

Workshop Storytelling



A personal journey into the
wonderful world of storytelling



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A story...



Now it is your turn...

Exercise: tell a story

- Take 5 minutes to think of story you want to share...
- It can be anything
- Tell us a short story that tells us something about yourself



Goals for today

- What do you want to learn?
- What is storytelling?
- More background on storytelling
- How to use stories in your work?
- Tell stories!



Part I

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Introduction



Examples

- Story of milk

<https://vimeo.com/53671575>

- TED Talks

- Amanda Palmer - The art of asking https://youtu.be/xMj_P_6H69g
- Tony Robbins - Why we do what we do <https://youtu.be/Cpc-t-Uwv1I>
- Simon Sinek - Start with why https://youtu.be/u4ZoJKF_VuA
- Dan Pink - The puzzle of motivation <https://youtu.be/rrkrvAUbU9Y>
- Brené Brown - The power of vulnerability <https://youtu.be/iCvmsMzlF7o>
- Ken Robinson - Do schools kill creativity <https://youtu.be/iG9CE55wbtY>

- Rabobank

<https://youtu.be/Z6L56Yh37ws>

<https://youtu.be/0l2Qdxa7Y64>

Exercise

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What makes a good
story?



Debrief: what makes a good story

- Theme
- Plot
 - Conflict, struggle
 - Something at stake, desire
 - Learn, grow
 - Turning point
 - Climax
- Structure
- Setting
- Characters, archetypes
- Tone
- Simple
- Emotional
- Truthful
- Real
- Valid
- Surprising

Part II

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What is
Storytelling?



What is storytelling?

Storytelling is the form in which people naturally communicate.

Only telling stories... ?!

Develop, write, tell, share stories!



Story characteristics

- It stands on its own and has a beginning, middle and end
- Narrative elements:
 - Main character
 - Storyline with development
 - Struggle, dilemma or conflict
 - Opponents and supporters
- Authentic and personal
- Provocative and evokes emotion

Stories made simple

1. Once upon a time
→ Exposé, hero, desire
2. Every day...
→ Ordinary life
3. Until one day...
→ Call, confrontation, dilemma
4. As a result of that...
→ How does the hero react?
5. As a result of that...
→ Many entanglements, help, danger, dragon
6. Until suddenly/finally...
→ Turning point, climax
7. From that moment
→ New situation, what changed?

Exercise

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Types of stories



Types of stories: 7 movies

1. Jaws
2. Cinderella
3. Lord of the Rings
4. Hobbit
5. Bridget Jones
6. Romeo and Juliet
7. A Christmas Carol

What is the basic plot in these movies?



7 basic plots

1. Overcoming the Monster

Jaws, war movies, Shrek, James Bond

2. Rags to Riches

Cinderella, Jane Eyre, Aladdin, Rocky

3. The Quest

Harry Potter, LOTR, Indiana Jones, Armageddon

4. Voyage and Return

Hobbit, Alice in Wonderland, Find Nemo, Nardian

5. Comedy

Bridget Jones, Four Weddings and a Funeral, Notting Hill

6. Tragedy

Macbeth, Romeo and Juliet, Breaking Bad, Horror movies

7. Rebirth

Beauty and the Beast, A Christmas Carol, Despicable me, Grinch

Types of stories

- Who am I stories (identity)
- Why I am here (motives, mission)
- Vision stories (the big why)
- Future scenarios (imagining the future)
- Product stories (branding)
- Culture stories (sum of stories)

12 Archetypes

Caregiver



Ruler



Creator



Hero



Magician



Rebel



Everyman



Jester



Lover



Explorer



Sage



Innocent





Innocent



Motto:

Free to be you and me

Core desire:

To get to paradise

Goal:

To be happy



Everyman



Motto:

All men and women are created
equal

Core Desire:

Connecting with others

Goal:

To belong



Hero



Motto:

Where there's a will, there's a way

Core desire:

To prove one's worth through
courageous acts

Goal:

Expert mastery in a way that
improves the world



Caregiver



Motto:

Love your neighbour as yourself

Core desire:

To protect and care for others

Goal:

To help others





Explorer



Motto:

Don't fence me in

Core desire:

The freedom to find out who you are through exploring the world

Goal:

To experience a better, more authentic, more fulfilling life



Rebel



Motto:

Rules are made to be broken

Core desire:

Revenge or revolution

Goal:

To overturn what isn't working



Lover



Motto:

You're the only one

Core desire:

Intimacy and experience

Goal:

Being in a relationship with the people, work and surroundings they love



Creator



Motto:

If you can imagine it, it can be done

Core desire:

To create things of enduring value

Goal:

To realize a vision





Jester



Motto:

You only live once

Core desire:

To live in the moment with full enjoyment

Goal:

To have a great time and lighten up the world



Sage



Motto:

The truth will set you free

Core desire:

To find the truth

Goal:

To use intelligence and analysis
to understand the world



Magician



Motto:

I make things happen

Core desire:

Understanding the fundamental laws of the universe

Goal:

To make dreams come true



Ruler



Motto:

Power isn't everything, it's the only thing

Core desire:

Control

Goal:

Create a prosperous, successful family or community

Why does this matter?

- Understand people's motivations
- Map for actions and emotions
- For spicing up stories using analogies
- Uncovering unknown perspectives
- Inspiration



Recognize these?

Caregiver



Ruler



Creator



Hero



Magician



Rebel



Everyman



Jester



Lover



Explorer



Sage



Innocent

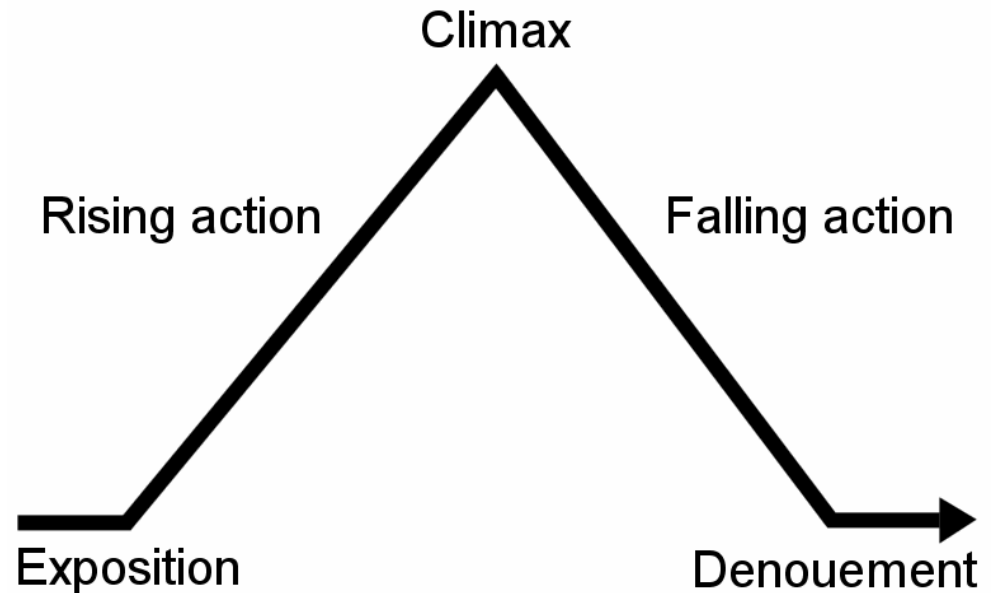


Story elements

- Who's the hero?
- What is his/her desire?
- What is stopping him/her?
- What is the turning point?
- What are his/her insights?
- What is the solution?

Freytag's Pyramid

1. Exposition
2. Rising action
3. Climax
4. Falling action
5. Dénouement
(Resolution)

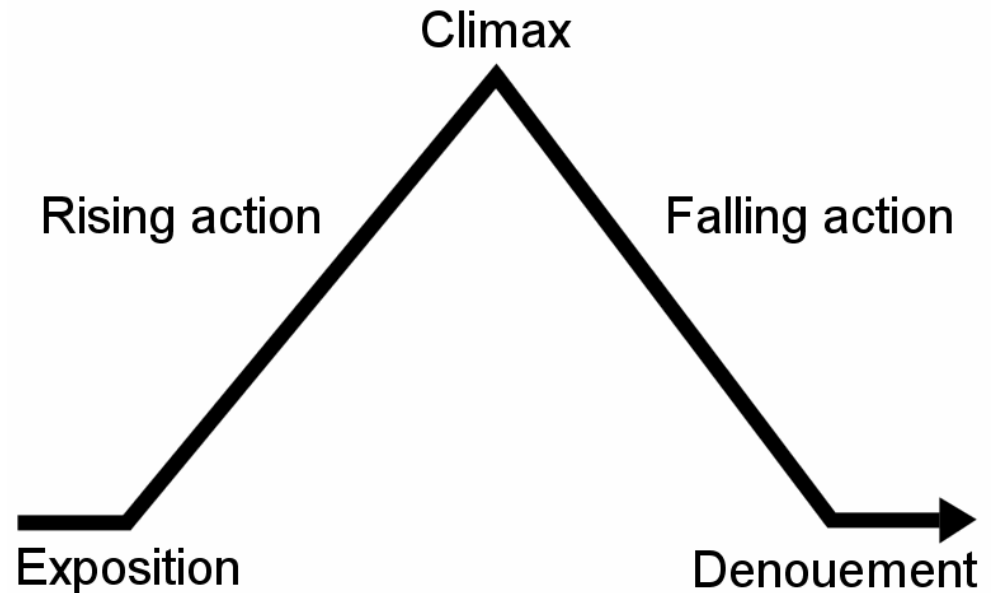




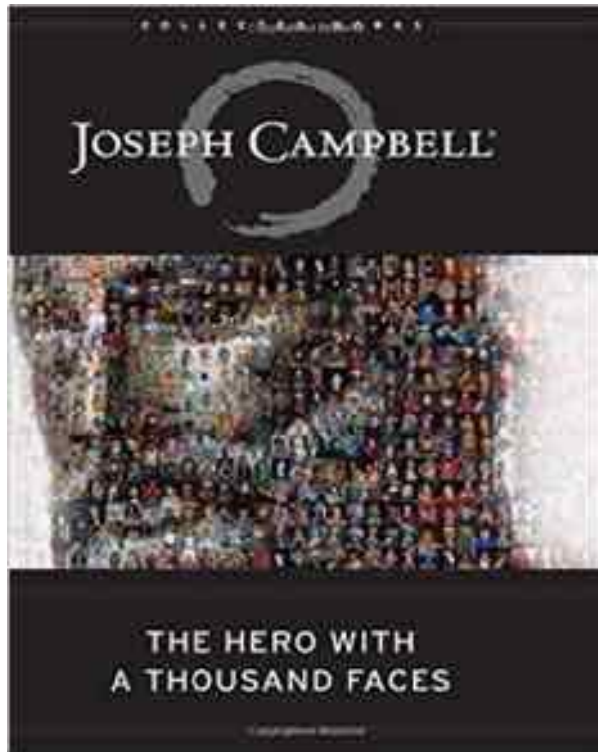
Source: Budweiser Superbowl Commercial 2015 - <https://youtu.be/TPKgC8KPBmG>

Freytag's Pyramid

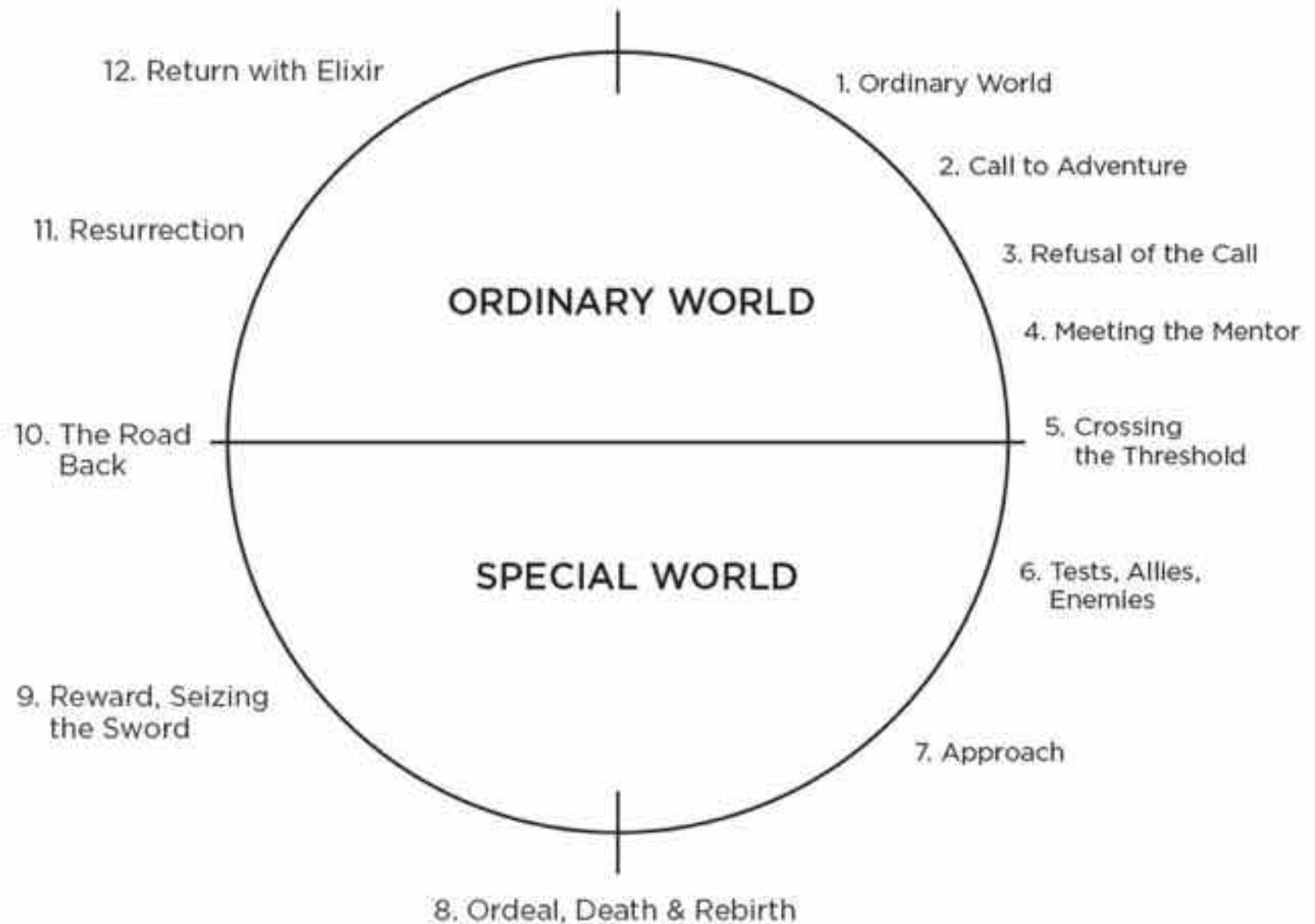
1. Exposition
2. Rising action
3. Climax
4. Falling action
5. Dénouement
(Resolution)



Hero's Journey



THE HERO'S JOURNEY



1. THE ORDINARY WORLD



**STAR
WARS**

2. THE CALL TO ADVENTURE



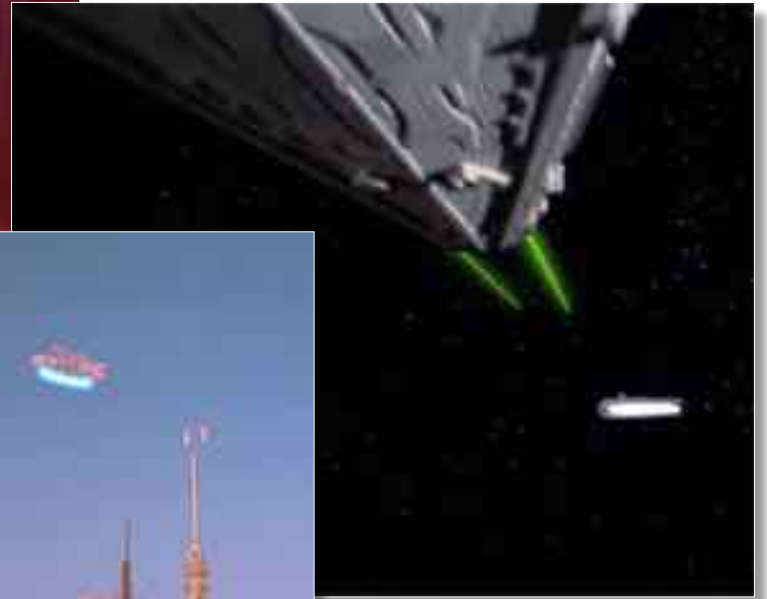
3. REFUSAL OF THE CALL



4. MEETING WITH THE MENTOR



5. CROSSING THE THRESHOLD



**STAR
WARS**

6. TESTS, ALLIES AND ENEMIES

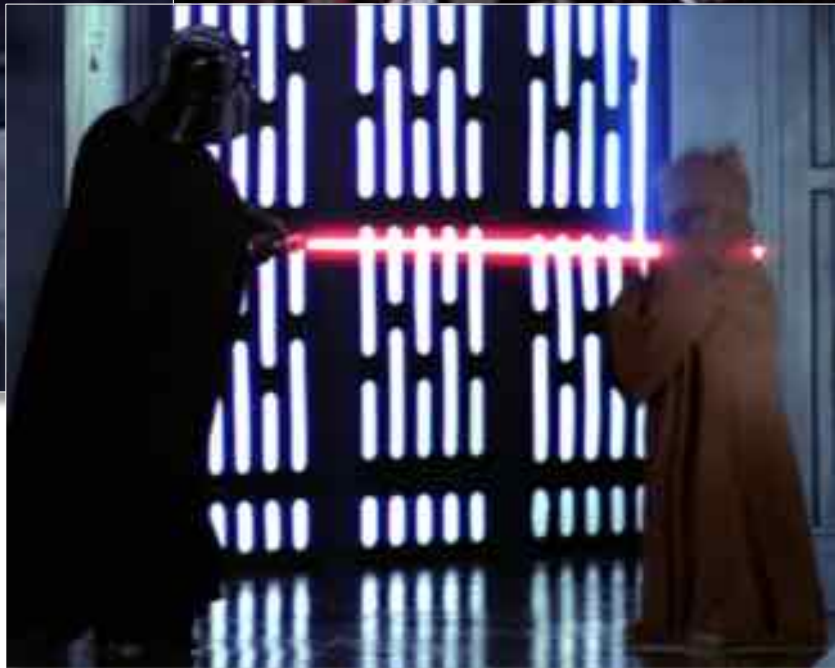


**STAR
WARS**

7. APPROACH TO THE INNERMOST CAVE

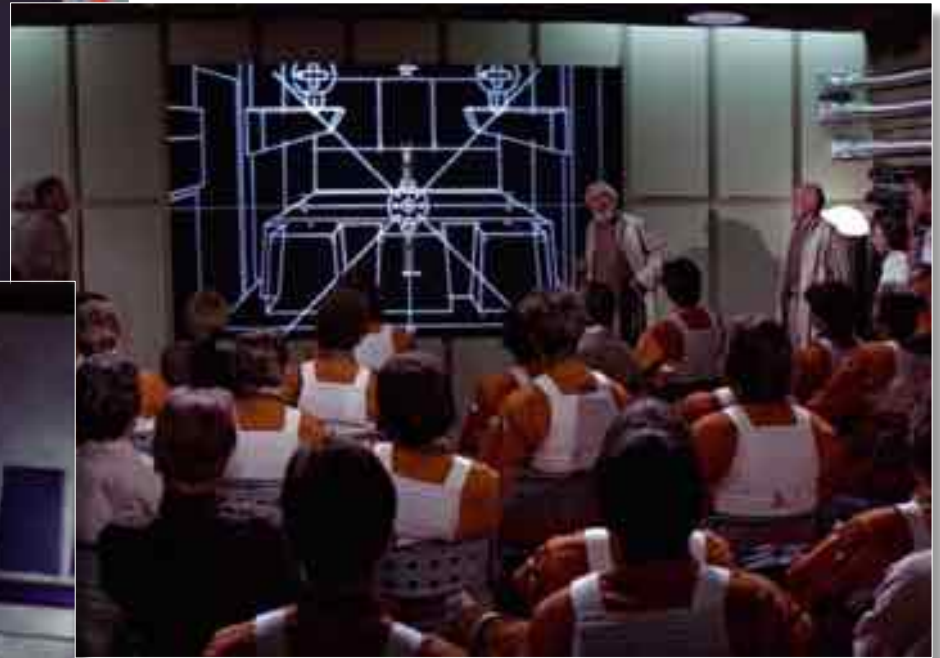


8. THE ORDEAL, DEATH, REBIRTH



**STAR
WARS**

9. THE REWARD



**STAR
WARS**

10. THE ROAD BACK



11. THE RESURRECTION



**STAR
WARS**

12. RETURN WITH THE ELIXIR



Harry Potter and the Philosopher's Stone.

Star Wars A New Hope; synopsis

Harry Potter

~~Luke Skywalker~~ is an orphan living with his uncle and aunt on the remote wilderness of ~~Tatooine~~.

He is rescued from ~~aliens~~ by wise, bearded ~~Ben Kenobi~~, who turns out to be a Jedi Knight.

~~Ben~~ reveals to ~~Luke~~ that ~~Luke's~~ father was also a Jedi Knight, and was the best pilot he had ever seen.

~~Luke~~ is also instructed in how to use the Jedi light-sabre as he too trains to become a Jedi.

~~Luke~~ has many adventures in the ~~galaxy~~ and makes new friends such as ~~Han Solo~~ and ~~Princess Leia~~.

In the course of these adventures he distinguishes himself as a top X-wing pilot in the battle of the ~~Death Star~~, making the ~~direct hit~~ that secures the ~~Rebels~~ victory against the forces of evil, ~~Slytherin~~.

~~Luke~~ also sees off the threat of ~~Darth Vader~~, who we know murdered his uncle and aunt.

In the finale, ~~Luke~~ and his new friends receive medals of valour.

All of this will be set to an orchestral score composed by John Williams.

Why does this matter?

- They map fundamental human experiences
- Structure stories
- Make stories more accessible and enjoyable
- Understand journeys: befores and afters
- Map for actions and emotions
- For spicing up stories using common actions
- Inspiration



Exercise

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Hero's Journey



Exercise: hero's journey

Find examples of every step from the hero's journey from real life experiences.



Hero's journey

1. The ordinary world
2. The call to adventure
3. Refusal of the call
4. Meeting with the mentor
5. Crossing the threshold
6. Tests, allies and enemies
7. Approach
8. The ordeal
9. The reward
10. The road back
11. The resurrection
12. Return with the elixir

Part III

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Why stories matter



Exercise

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Why stories matter?



Exercise: why stories matter?

- Discuss:
 - Part 1: Stories in general
 - What do stories do to you?
 - Why is this important?
- Create flipchart with summary



Exercise: why stories matter?

- Discuss:
 - Part 1: Stories in general
 - What do stories do to you?
 - Why is this important?
 - Part 2: Stories at work
 - What kind of stories can you tell?
 - Why is this important?
- Create flipchart with summary

Why storytelling?

connect

inspire &
motivate

empathize

transmit culture

understand
faster & easier

convince &
call to action

make data useful

influence

remember
better

teach

provide grip

Why storytelling?

entertain

see
ourselves

express

intellectually
stimulate

give our lives
meaning

divert our
attention

endow morals

turn on

shape the
future

scare

change

Part IV

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Science of Storytelling



Science of Storytelling

Seven strategies of your brain:

1. Cohesion



Example I

She went to the market.

Hella died.

Mark was hungry and crying.



Science of Storytelling

Seven strategies of your brain:

1. Cohesion

2. Meaning

3. Purpose and motive



Example II

Sandra let a few squirrels loose. The plan failed when a dog drove them away. Then they organized a party, but the guests didn't take along their motorcycles. Moreover, she could not turn her stereo loud enough. The next day they searched in vain for a voyeur in the Yellow Pages. Obscene phone calls gave her some hope that the number had changed. The installation of a flickering neon sign across the street finally brought success. Sandra framed the ad and it is on her wall now.

Science of Storytelling

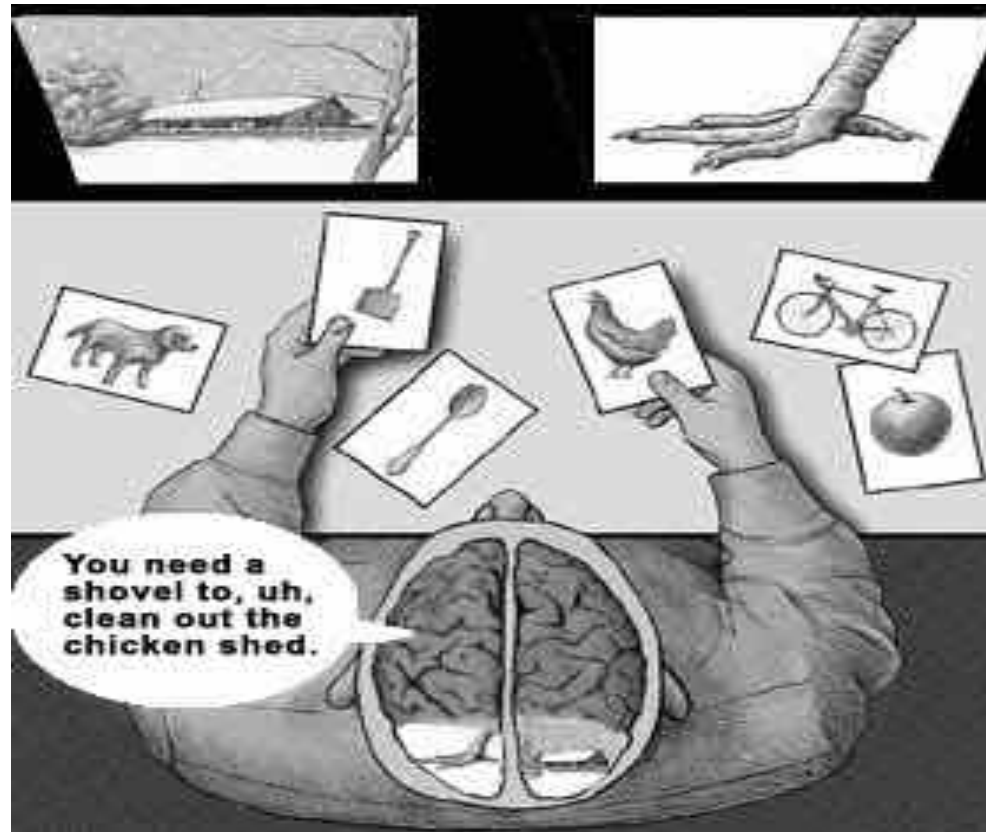
Seven strategies of your brain:

1. Cohesion
2. Meaning
3. Purpose and motive
4. Fill in the gaps



Example III

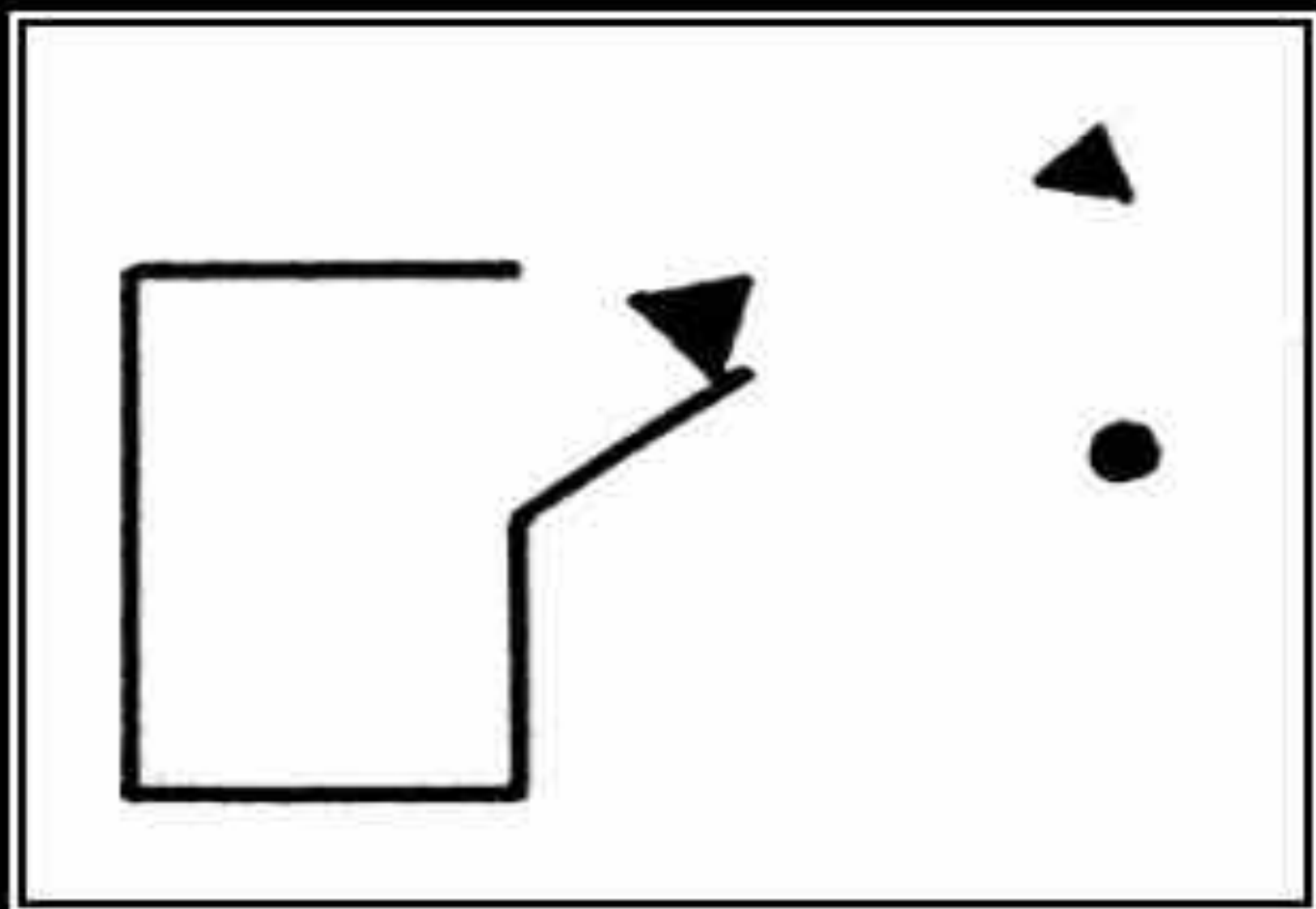
Gazzaniga's
experiment



Science of Storytelling

Seven strategies of your brain:

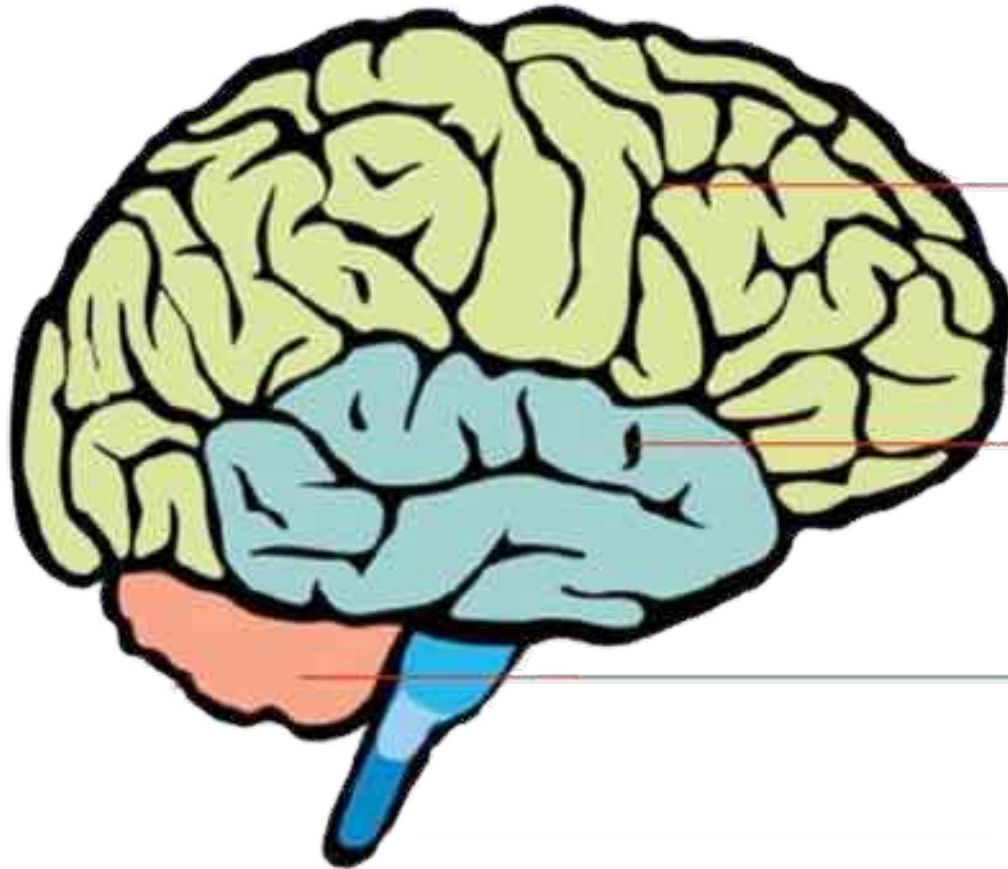
1. Cohesion
2. Meaning
3. Purpose and motive
4. Fill in the gaps
5. Human perspective
6. Conflict
7. Rely on what is known



AN EXPERIMENTAL STUDY OF APPARENT BEHAVIOR

BY FRITZ HEIDER & MARIANNE SIMMEL

Brain science



Neocortex

Analytical/reason

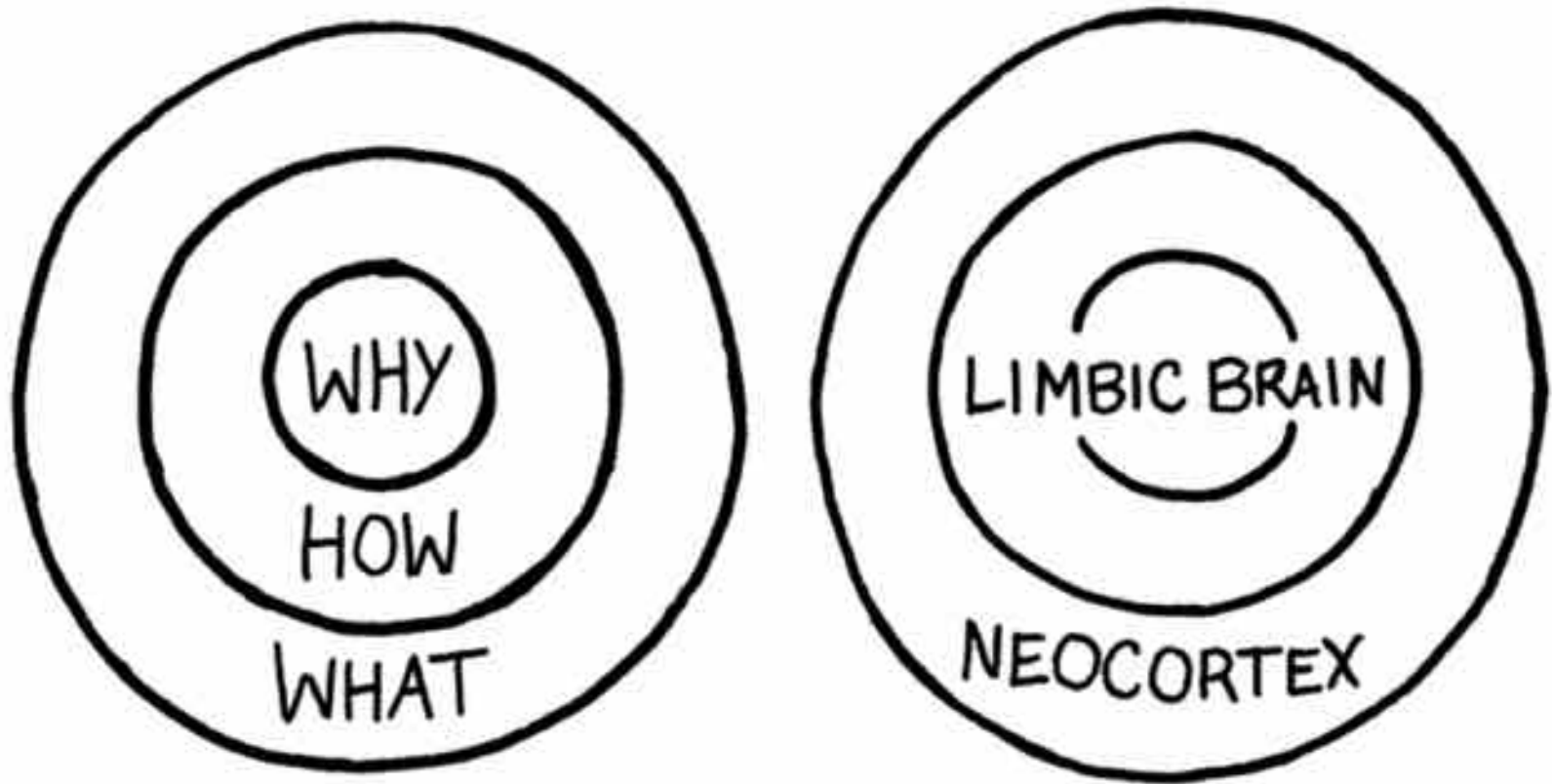
Limbic system

Motivation/emotion

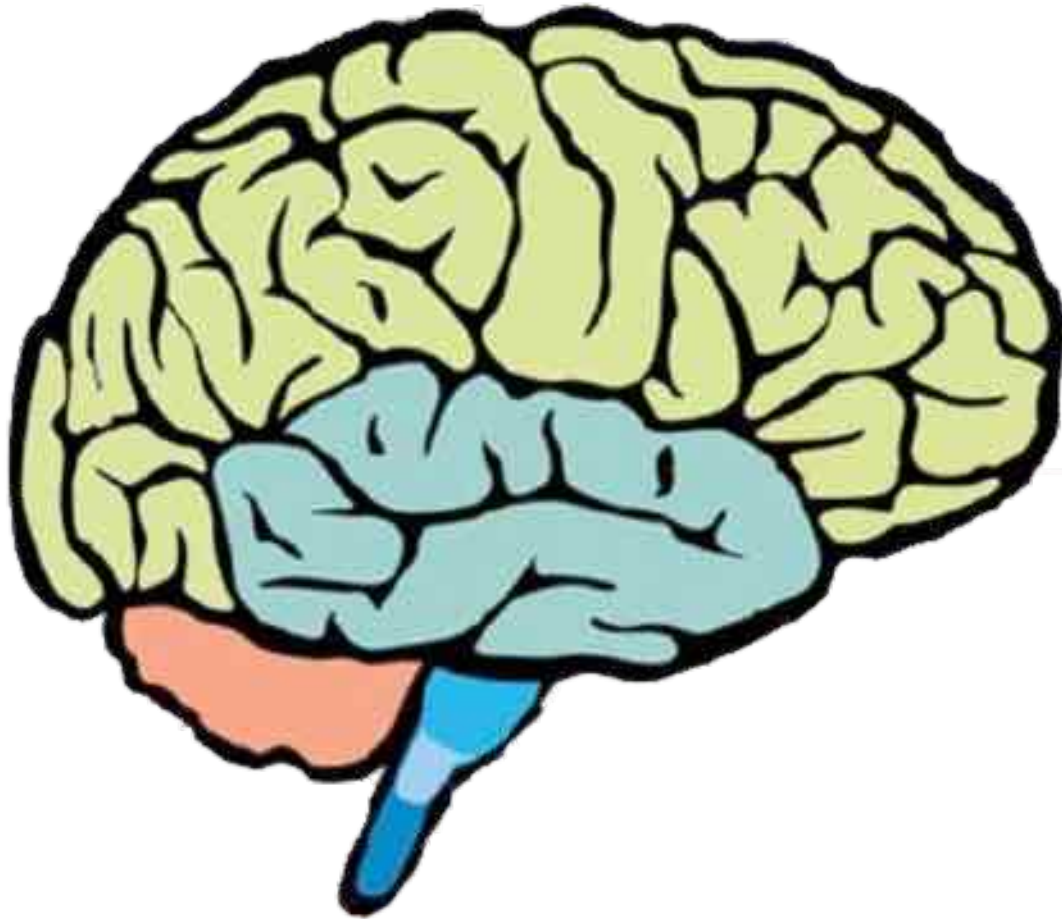
Reptilian complex

Instinct/survival

Brain science



Stories & chemistry



Dopamine

Happy feeling

Oxytocin

Empathy & trust

Cortisol

Listen & focus
attention



Part V
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Techniques



Techniques

- SUCCESS (Made to stick)



MADE to STICK

SUCCESS Model

PRINCIPLE 1



SIMPLE

Simplicity isn't about dumbing down, it's about prioritizing. (Southwest will be THE low-fare airline.) What's the core of your message? Can you communicate it with an analogy or high-concept pitch?

PRINCIPLE 2



UNEXPECTED

To get attention, violate a schema. (The Nordie who ironed a shirt...) To hold attention, use curiosity gaps. (What are Saturn's rings made of?) Before your message can stick, your audience has to want it.

PRINCIPLE 3



CONCRETE

To be concrete, use sensory language. (Think Aesop's fables.) Paint a mental picture. ("A man on the moon...") Remember the Velcro theory of memory—try to hook into multiple types of memory.

PRINCIPLE 4



CREDIBLE

Ideas can get credibility from outside authorities or anti-authorities) or from within, using human-scale statistics or vivid details. Let people "try before they buy." (Where's the Beef?)

PRINCIPLE 5



EMOTIONAL

People care about people, not numbers. (Remember Rokia.) Don't forget the WIIFY (What's In It For You). But identity appeals can often trump self-interest. ("Don't Mess With Texas" spoke to Bubba's identity.)

PRINCIPLE 6



STORIES

Stories drive action through simulation (what to do) and inspiration (the motivation to do it). Think Jarnd. Spring-board stories (See Denning's World Bank tale) help people see how an existing problem might change.

S

Techniques

- SUCCESS (Made to stick)
- Image - Effect - Meaning



Image - Effect - Meaning

- Image: What do you see?
 What happened?
- Effect: How did it affect you?
 What emotion did it trigger?
- Meaning: Why do you tell this?
 Why is this important?



Techniques

- SUCCESS (Made to stick)
- Image - Effect - Meaning
- STAR:
something they always remember





Source: iPhone launch 2007 - <https://youtu.be/9hUlxyE2Ns8>

Techniques

- SUCCESS (Made to stick)
- Image - Effect - Meaning
- STAR:
something they always remember
- Appeal to senses:
smell, sound, sight, touch, taste
- Make it visual

Make it visual



Visualizing Test Coverage: Annotation



Exercise

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Tell your story



Tell your story

- Groups of 3 or 4
- Tell a new story using one of the techniques just explained.
- Tell your short story.



Part VI

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Stories in your daily work



Group discussion

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How can you use storytelling
in your daily job?



Stories in your work

- Teach
- Motivate
- Explain
- Convince
- Argue
- Insight
- Overview
- Understand
- User stories & desires
- Story Mapping
- Mission & vision
- Demo & review
- Personas
- Complex stuff
- Tests & charters
- Testing stories
- Risks
- Bugs & familiar problems
- Consulting

Stories in your work

You can use stories everywhere to
create understanding on an
emotional level!

(Remember IT is not about technology but about
communication)



Part VII

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Stories that make you awesome



Stories about projects?

A story not only shows what is happening, but also how it happens and why. Thereby it gives a narrative meaning to separate events.



1		Safari Jeep with driver
3		2 Male + 1 Female
1		Lunch in open air
3		2 Sunrise + 1 Sunset
14		4 Baby elephants!
6		On the grass
7		They all looked at us

The testing story

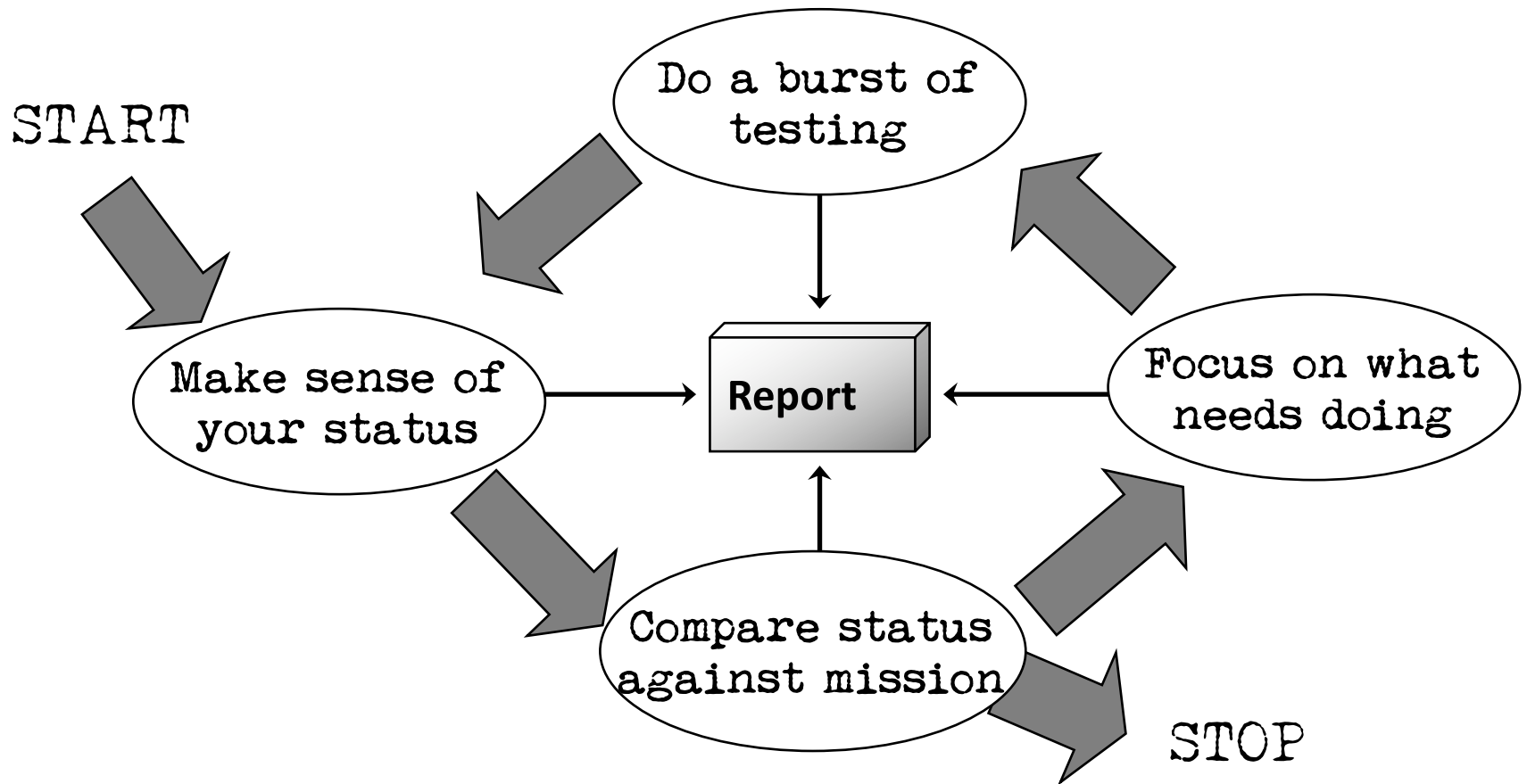
1. A story about the status of the **PRODUCT**
2. A story about **HOW YOU TESTED** it
3. A story about the **VALUE** of the testing

How to use the testing story

- Keep track
- Build your story during testing
- Status
- Wrap-up & debrief
- (End) reporting
- Overview and insight



How to use the testing story



Example testing story

Test Results

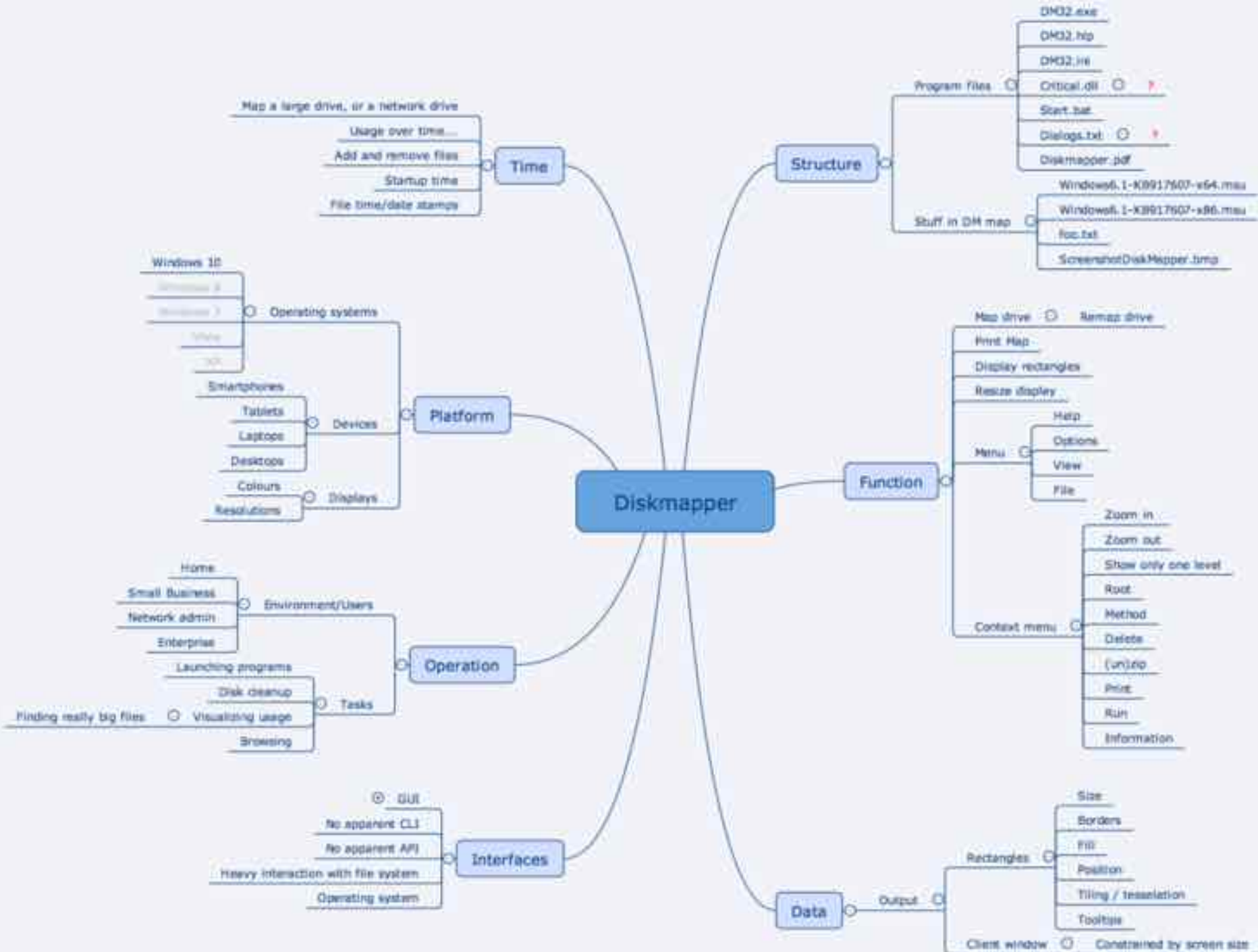
Test level	# Test scripts prepared	# Test scripts executed	# Open problems	Overall result
System Test	112	108	1	OK
Integration Test	45	42	0	OK
Acceptance Test	82	79	5	OK
Total	239	229	6	OK

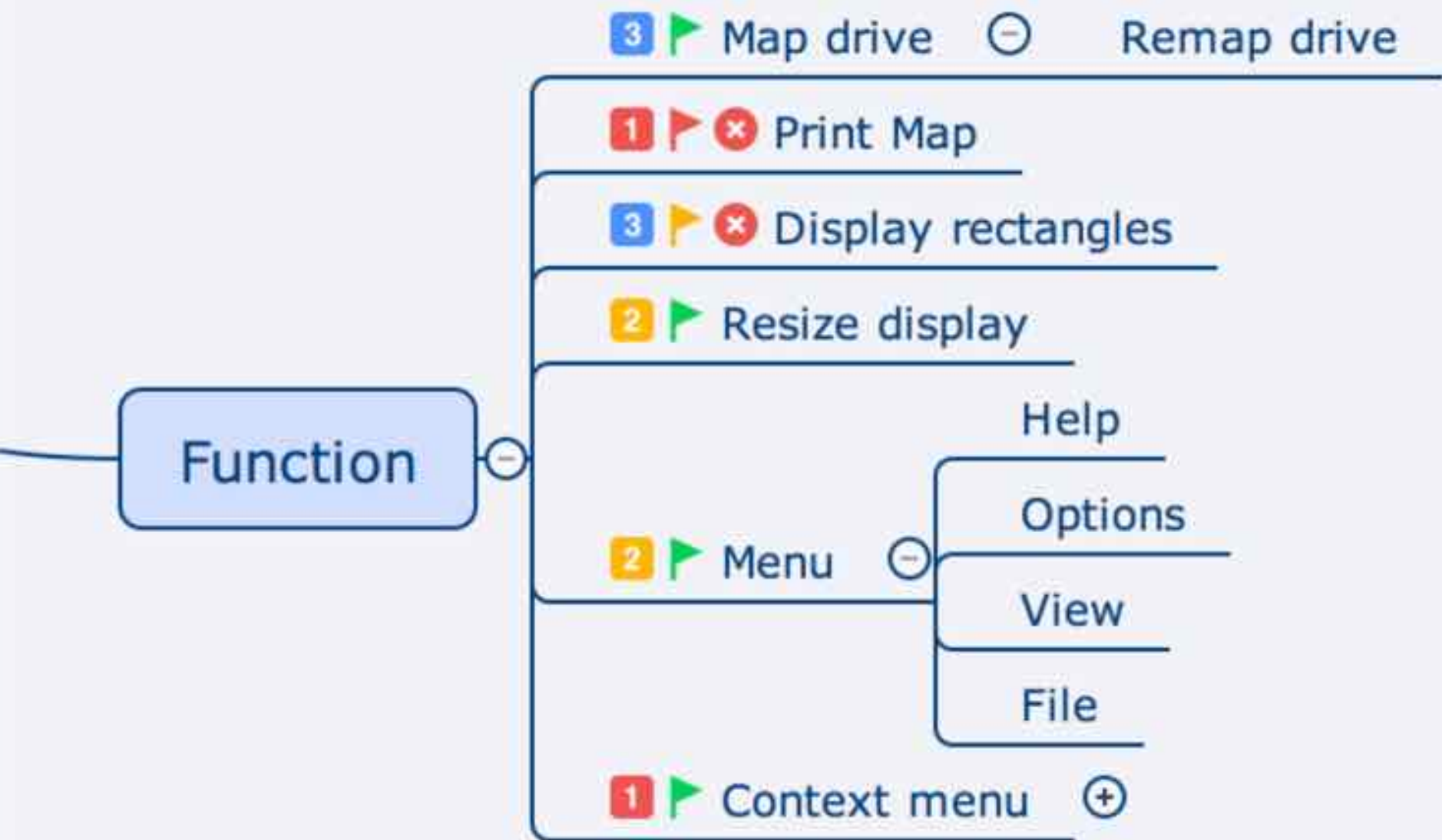
Findings status & priority

Priority	New	Fixing	Ready for retest	Closed	Total
Blocking	0	0	0	5	5
High	0	0	0	13	13
Medium	0	2	0	30	32
Low	0	1	2	23	26
Cosmetic	1	0	0	47	48
Total	1	3	2	116	124

Findings per part

	Req.	Design	Software	Infra	Test	Total
System part X	6	12	18	1	1	38
System part Y	8	7	26	0	2	43
System part Z	1	2	6	0	3	12
Interfaces	3	8	15	3	2	31
Total	18	29	65	4	8	124





Exercise

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The Testing Story
"Pen Test"



Exercise: "Pen Test"

Instructions tester:

1. Test a pen for 5 minutes
2. Report (oral)

Instructions observers:

- Check the categories if you hear or see them. Write down an example



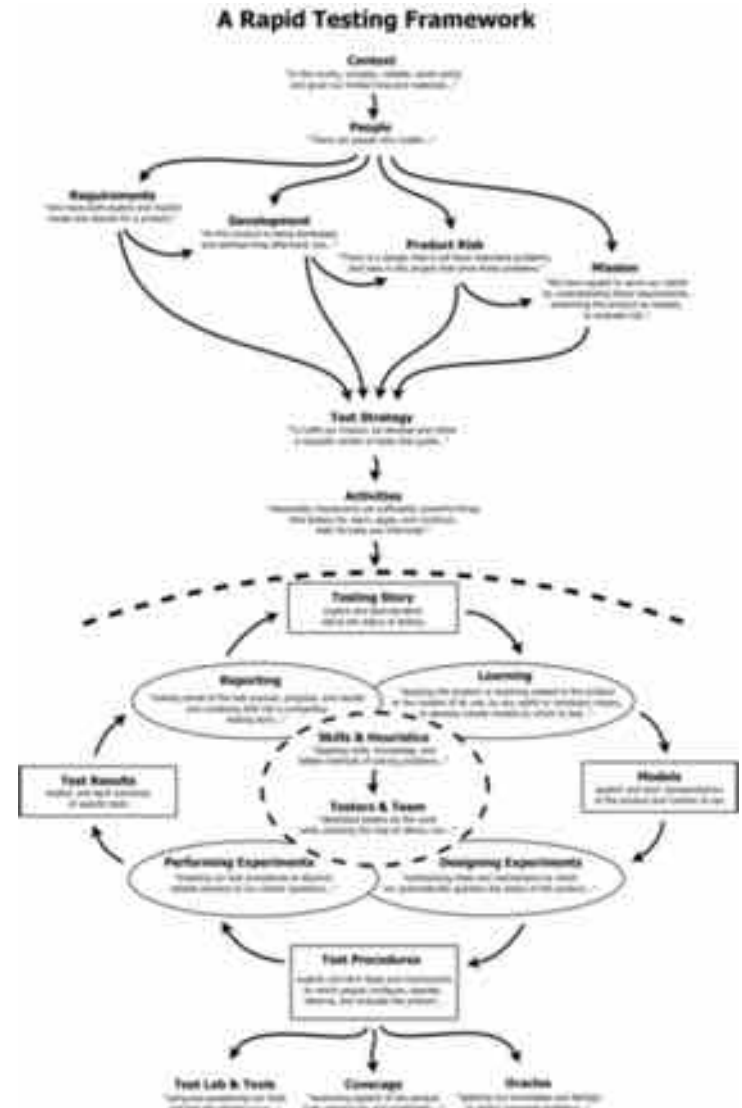
Observation form

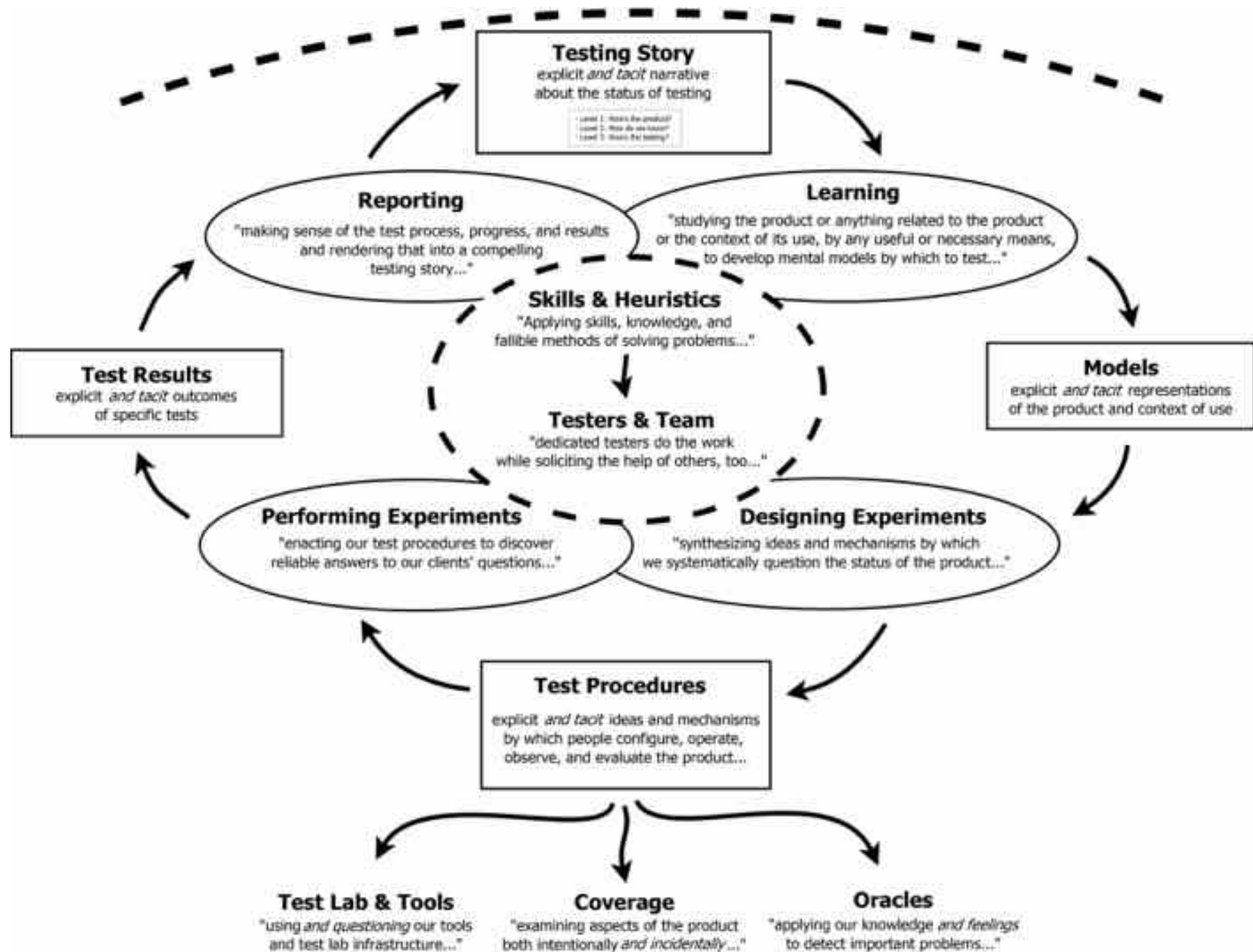
Level 1: Status of the product	
...about what it does... ...how it failed, and how it might fail... ...in ways that matter to your various clients.	
Level 2: How you tested it	
...how you operated and observed it... ...how you recognized problems... ...what you have and have not tested yet... ...what you won't test at all (unless the client objects)...	
Level 3: How good that testing was	
...the risks and costs of testing or not testing... ...what made testing harder or slower... ...how testable (or not) the product is... ...what you need and what you recommend.	

A narrative test model

This is a map of the Rapid Software Testing process

It is organized in the structure of a story, because story construction is at the heart of what it means to test.





Talk better to think better!

Replace...

- Verify that...
- Validate
- Confirm that...
- Test cases
- Pass vs. fail
- Show that it works
- Expected result/actual result
- Automated testing
- We don't have good requirements documents!
- The environment's down. I guess we're just hosed.
- Counting test cases
- We don't have enough time to test!
- We have to...!

With...

- Challenge the belief that...
- Investigate
- Find problems with...
- Test ideas / test factors
- Is there a problem here?
- Discover where it doesn't work
- Actual result/oracle
- Programmed checking
- Let's test this, find out what it does, and document that.
- Are you okay with this situation, dear client?
- Describing coverage
- How can we add testability to this product and this project?
- We *choose* to...

Telling a good story is
like giving a mini-
documentary of what you
have seen so others can see
it too.

- Annette Simmons
(The Story Factor)

Story meetings



A story about story meetings

- Time pressure
- Estimation pressure
- Low efficiency and much waste



Stories in user stories meetings

- Remove unnecessary distractions
- A user story = user and her story
- Focus on why and what (not how)
- Present user's problem from her perspective
 - Core message
 - Empathy
 - Concrete examples

Exercise

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Ticketing App



Exercise: ticket app

- What would you test?
- What questions would you ask?



Scenario 1

Features/technologies:

- Hybrid application: web + mobile
- Angular js
- Apache Cordova
- Thin client
- SQLite database
- Should allow easy ticket purchase, simplest ticket purchase in 3 clicks

Scenario 2

Due to finance cuts, the bus from the blind school to the city centre is no longer running. A company has volunteered to develop an app that lets the students purchase a ticket for the next train to the city centre.

Exercise

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Storytelling

Final exercise



Next Monday...

- How are you going to use storytelling in your work starting next Monday?



Stories in your work

- Teach
- Motivate
- Explain
- Convince
- Argue
- Insight
- Overview
- Understand
- User stories & desires
- Story Mapping
- Mission & vision
- Demo & review
- Personas
- Complex stuff
- Tests & charters
- Testing stories
- Risks
- Bugs & familiar problems
- Consulting

Any stories?

This is your chance to tell your
story...



Summary/wrap-up

- Structure
- Techniques
- Hero's journey
- Why is storytelling important?
- Science of storytelling
- Testing story
- Story meetings
- Other uses in your work

So...

What are your takeaways?



"To hell with facts!
We need stories!"

— Ken Kesey

Questions?





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<http://www.schladebeck.de>

Sources & references

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- English books: “Storytelling Animal” by Jonathan Gottschall, “The Storyteller's Secret” by Carmine Gallo and “Made to Stick” by Chip Heath and Dan Heath
- TEDx talk: What is the Hero's Journey? - <http://youtu.be/x8XUVqjX IA>
- The Hero's Journey Outline - http://www.thewritersjourney.com/hero's_journey.htm
- Applying Vogler's 12 steps of story telling to 'Star Wars' - <http://www.speaklikeapro.co.uk/Star%20Wars.htm>
- The Hero's Journey: The Hobbit - <http://prezi.com/taryhyce2ypa/the-heros-journey-the-hobbit/>
- The science behind storytelling - <http://www.melcram.com/research/strategy-planning-tactics/science-behind-storytelling>
- Why Your Brain Loves Good Storytelling - <http://hbr.org/2014/10/why-your-brain-loves-good-storytelling/>
- Freytag's Pyramid - http://en.wikipedia.org/wiki/Dramatic_structure
- Golden circle - <http://www.clickz.com/clickz/column/2346063/the-secret-to-successful-storytelling-lies-in-the-golden-circle>
- The split brain – a tale a two halves (Gazzaniga's experiment) - <http://www.nature.com/news/the-split-brain-a-tale-of-two-halves-1.10213>
- Slides Rapid Software Testing - http://www.satisfice.com/info_rst.shtml
- Testers Tell A Compelling Story by Connor Roberts - <http://pixelgrill.com/testers-tell-a-compelling-story/>
- Braiding The Stories (Test Reporting Part 2) - <http://www.developsense.com/blog/2012/02/braiding-the-stories/>
- Delivering the News (Test Reporting Part 3) - <http://www.developsense.com/blog/2012/02/delivering-the-news-test-reporting-part-3/>
- Why Stories Matter - <http://storyrhetoric.com/blog/2014/12/17/why-stories-matter#.VM5An1Xj540.linkedin>

Must see TED talks:

- Andrew Stanton: The clues to a great story - <https://youtu.be/KxDwieKpawg>
- Julian Friedmann: The mystery of storytelling - <https://youtu.be/al3-Kl4BDUQ>
- Suzanne Duncan: The dark side of storytelling - <https://youtu.be/3SULiF-ifIM>
- Nancy Duarte: The secret structure of great talks - <https://youtu.be/UfQF3DXG-S4>

Extra slides



1. The ordinary World



THE
HOBBIT

2. The Call to Adventure



THE
HOBBIT

3. Refusal of the Call



THE
HOBBIT

4. MEETING WITH THE MENTOR



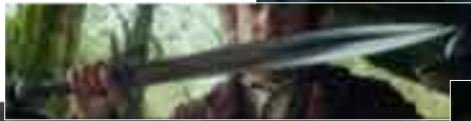
THE
HOBBIT

5. *Crossing the Threshold*



THE
HOBBIT

6. TESTS, ALLIES AND ENEMIES



THE HOBBIT

7. Approach



THE
HOBBIT

8. The ordeal



THE
HOBBIT

9. The Reward



THE
HOBBIT

10. The Road Back



THE
HOBBIT

11. The Resurrection



THE
HOBBIT

12. RETURN WITH THE ELIXIR



THE
HOBBIT