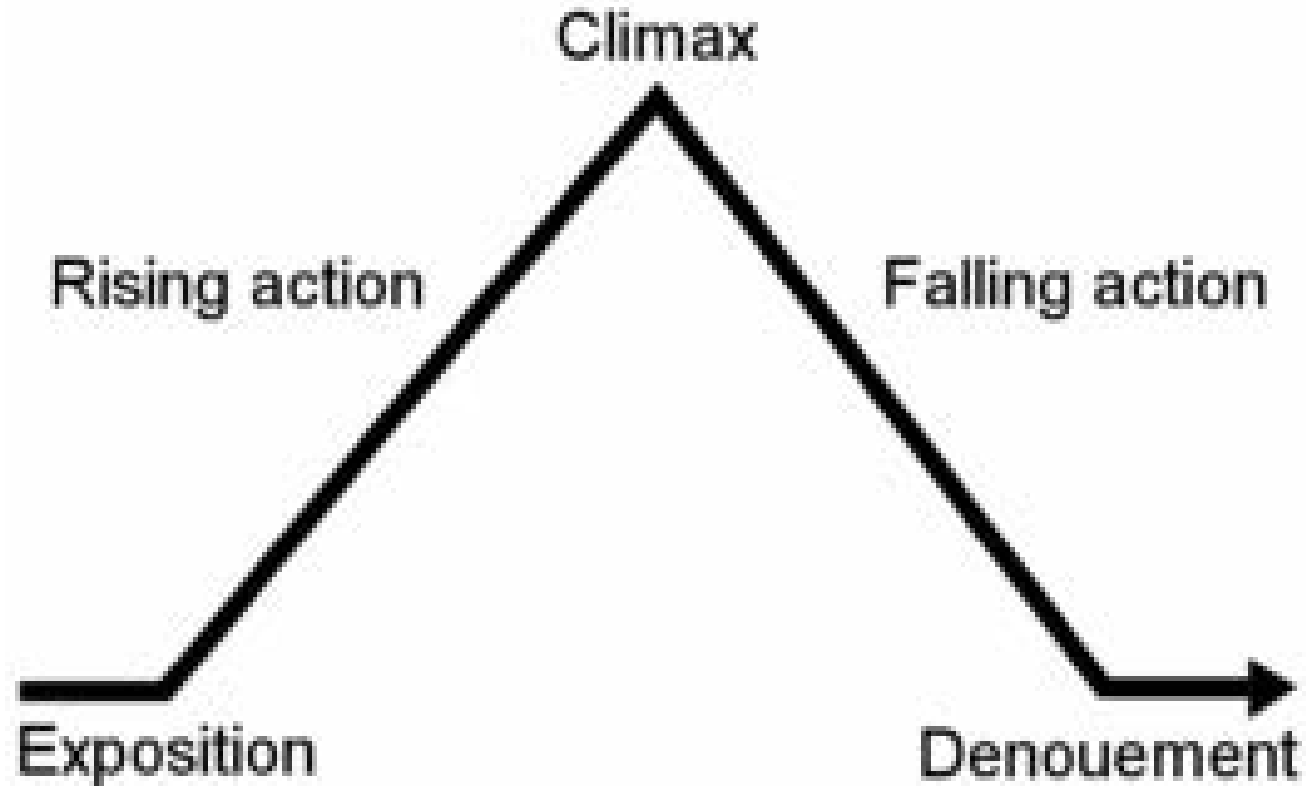


How do you start writing a story of change?



How do you start writing a story of change?

- **Freytag pyramid**



How do you start writing a story of change?

- **Let's go to our examples**

How do you start writing a story of change?

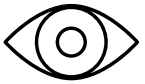
Checklist



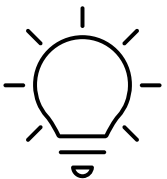
- Make a very short summary of your story



- Think of a sentence that introduces each of the steps



- Come up with a title



- Expand Steps Further



- Make sure transitions are smooth for story balance

How do you start writing a story of change?

Time to practice



How do you start writing a story of change?

Step One: Choose ONE of these 3 pictures



How do you start writing a story of change?

Step Two: Make a very short summary (50-100 words) of the story you could tell in this photo.

Step Three: Come Up with a Title