

## Powerful storytelling for lecturers & researchers

Science can't exist without telling stories. The question is not whether we should use them, but rather how we can use them most effectively.

Scientists have a bad reputation when it comes to explaining to the rest of the world what they do and why it matters. They often struggle to communicate their research findings in conference and lecture halls in a way that reaches their audience and sticks. So although the subject matter can be technical and not easily digested by a general audience, storytelling can make the complex not only simple but also compelling.

However, within the science communities many people think stories are not appropriate for scientists because of the popular misconception that stories are by definition fiction; and science doesn't deal with the world of fiction but rather with the world of fact! Luckily, this point of view is rapidly changing due to the growing influence in the field of Science Communication.

Stories are wonderful tools to make the abstract real. Stories are 'data with soul'. Whether you are applying for funding, helping students to relate to and understand complex concepts, or engaging the public at a conference, your success will depend on how well you communicate. Stories are as old as the hills and they have a way of connecting emotionally with an audience in a way that pure fact simply cannot do.

### **This highly interactive, practical and dynamic two-day workshop focuses on strengthening your storytelling powers by exploring:**

- why stories are your most powerful communication tool
- how to use stories, framing and images powerfully and creatively
- how to create stories using skills to inspire yourselves, your communities and your students

### **These skills will help you to:**

- develop your creativity in order to engage your audiences
- create and deliver persuasive key messages, calls to action and vision statements
- present technical information simply, persuasively and memorably to non-experts
- develop body language, voice and gesture to help you deliver compelling stories
- present your research in a more original and compelling way in order to differentiate your work, for example in research papers or when seeking funding from European and international funding bodies
- Deliver sections of lectures that relate to students and grabs their attention
- powerfully connect with audiences and build the reputation of your department, faculty and/or university

This workshop is dynamic, interactive and enlightening. You work in groups on various exercises (including work on voice, body language), actively presenting and applying your skills to real-life situations where you need to be at your most persuasive.