Story for Science

How simple story tools can be useful for presenting scientific information to a wide range of audiences

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• Ask you to ask more about who you’re talking to.
• Nudge you toward some powerful storytelling tools.
A donor who wishes to remain anonymous is touring the new Knight Campus and you run into her. The person conducting the tour introduces you and says a little bit about what you do.

Take three minutes to think about what you might say briefly to elaborate on that introduction. What connects you to this place? How does your work fit in to the mission?
Know your purpose

Know your audience
Dramatically shorten the timeline between discovery and societal impact through world-class research, training and entrepreneurship in a nimble scientific enterprise.
What you do in the context of the KC mission

What that donor is familiar with and cares about
Tension  
Timing  
Motivation  
Scale  
+ Need
ABT

current state

A complication... maybe the way forward...
Origin
Pivot
Insight
Pivots are places where your life changed: Broken bones and failed math tests. Bad outcomes as teachers and miserable starts as RAs. Athletic dreams derailed. Covid.

Look for those definable, describable moments that are the framework for your story.
You’re back in that hallway with the donor. What’s an origin story that you might use to explain what you do while also showing your connection to this place?

Take a moment to think about it in the three parts. What’s the origin, what was the pivot, what’s the insight?
Questions?

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