

# Storytelling

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Just tell us what happened!

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What's the most important sentence of your story?



# How to tell a story?

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- 1) Personal, anecdotal... teaser (only if you have the time)
- 2) Main message ( $\neq$  data)
- 3) Why do you want to tell us this story?
- 4) Details, nuances, extra information...

# Storytelling

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= a technique

= hot

= to convince the audience

= giving information by creating a story around data

# Storytelling: think about it!

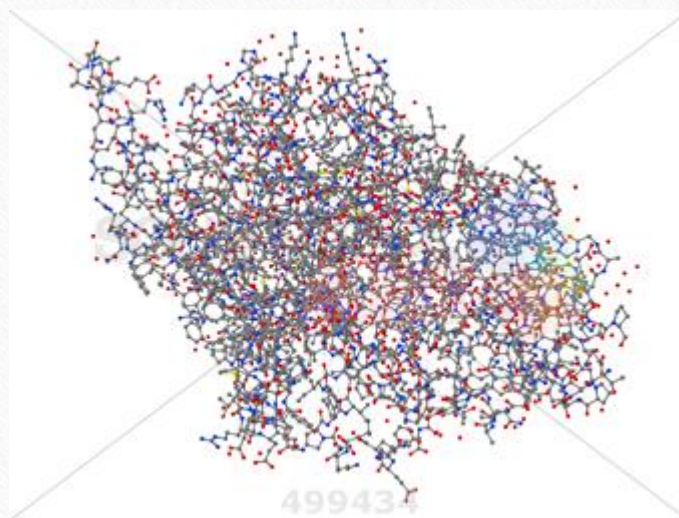
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- Create a story around data
- Always keep in mind: what is my main message?
- Use your creativity – anything goes!

4 years of blood and  
tears (2 of which  
completely wasted)

This molecule does  
not exist in nature,  
difficult to create  
artificially, now see  
what's next

Why?



4 years ago, you  
did not believe in  
it, now you do.  
Why?

Daily work to create  
this molecule – show  
us!

...

# Storytelling: think about it!

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- Check your story:
  - crystal clear?
  - main message?
  - interesting?
- Kill your darlings!