

# COMMUNICATING RESEARCH:

Impactful written communication  
for DeSIRA projects

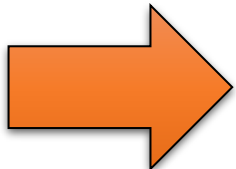
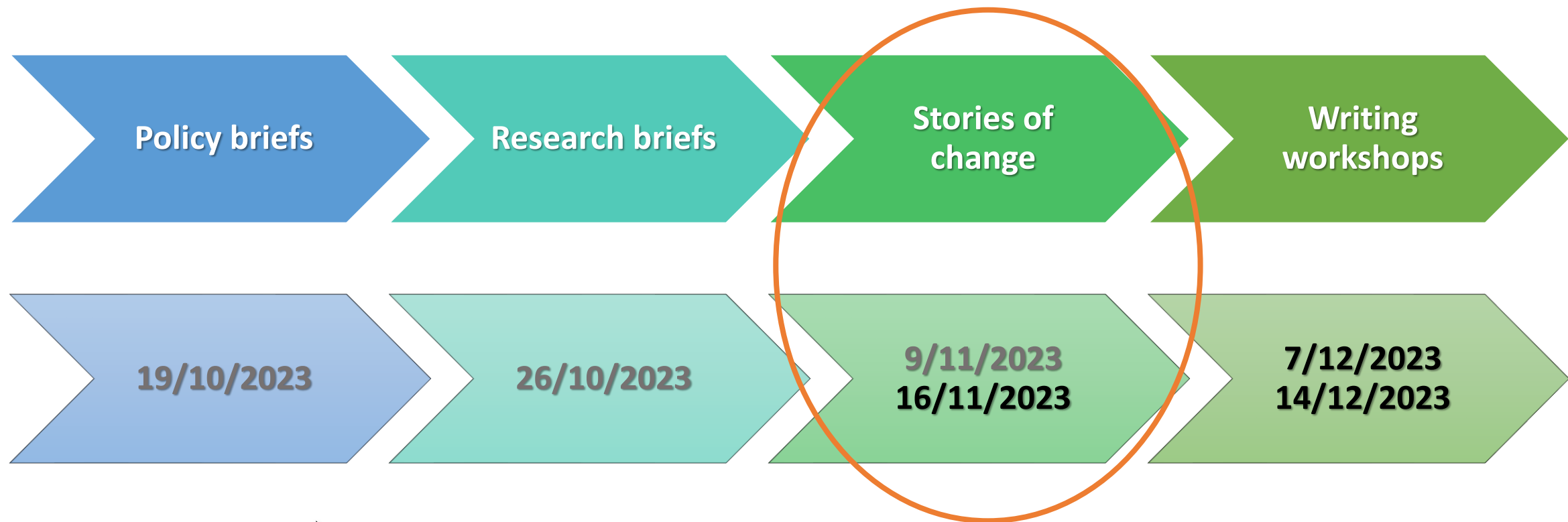
16/11/2023



**DeSIRA**  
PARTNERSHIPS  
FOR INNOVATION



# Overview of the training program



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

# Presentation of the session



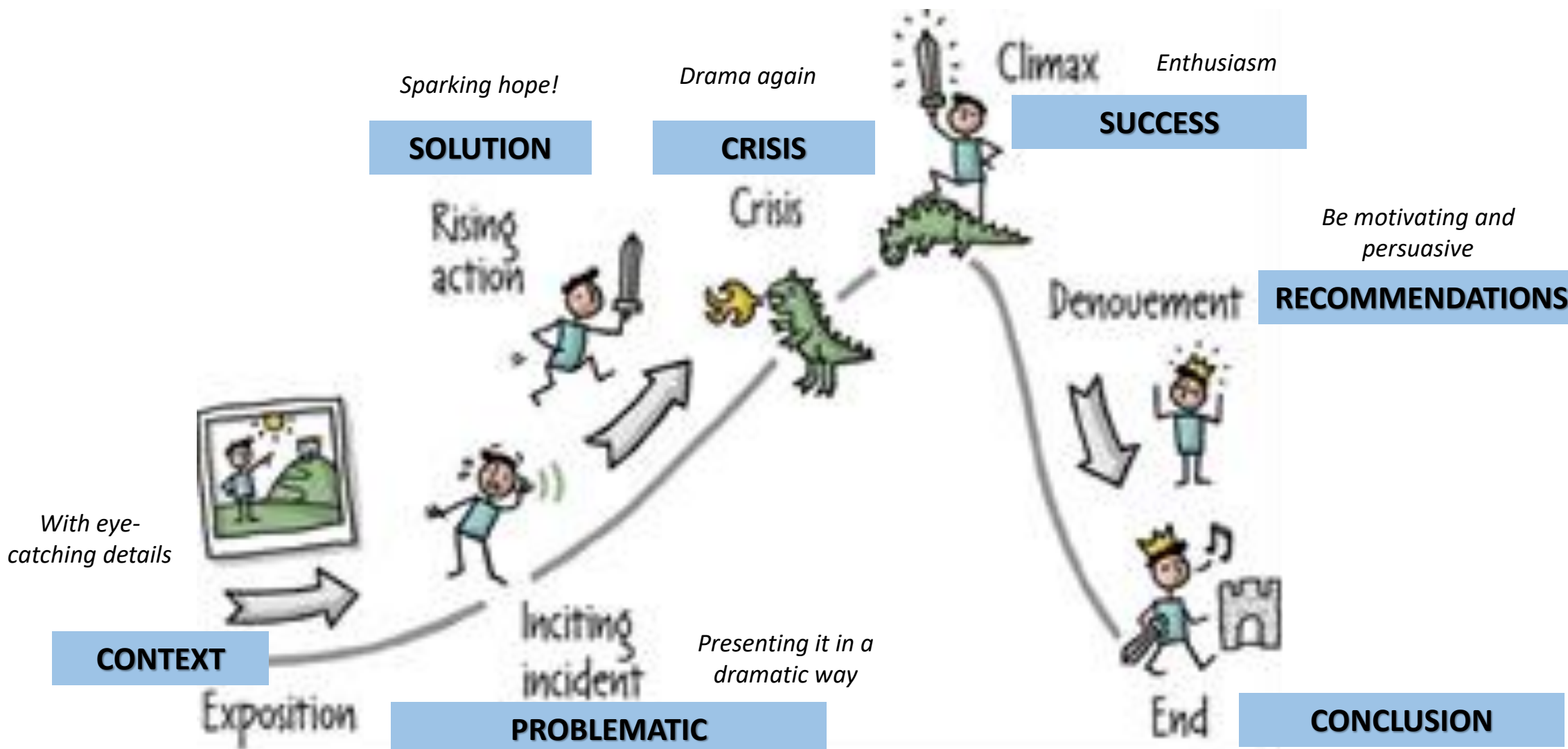
# REMINDER: How do you start writing a change story?

EMOTION / TENSION



NARRATIVE / TIME

# REMINDER: How do you start writing a change story?



# Key Elements for Writing a "Good Story"

## Checklist



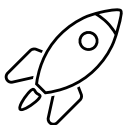
- We think of writing as a **process**, collecting information from our "characters" is the richest phase! The quality of the relationships built will determine the potential of the quality of the narrative



- The story shows real people, it's **human/personal**
- The story presents **experiences** that awaken empathy: the reader can easily project himself into the narrative



- We present the facts by targeting the **emotions** of our reader



- Starting with the title, we find surprising elements and details that awaken curiosity: **creativity** in the narrative



# How do you "find" your story of change?

## Feedback from the exercise



# How do you start writing a change story?

## Checklist



- Keep your story very short



- 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 "find" your story of change?

## Feedback from the exercise

# How do you "find" your story of change?

## Feedback from the exercise, Key message:

- A single image has inspired a **variety of different stories**
- **Personal Perspective:** Each story reflects the person telling it
- We tend to tell the stories that are personally **meaningful to us:** Dear Stories
- Our stories are often **based on our experiences, emotions and values:** Deep Inspirations

# How do you "find" your story of change?

## Feedback from the exercise, Key message:

"Choose the story that **resonates** most with your experiences, emotions, and personal values, these are the **authentic narratives** that best captivate your audience."

See your project from a narrative perspective

**Time to practice:**  
**Your email on the chat**



# Practice the narrative pattern

## Time to practice

