

COMMUNICATING RESEARCH:

Impactful written communication
for DeSIRA projects

16/11/2023



DeSIRA
PARTNERSHIPS
FOR INNOVATION



See your project from a narrative perspective

Time to practice



See your project from a narrative perspective

Reflection Inspiration

- **Unique Elements:** What are the aspects that make your project truly unique? What makes it stand out in an exceptional way?

See your project from a narrative perspective

Reflection Inspiration

- **Pride and Accomplishment:** Identify what fills you with pride in your project. What specific accomplishments or characteristics give you a sense of accomplishment?

See your project from a narrative perspective

Reflection Inspiration

- **Reasons to persevere:** Why do you think your project deserves to continue? What are the underlying reasons for its continued importance?

See your project from a narrative perspective

Visualization

- **Visualize** the highlights of your project, images that illustrate successes and transformations, and also challenges and changes in strategy!
- **Describe the images or paste them here**

See your project from a narrative perspective

Making Your Story "Alive": The Characters

- **The Pioneers:** Identify the daring heroes who paved the way. Who are the visionaries, the first to have embraced your project?

See your project from a narrative perspective

Making Your Story "Alive": The Characters

- **Beneficiaries:** Who are the real people affected by your initiative who have made an impression on you? Reflect on the stories of the beneficiaries you know to give a concrete face to the impact of your project.

See your project from a narrative perspective

Making Your Story "Alive": The Characters

- **Partners:** Who are the key partners who contributed to the success of your project? What are some of the fruitful alliances you would highlight?

See your project from a narrative perspective

Making Your Story "Alive": The Characters

- **Everyday heroes:** Who are the people who carry out the mission of your project with passion and determination? Are there any "ordinary" individuals who, through their commitment, have become extraordinary in the history of your project?

See your project from a narrative perspective

Connect the dots!

- Based on these images, these characters, your feelings about your project: What is the story you could tell?

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