



Design Storytelling

Overview

Excite, entertain and engage stakeholders & peers.

Storytelling is a communication strategy that aims to engage and bring your audience into an ‘imaginative situation’ that delivers information and solutions through stories and facts.

Specific to design, communicating and ‘selling’ design management topics requires a balance between content, creative storytelling and managerial structure. Some of the topics covered in this module include:

- ◆ Why people love stories and why is storytelling an essential design competency that can help to influence the hearts and minds of stakeholders?
- ◆ How to communicate, present and discuss design management and design leadership topics and what are the critical success factors that will make your communication stick?
- ◆ What are the storytelling tools and exercises that can help you to prepare and deliver your stories to maximise audience impact?

Learning Goals

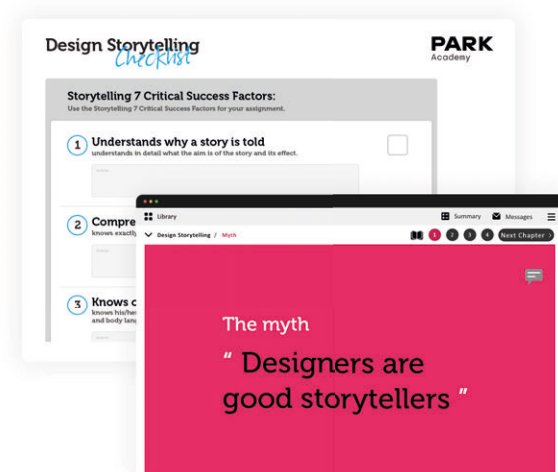
In this module we will achieve the following learning goals. You will be able to:

- ✓ Set objectives for the desired outcome, whilst managing the expectations of your audience
- ✓ Learn to listen and show an understanding of how to handle feedback and questions from your audience
- ✓ Show clarity in how you structure your communication and influencing approach
- ✓ Recognise the stakes and needs of a target audience and how you should therefore tailor your approach
- ✓ Show an understanding of the difference between communicating design and communicating design management & design leadership
- ✓ Reflect on the effects and control mechanisms associated with your emotions, your voice, and your body language

Resources

Design Storytelling utilises our proprietary ‘*Design Storytelling Checklist*’ and ‘*Design Storytelling Presentation quick scan*’ tools.

PARK training materials can be found in the Livebook, our e-learning application.



“Storytelling is crucial if you want to ‘sell’ design in a dynamic environment of stakeholders inside and outside of your organisation.”