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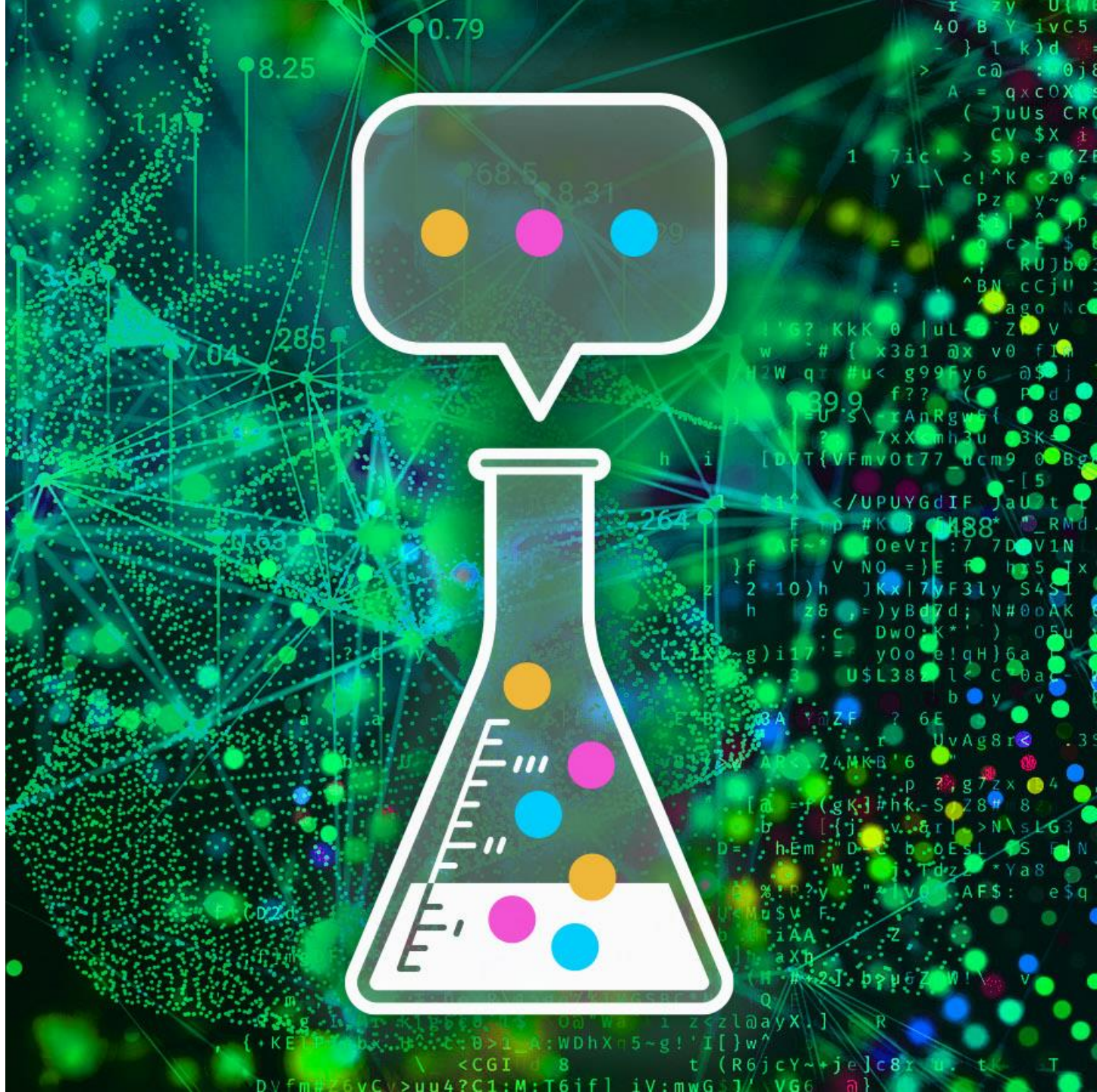
NLIT '24 SUMMIT

A StoryLAB@PNNL Workshop

Getting ready to tell **Your Story**

Ryan Risenmay, Paul Runci

February 27, 2024



U.S. DEPARTMENT OF ENERGY BATTELLE

PNNL is operated by Battelle for the U.S. Department of Energy

THE CHALLENGE:

Scientists and Engineers need to convey information that their audiences may not be prepared to receive.

- **Communicate across professional boundaries**
- **Converse with those who have a limited scientific background**
- **Explain complex ideas simply and succinctly**

THE SOLUTION:

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- **A vehicle for sharing the excitement of scientific discovery and innovation**
- **A training program to help PNNL staff sharpen their storytelling and communications skills**
- **A tool to move PNNL's research impact stories out of the lab and into the world**

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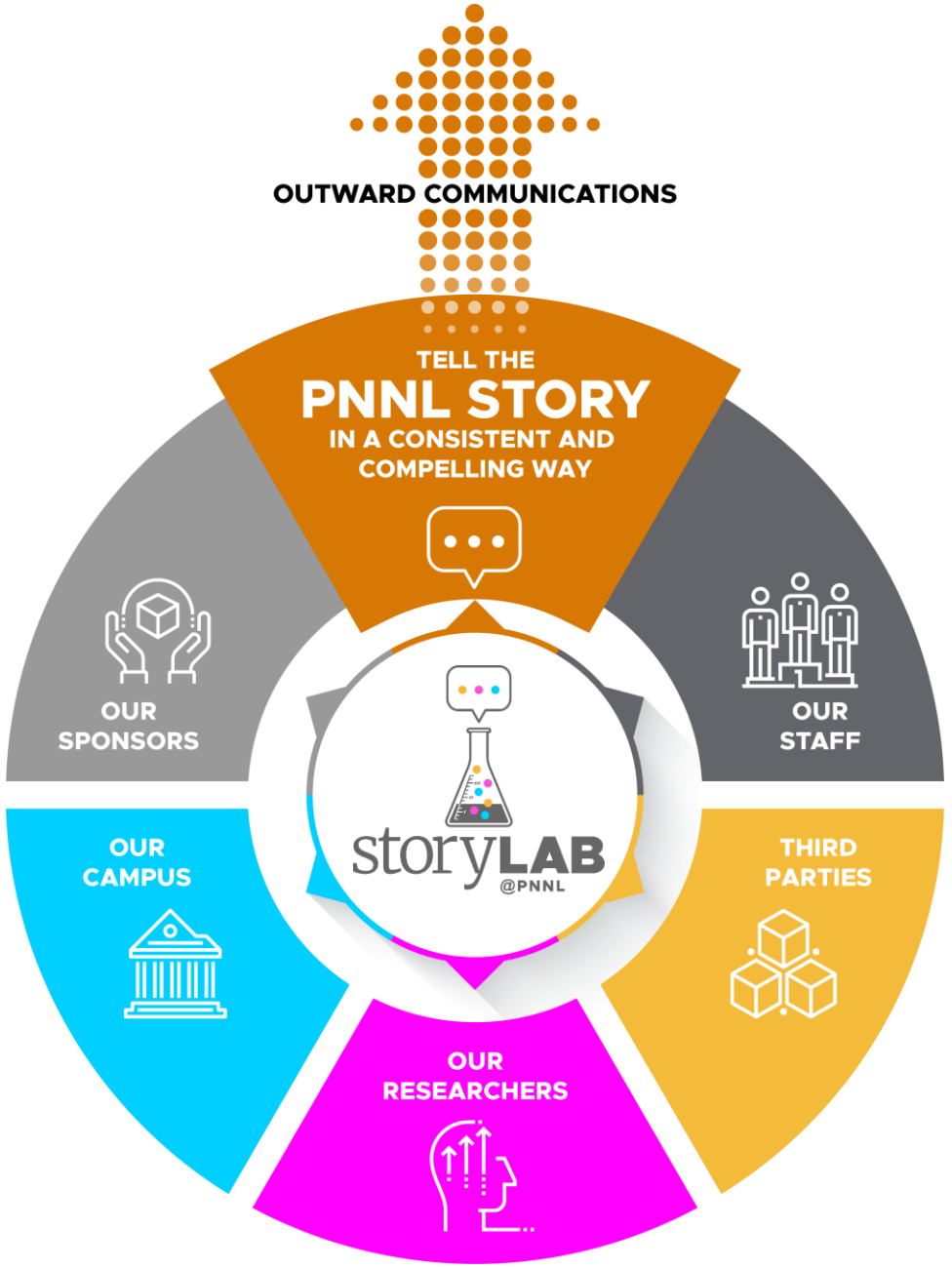
We need to tell powerful, consistent stories about PNNL to audiences inside and outside the laboratory



We have a deep bench of potential PNNL storytellers: OUR RESEARCH STAFF

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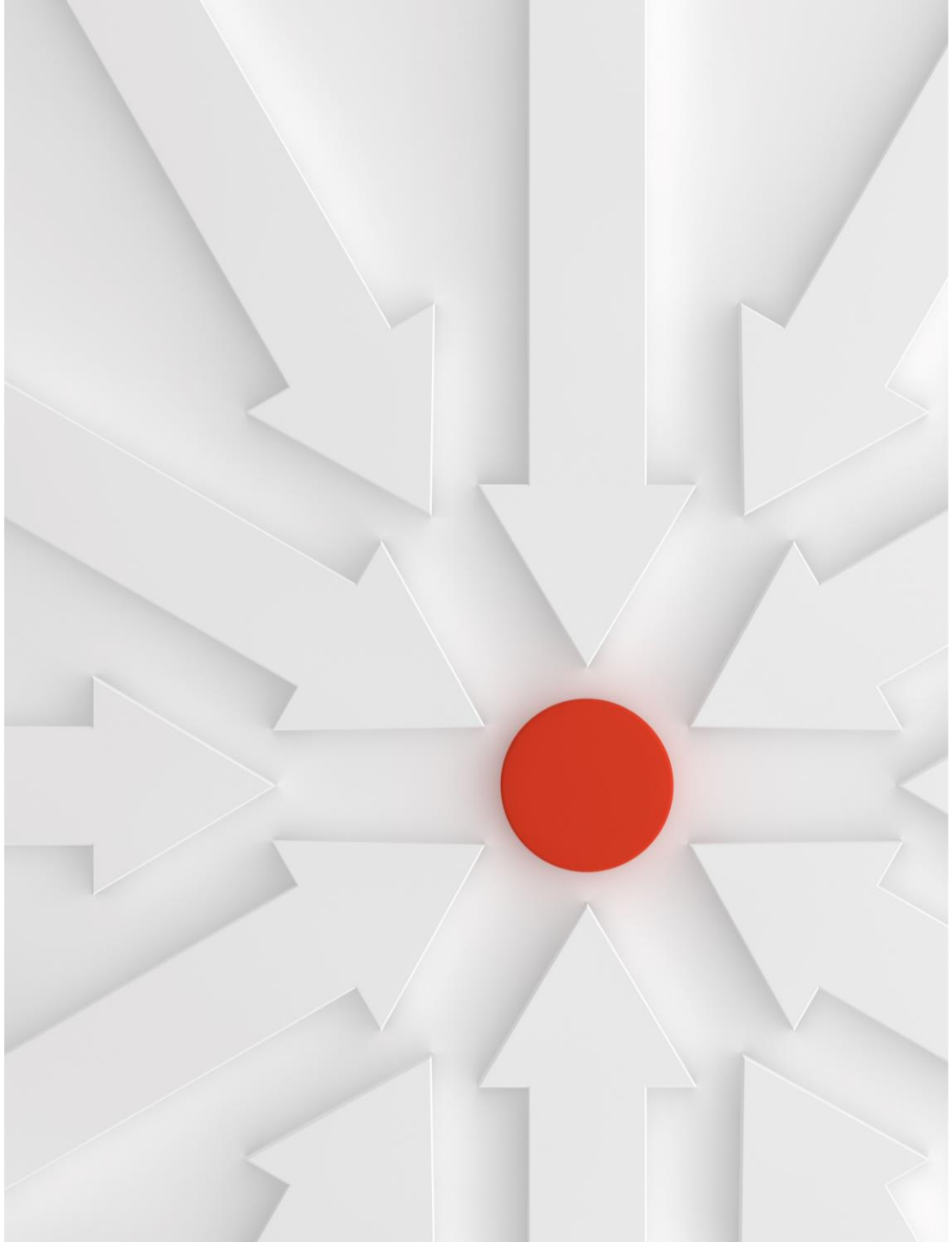
Target outcomes for this workshop

1. **Set the stage** for your message
2. **Know** the audience
3. **Consider** the format and purpose
   - Pitch (1- to 2-minute story)
   - Flash talk
   - Technical talk
4. **Create** a compelling framework
5. **Get tips and tools** for effective visual communication



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What's the opportunity?

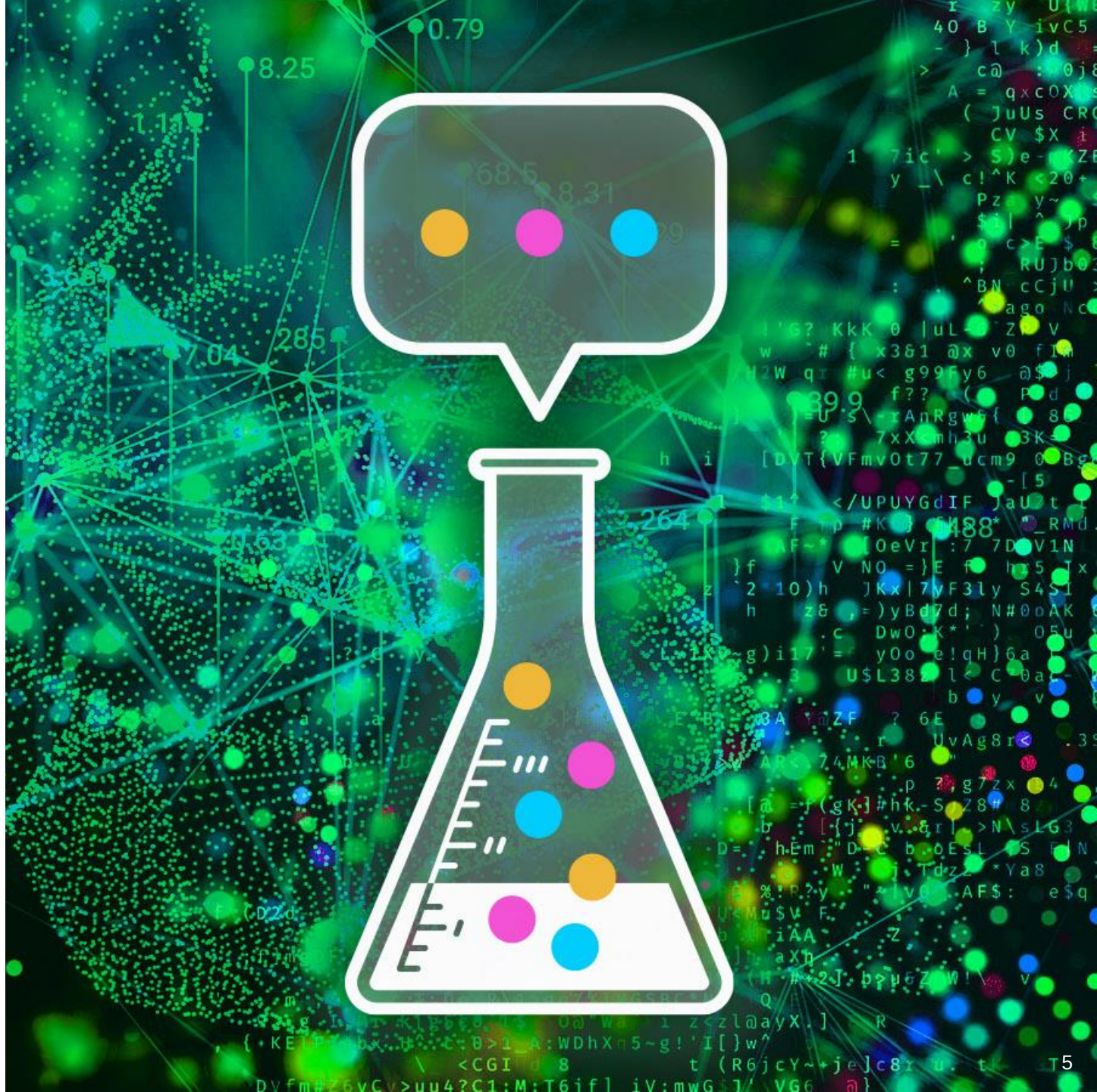

Photo by Anna Shvets

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WHO ARE YOU?
WHERE ARE YOU COMING FROM?

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Your input, please
What brings you here today?

What is your main goal? Why do you need to tell stories?
Give better talks, posters, presentations
Communicate more effectively with peers, partners
Convince others of the value of your work
Part of a larger NLIT system of learning
Learn what others are doing well
Engage skeptical audiences
Other

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Your input, please
What brings you here today?

Can you connect with your audience in a way that is accessible and excites them about your work?

Make this effort sustainable, expandable

May miss an opportunity

Need to convince others of the capability / methodology

Need to secure funding

Want to find key partners, contributors

Other

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WHO IS YOUR AUDIENCE? **WHY WOULD THEY BE INTERESTED?**

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Your input, please
What brings you here today?

Who are your key stakeholders?
Collaborators / partners
Funders / administrators
Leads of programs and projects
Decision makers / approvers
Other

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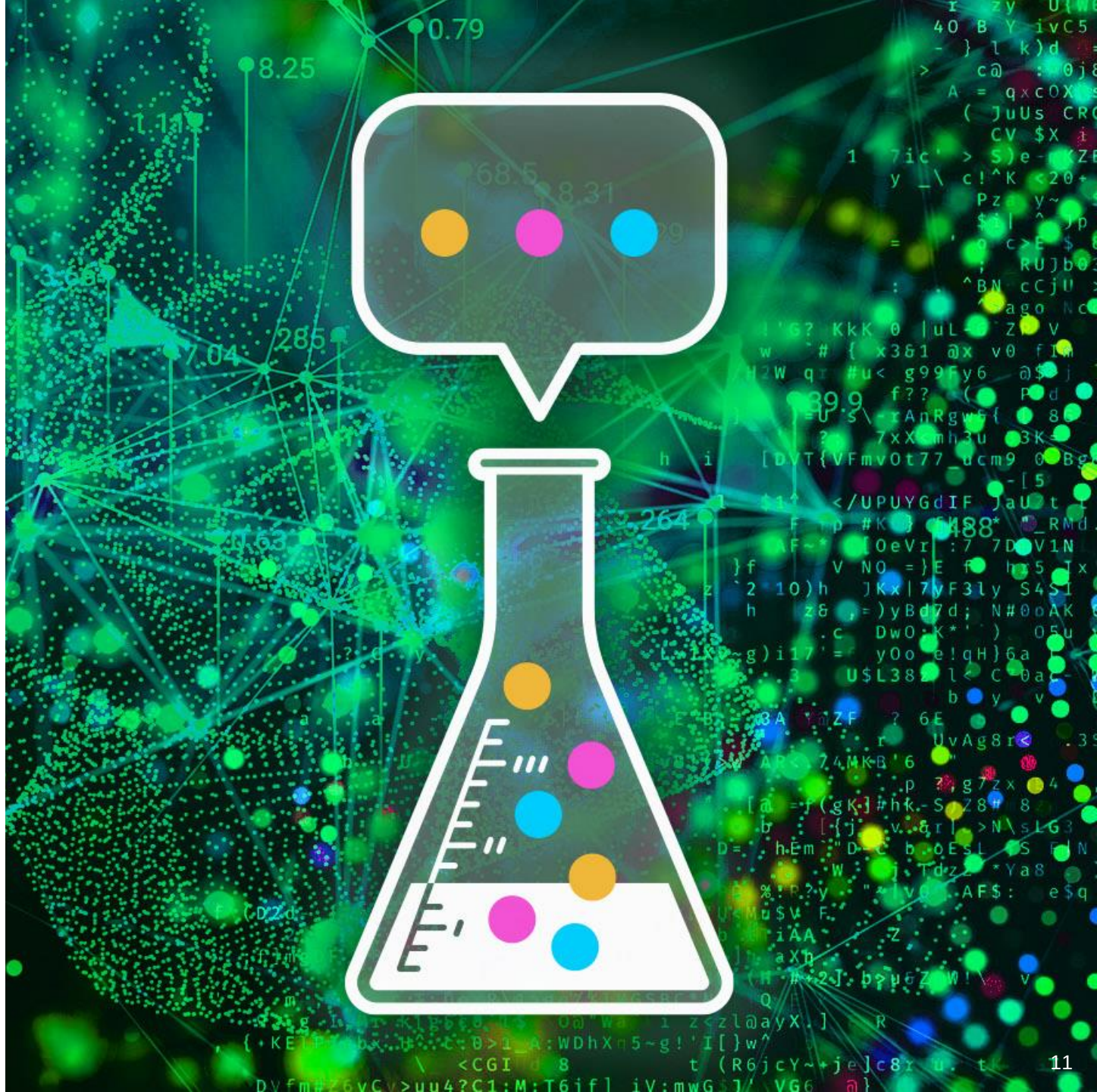
What's the frequency, Kenneth?

Presentation formats and purpose



NLIT ’24 presentation formats

Develop a story framework (1- to 2-minute pitch style)—a starting point for a technical or flash talk

One speaker
30 minutes
(20 + 10 Q&A)

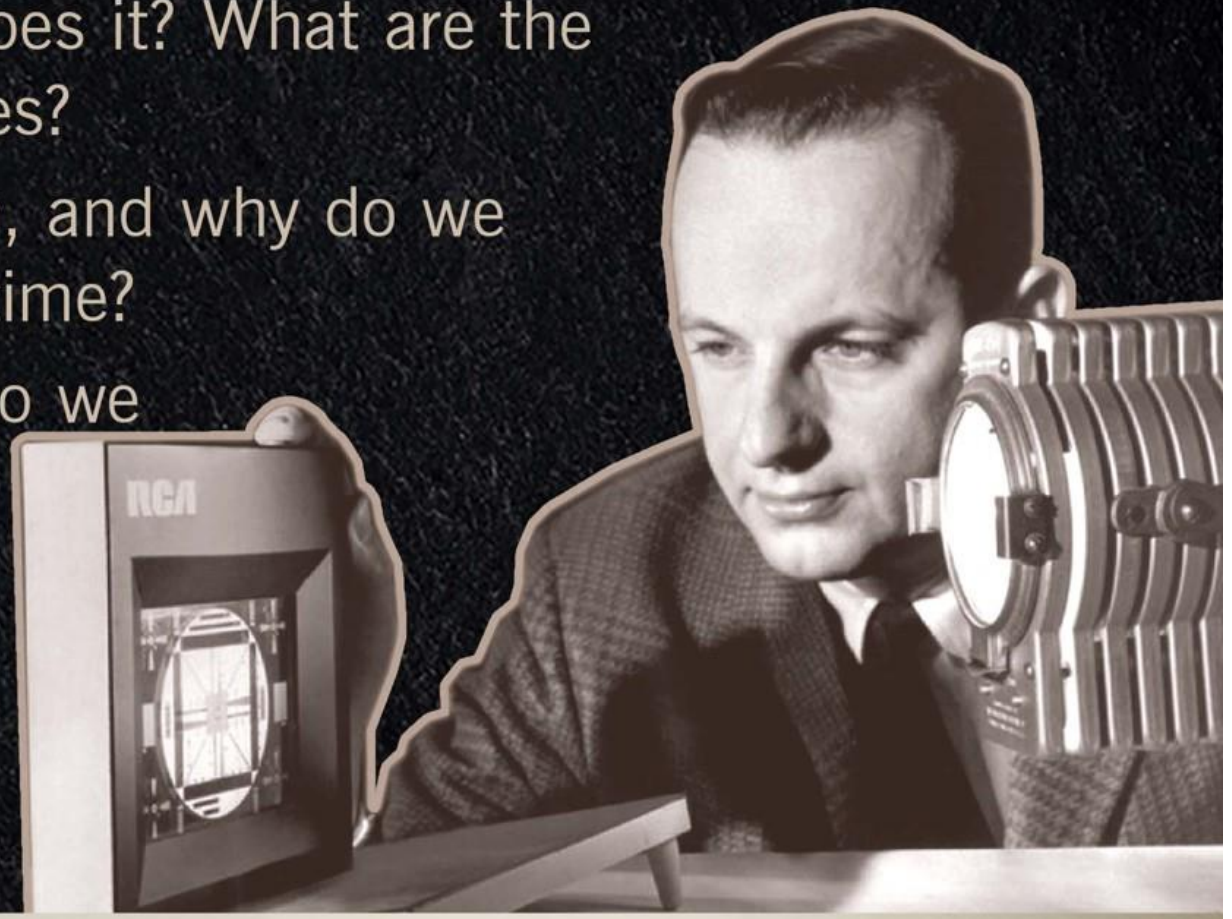
One speaker
15 minutes
(10 + 5 Q&A)

All speakers
30 minutes

60-120 minutes

A few speakers
30 minutes

1. What are we trying to do?
2. How is it done today and who does it? What are the limitations of the present approaches?
3. What is new about our approach, and why do we think we can be successful at this time?
4. If we succeed, what difference do we think it will make?
5. How long do we think it will take, and what are our mid-term and final exams? How much will it cost?



DARPA

George Heilmeier
DARPA Director 1975-1977

Source: Facebook.com/DARPA

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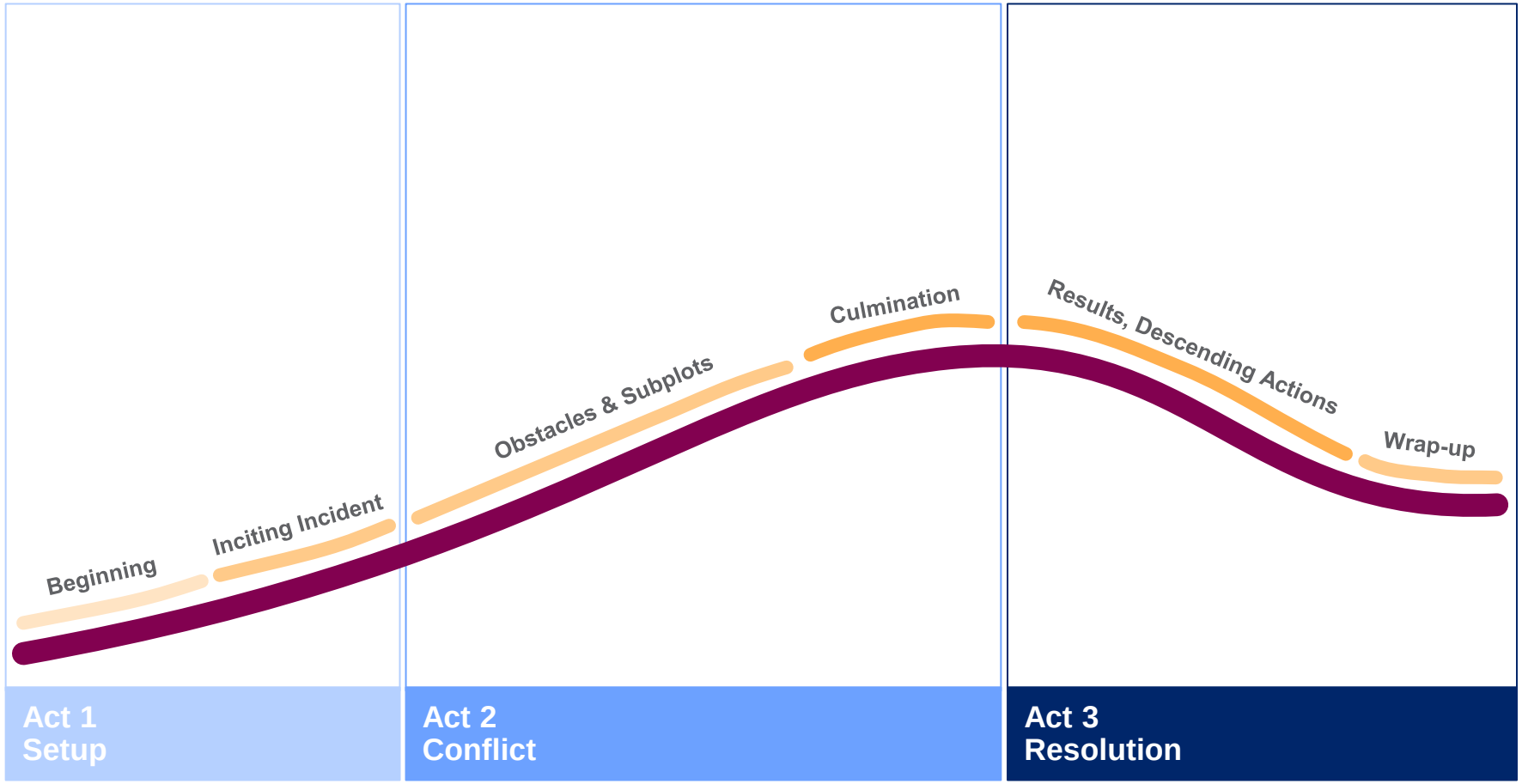
What's your **one audience takeaway?**

Will your one audience takeaway be memorable by the end of your message?

You'll want them to get from A to B

- What journey can help your takeaway message stick?



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Just getting started

Three approaches to consider—choose one

(and don't cram in more)

Wonder

Imagine if you/we could just…

Journey

It became clear we needed to explore…

Cliffhanger

People think this is as far as we can go here. But is it really?

+ your story

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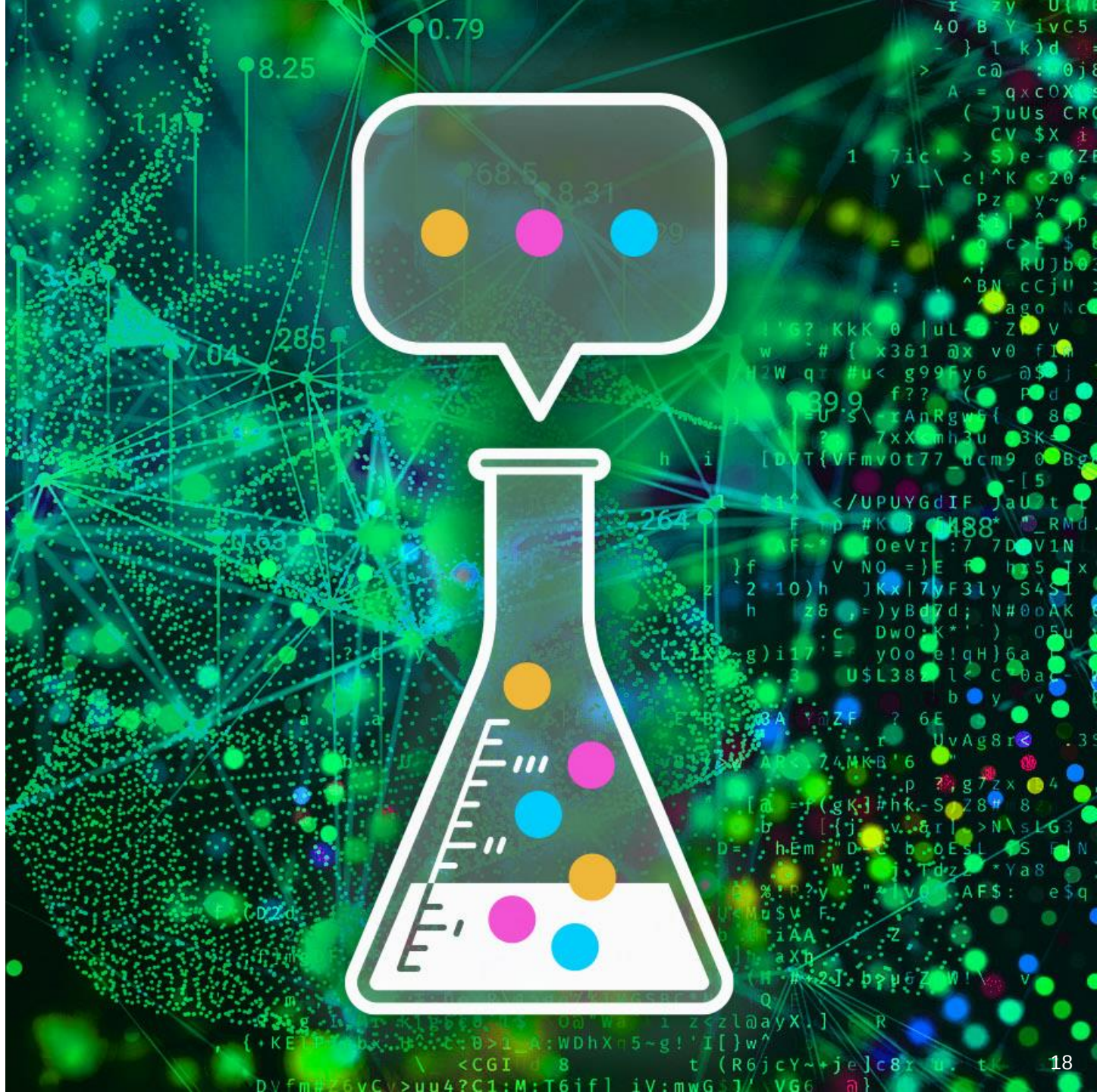
What's the story?



STORIES GROW IN THE LAB

STORY MAPPING

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WHO IS YOUR AUDIENCE?

WHAT IS YOUR GOAL WITH THEM?

WHAT WOULD EXCITE THEM?

WHAT CHALLENGES DO YOU FACE?

HOW WILL YOU ACHIEVE YOUR GOAL?

STORY MAPPING:
Apollo Space Program

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Who is your audience?

The American people.

(others watching: the USSR, the world)

What is your goal with them?

Convince the public of U.S. technological superiority.

Earn the opportunity to put a man on the moon and bring him back safely.

What would excite them?

Achieving innovation and mission success in an objective so ambitious it had never been attained.

What challenges do you face?

Convincing the public that this is a feasible goal, that taxpayer dollars would be used well in reaching for the moon.

How will you achieve your goal?

Massive awareness and motivation campaign that wins over hearts and a commitment of federal resources (funding, intellect, a new federal agency, etc.).

STORY MAPPING:
[your subject matter]

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Who is your audience?

[answer here]

What is your goal with them?

[answer here]

Why would excite them?

[answer here]

What challenges do you face?

[answer here]

How will you achieve your goal?

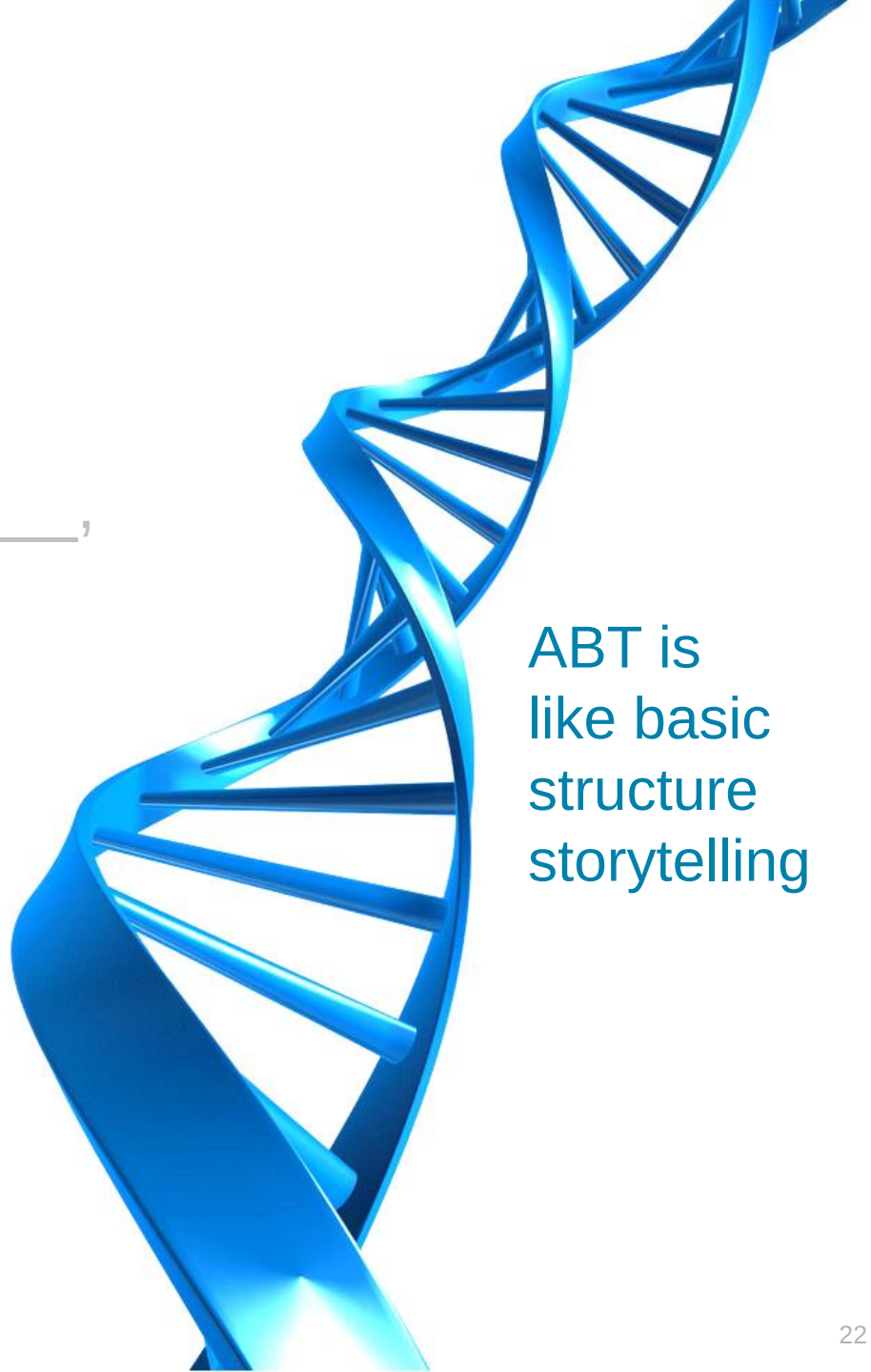
[answer here]

Story crafting: “ABT”

_____ AND _____,

BUT_____.

THEREFORE, _____.



ABT is like basic structure storytelling

Story crafting: "ABT"

The USSR stunned the world by launching Sputnik.

AND

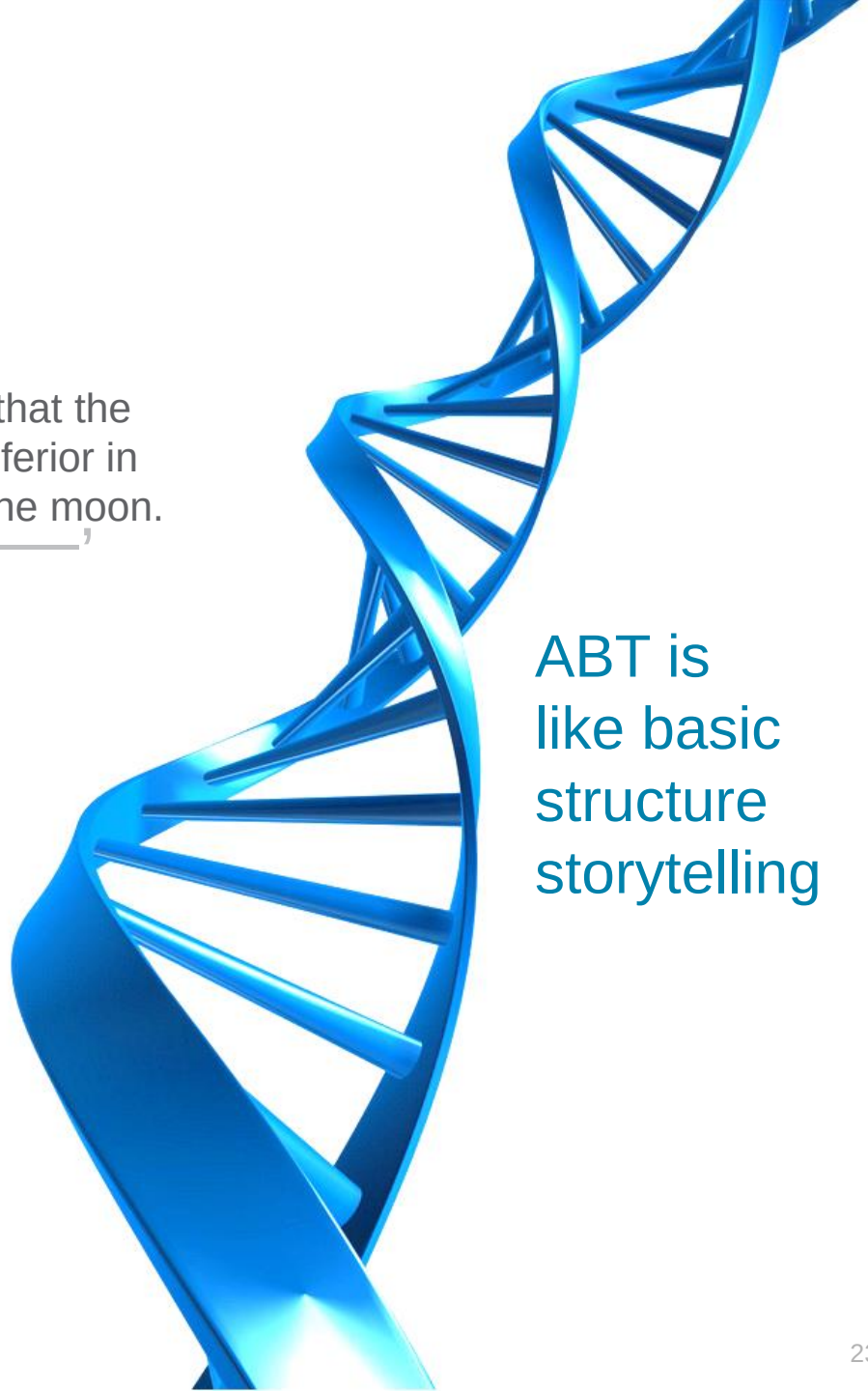
We need to show the world that the U.S. is not technologically inferior in the space race by going to the moon,

BUT

No one has ever attempted to go to the moon — it's very difficult challenge. And the world is watching.

THEREFORE,

We intend to commit resources and build up a federal agency dedicated to achieving this goal.



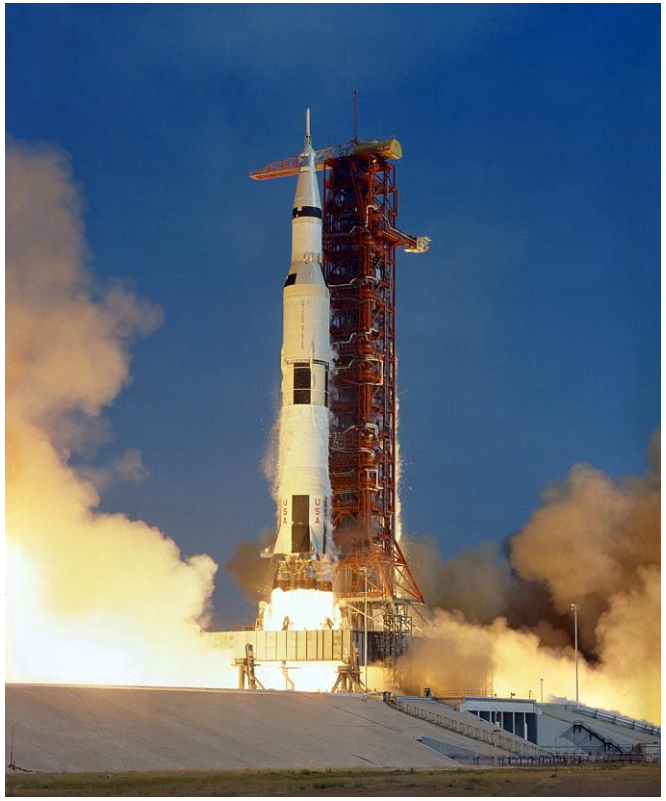
ABT is like basic structure storytelling

Building on your story

The USSR stunned the world by launching Sputnik **AND** We intended to show the world that the U.S. is not technologically inferior in the space race by going to the moon. The U.S. was caught off guard and there was great concern across the nation that the U.S. was losing the space race.

BUT No one had ever attempted to go to the moon, and it presented a very difficult challenge. While the world was watching, JFK's pledge to put a man on the moon was incredibly bold and risky.

THEREFORE, The U.S. proceeded to make a huge commitment of resources to achieve its goal. It invested $20 billion in the Apollo program—$236 billion in today's dollars—and the largest project ever undertaken by the U.S. government.



Facility and organization story crafting with “ABT”

We need to transform our energy systems to make them more resilient and sustainable **AND** we have promising science that is pointing the way to that future.

BUT we still face many challenges in fundamental sciences to lay a foundation for technologies to meet these future needs.

THEREFORE, we worked with DOE to build ESC to realize our vision of a clean energy future by accelerating the pace of progress in chemistry, materials science, energy storage, and quantum information sciences technologies.

Story crafting: “ABT”

[your text here] [your text here]

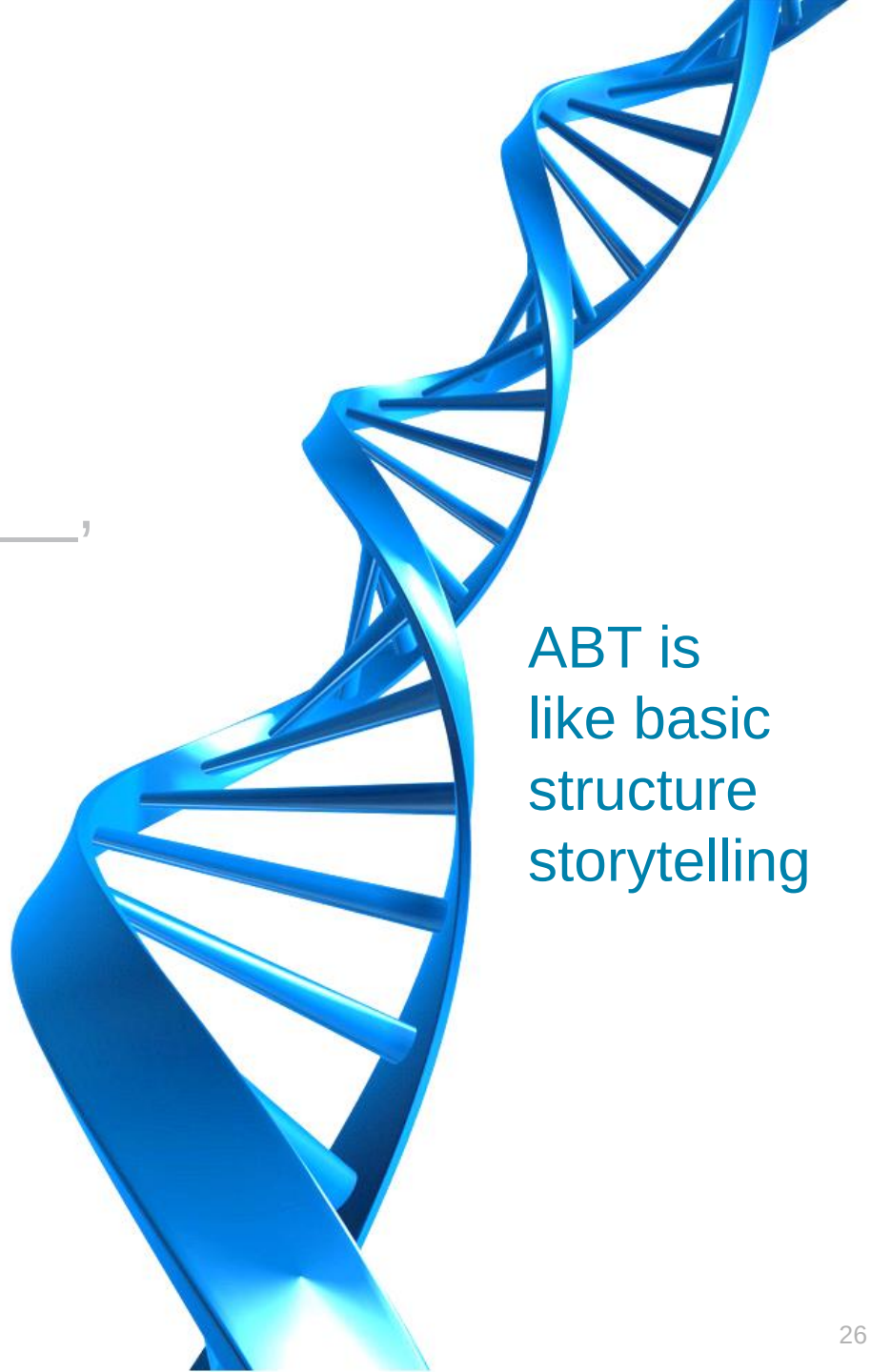
_____ AND _____,

[your text here]

BUT _____.

[your text here]

THEREFORE, _____.



ABT is like basic structure storytelling

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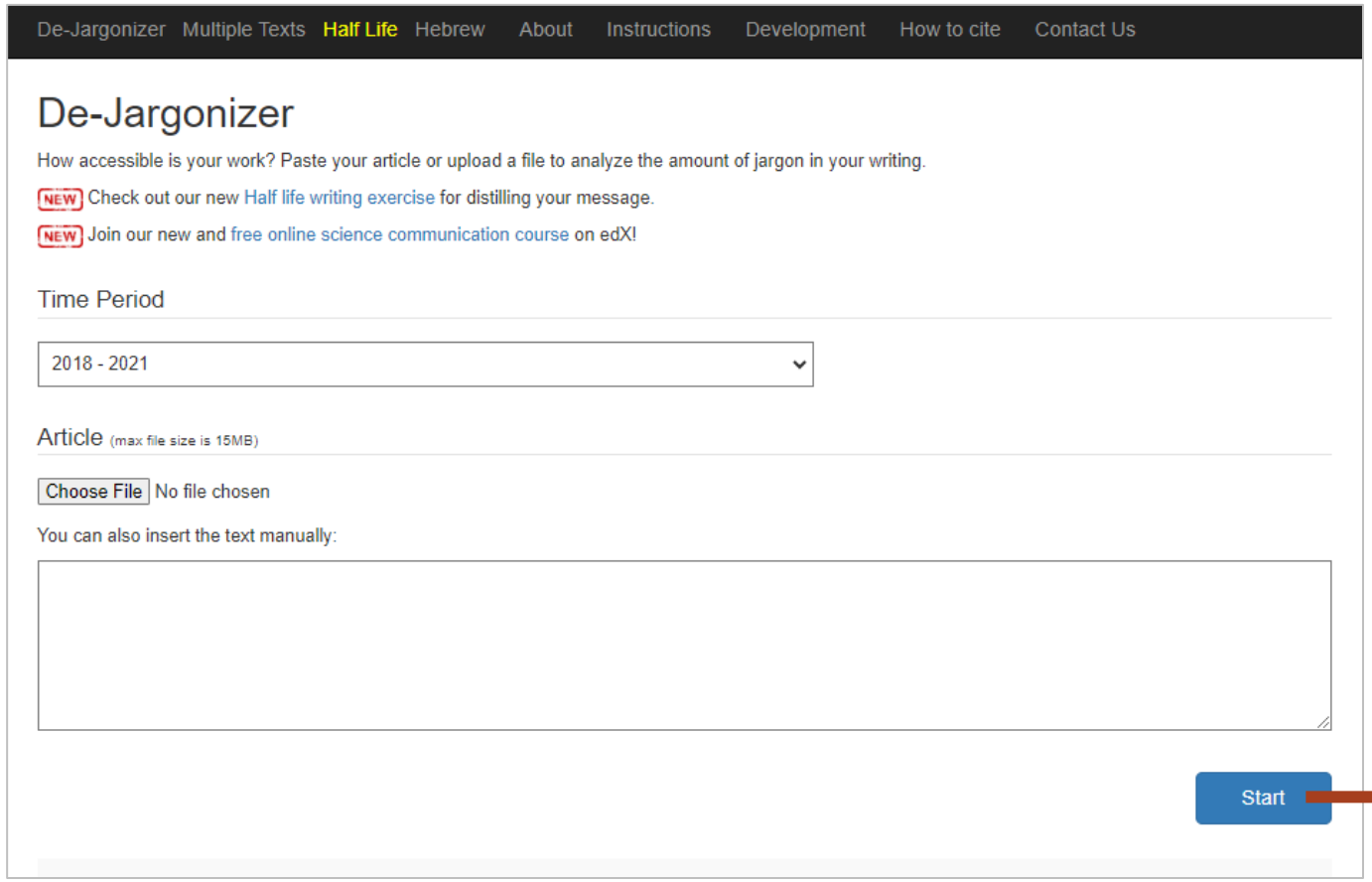
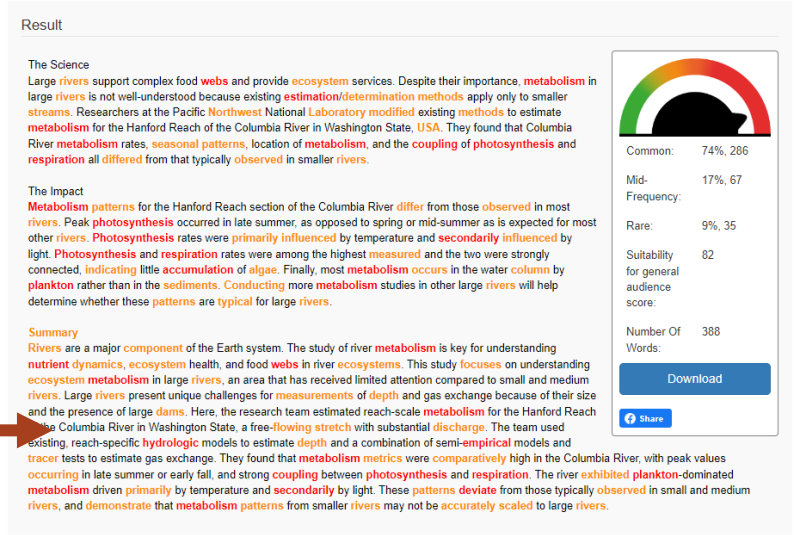
GET RID OF JARGON

Confirm your content is **audience appropriate**

1. Check your content through the free De-Jargonizer tool at **scienceandpublic.com**





2. Check your content through your organization's content review system.
(e.g. PNNL has Information Release and Declassification processes)

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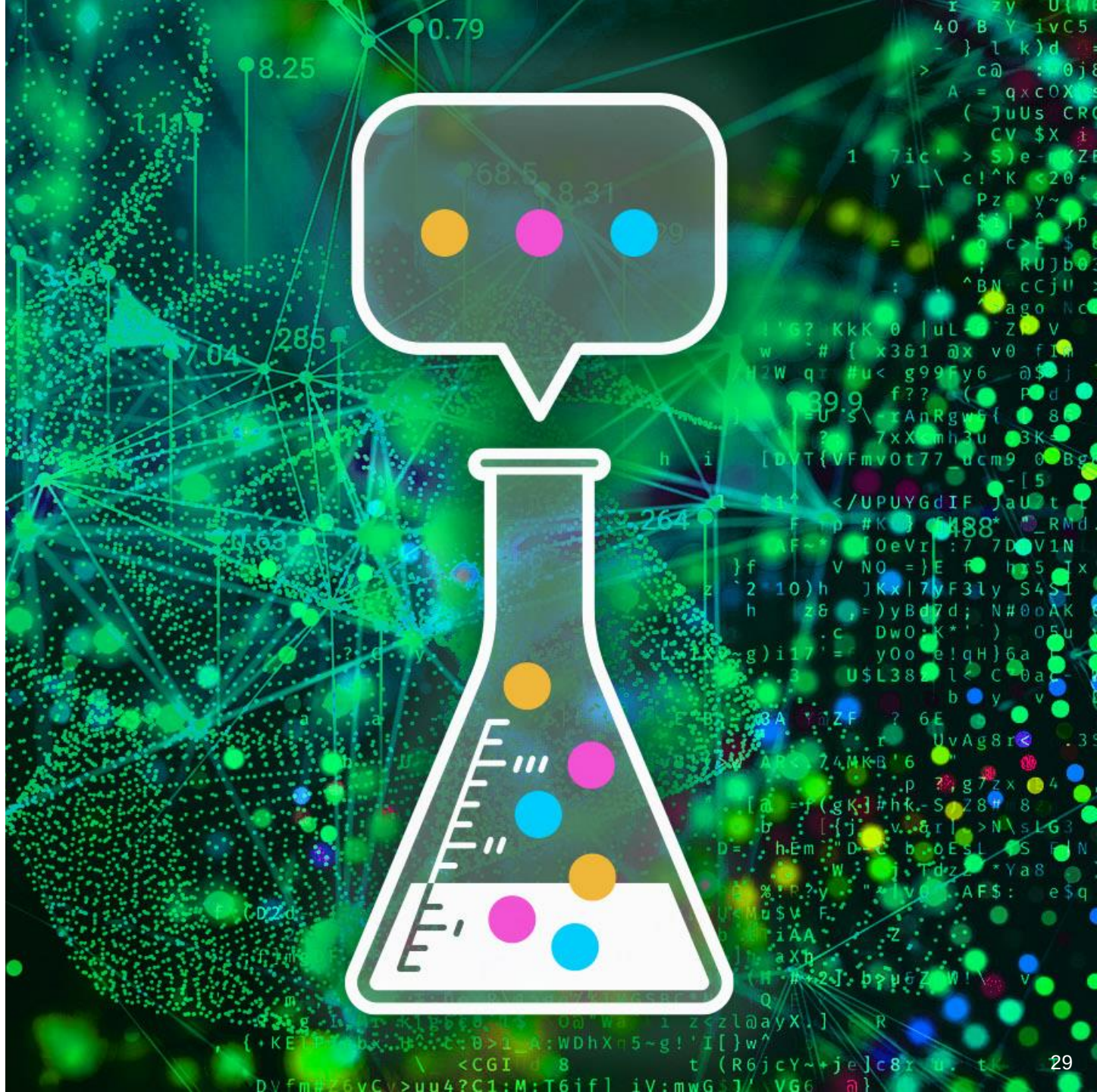
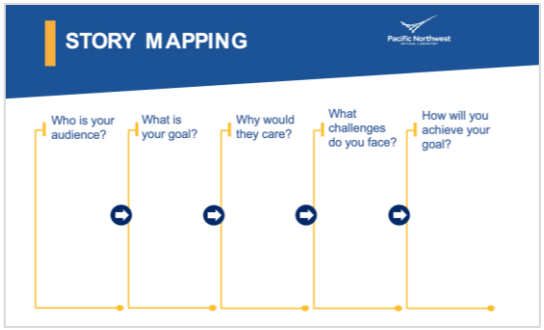
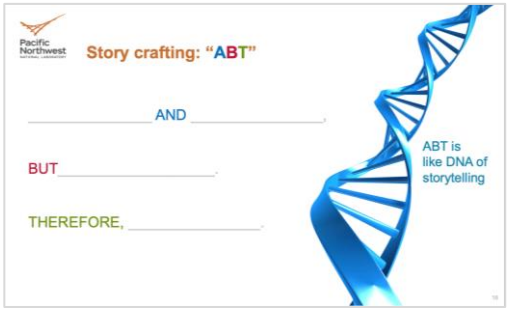
Visualize the story…



What's the conversation?
Story crafting

Consider the audience	Map out what they need to hear and take away	Start to build your story
collaborator sponsor advisors peers manager partner		

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Practice, practice, practice

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Feedback session

Last week of March?

Questions for us?

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CONTACT US!

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