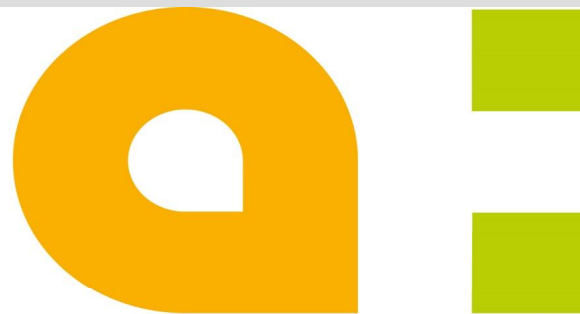




STORYTELLING



artevelde university college ghent

MEMBER OF GHENT UNIVERSITY ASSOCIATION

What's your
story?

A hand in a white shirt sleeve is writing the question 'What's your story?' on a dark chalkboard. The text is written in white chalk and is underlined with a thick yellow line. The hand is positioned on the right side of the board, holding a piece of white chalk.

HOW TO TELL YOUR STORY SO THE WORLD LISTENS?

Storytellers: Jo Lefevere, Karijn Bonne, Karolien Huylebroek

Storytelling?

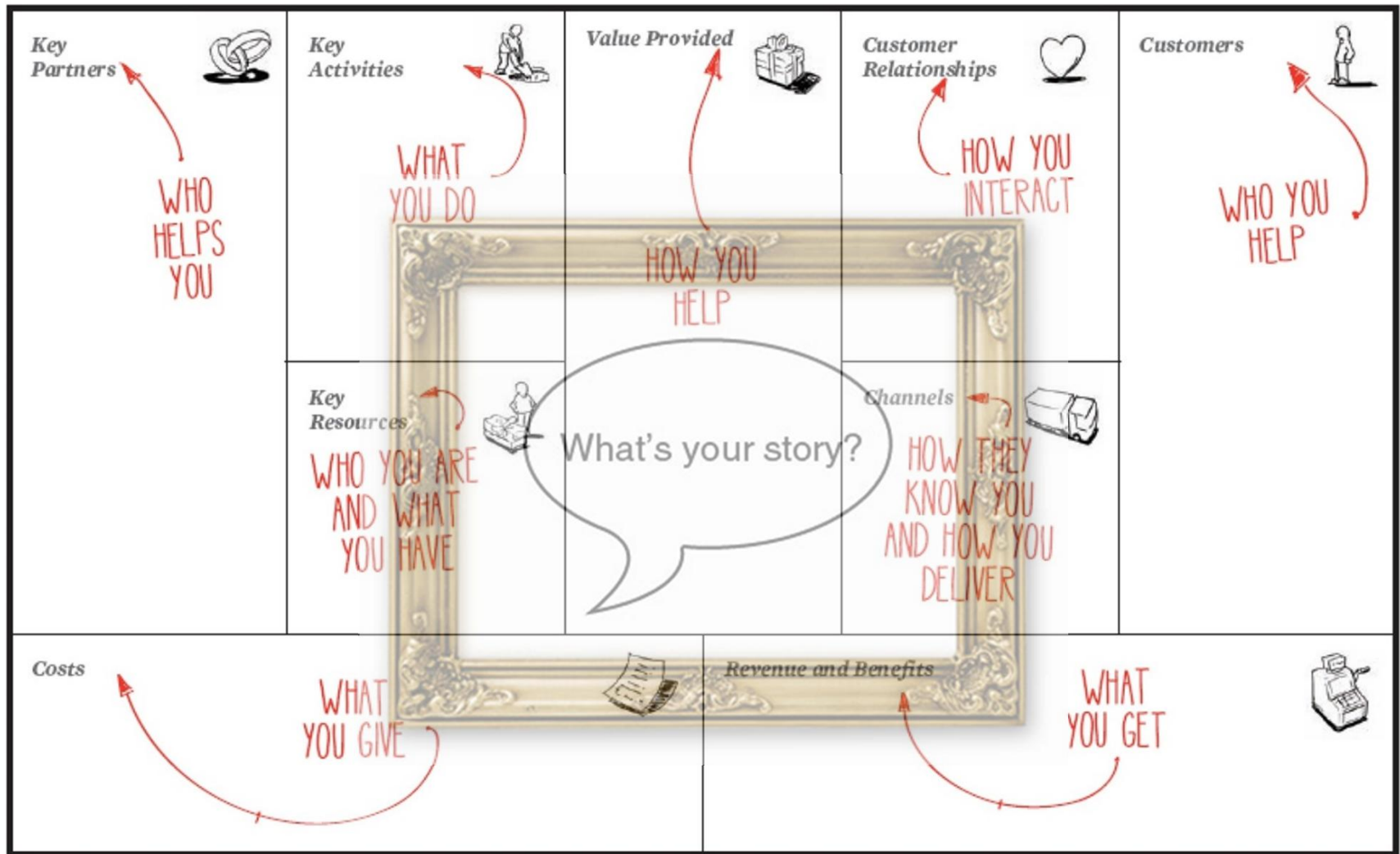


Startup with Storytelling

1. Why storytelling for startups?
2. Research project
3. Building blocks of workshop
4. Next steps

WHY STORYTELLING FOR STARTUPS?

Business Model Canvas





Schorem haarsnijder en barbier



DATA SATISFY THE ANALYTICAL PART OF OUR BRAINS. 
BUT STORIES TOUCH OUR HEARTS. 

Emo

Storytelling

Entrepreneurship

Ratio

Business Model Canvas, Businessplan

Cfr. Kahneman, D. (2011) *Thinking, fast and slow*.

Mirror neurons

important for understanding actions of others and learning new skills
by imitation

'brain-to-brain-coupling'



Storytelling – why?

To increase CREDIBILITY

- You need a BUSINESS PLAN
 - Data
 - Facts
 - Graphs
 - Analyses

To CONVINCe people

- You need
 - A good **STORY!!!**
 - Remark:
 - The protagonist can be a person, but also a brand, a concept, a starters idea

A good story



Characteristics

- Authentic
- Specific – not abstract
- Coherence
- Calls upon emotion/ is told with emotion
- Is a sense making system

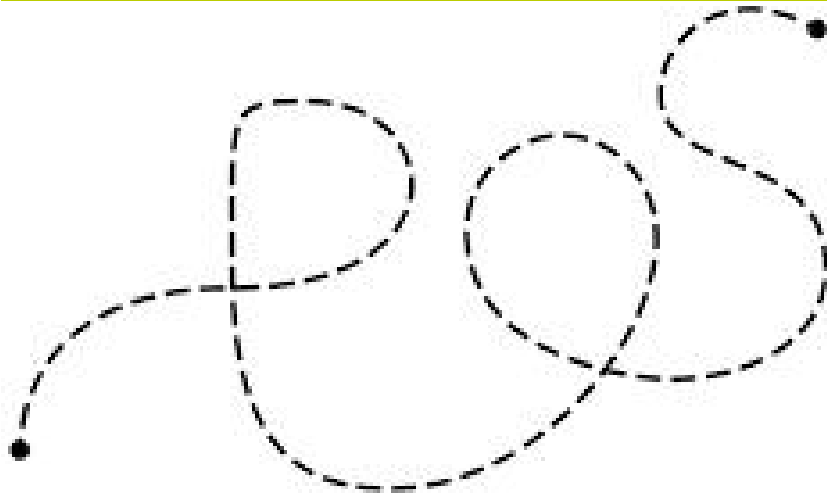
Narrative elements

- Beginning – middle - end
- Context
- Protagonist
- Antagonist
- Storyline
- Plot
- Obstacles and helpers

The iron law of storytelling = framing

Crucial for any startup...

is to sell *THE IDEA* of the startup



The Power of Storytelling

- Sell the idea before execution!
- Guide your audience / target group in logical - intuitive progression **from a problem to the solution.**
- Frame your argument so that you eliminate possible solutions until the only solution is yours

Callas marmelade

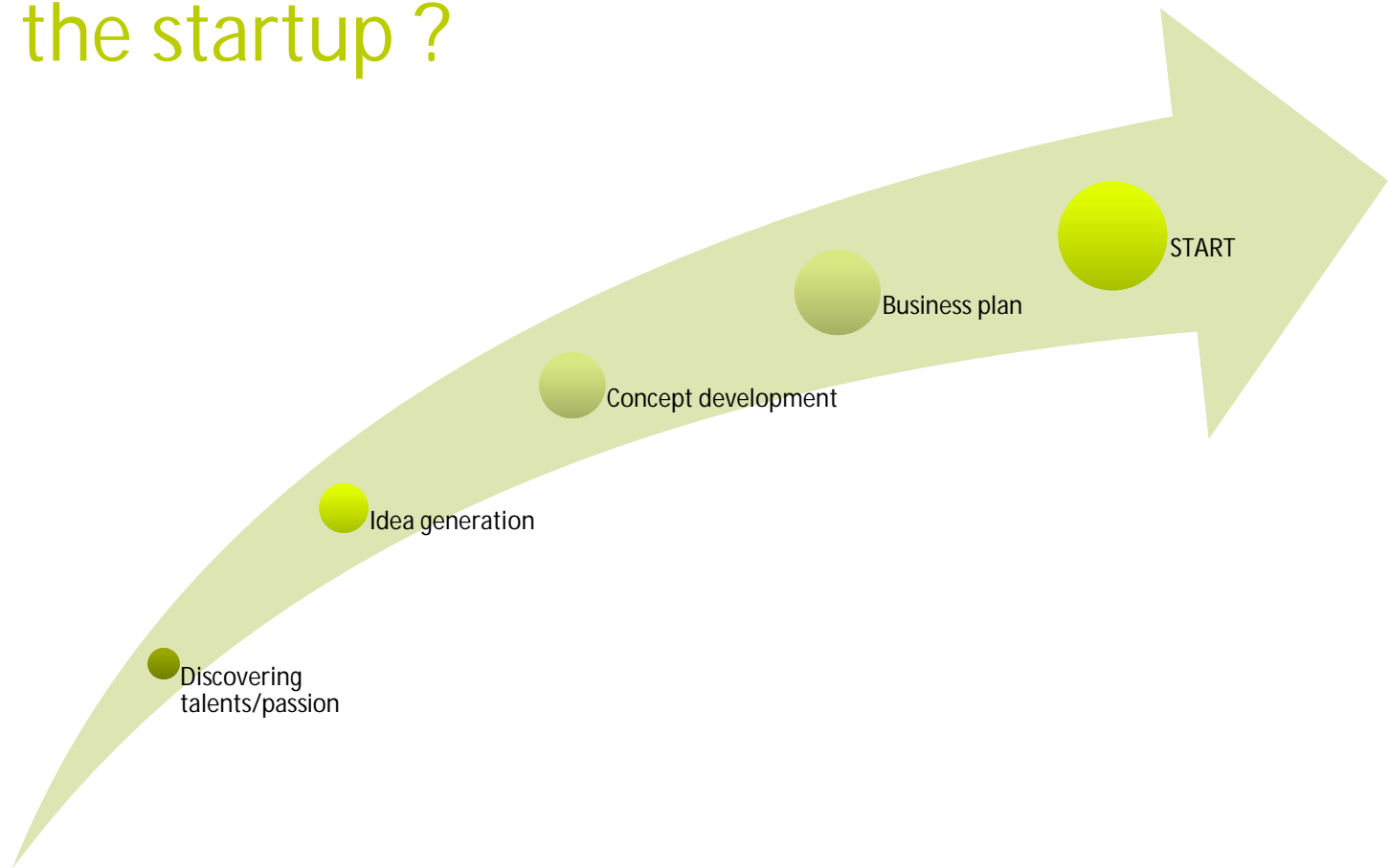




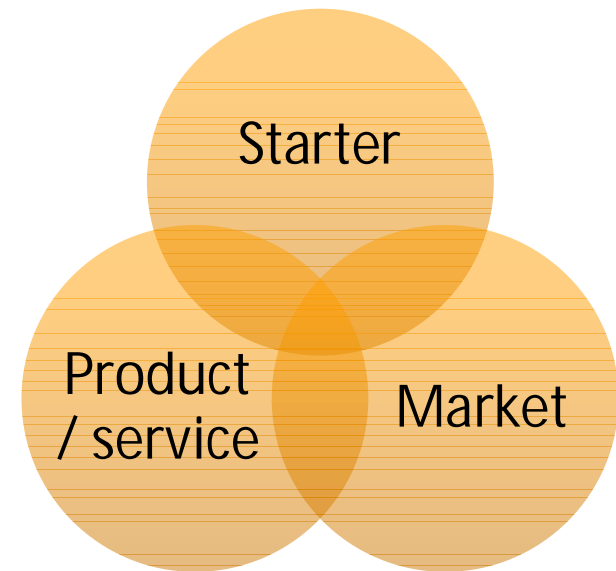
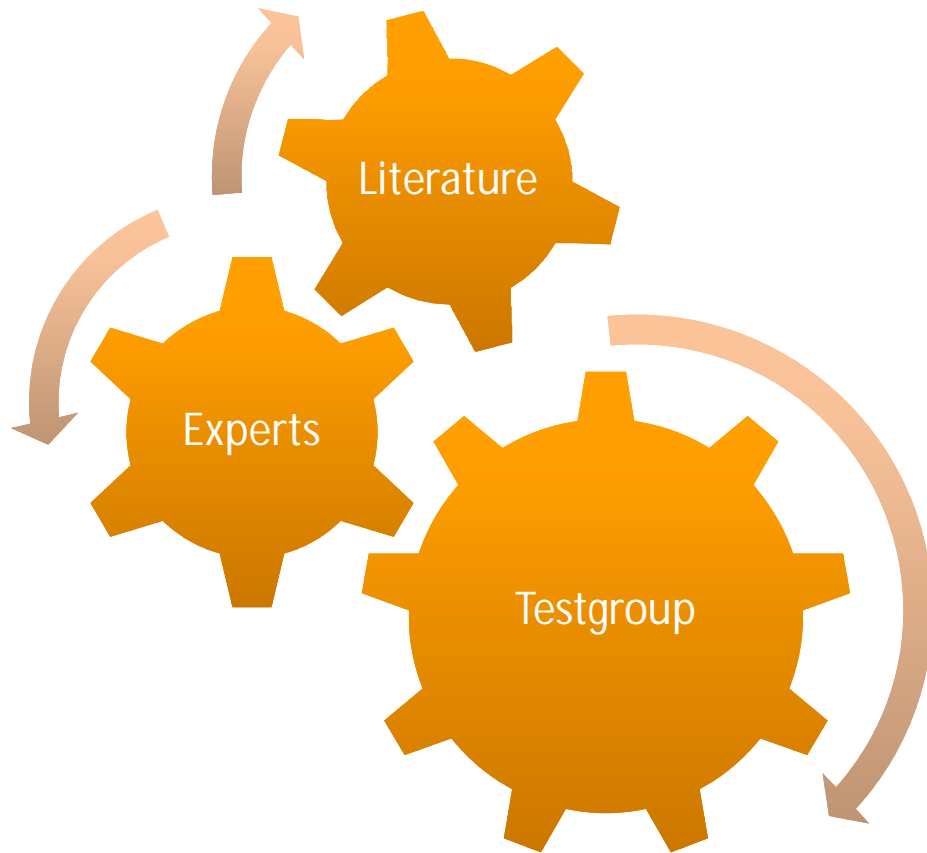
APPLIED RESEARCH PROJECT

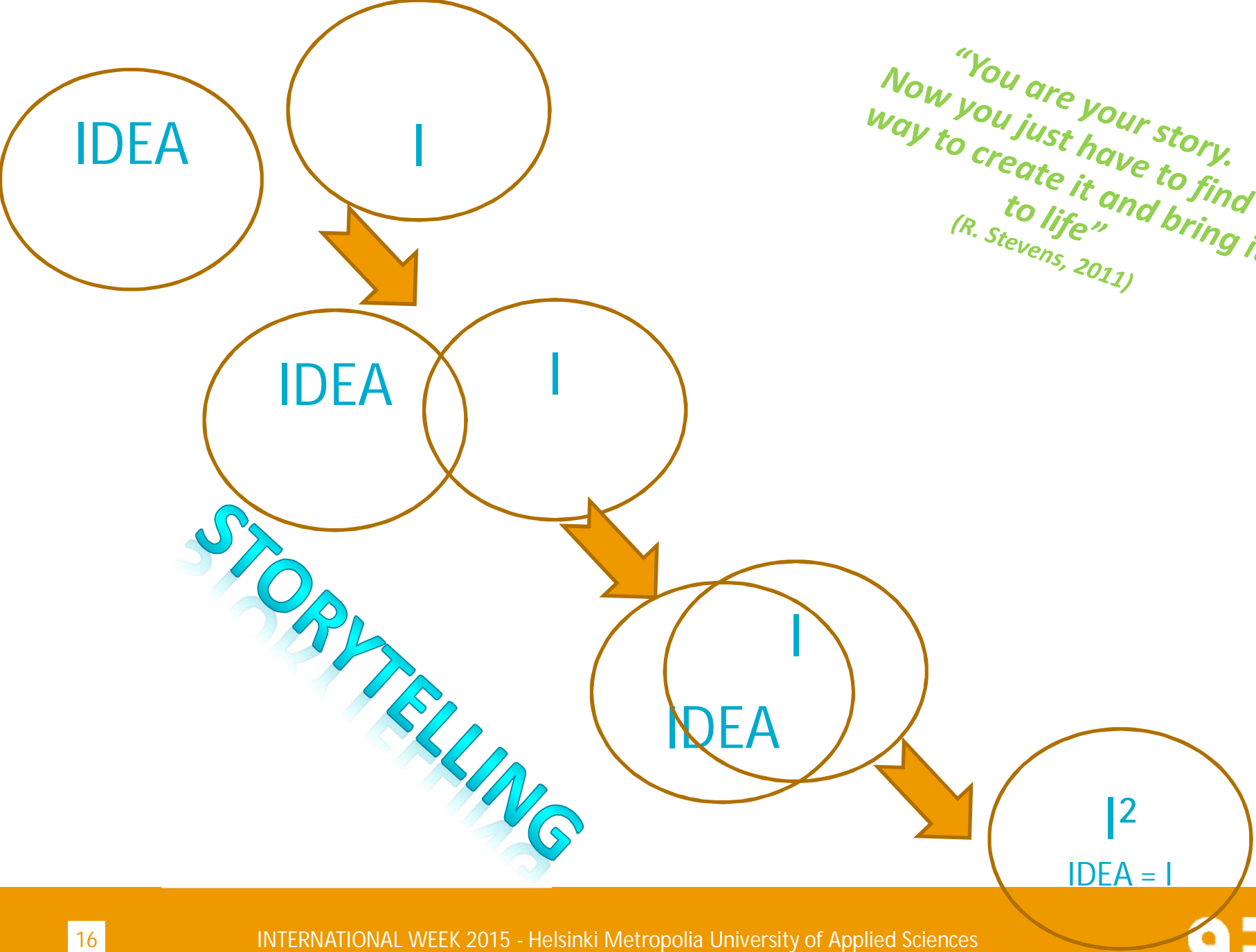
Research question:

In what way can storytelling as a methodology support prestarters during the development of the the startup ?



The hedgehogprinciple: the focus!





Design research

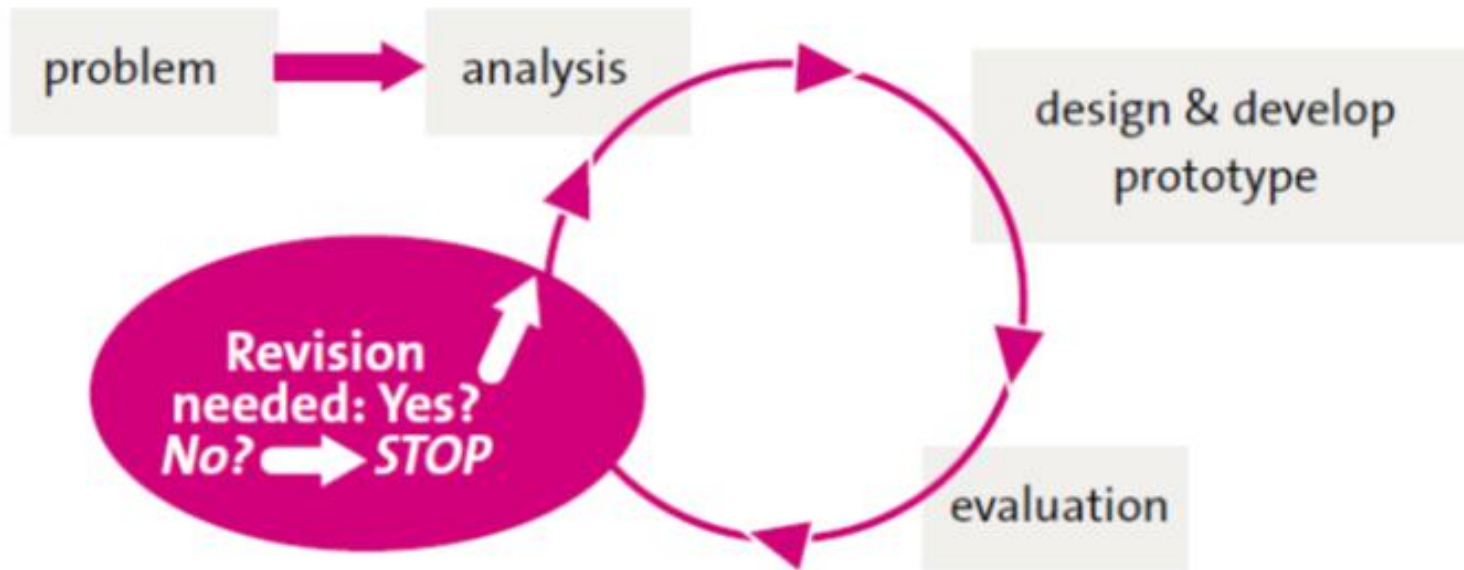
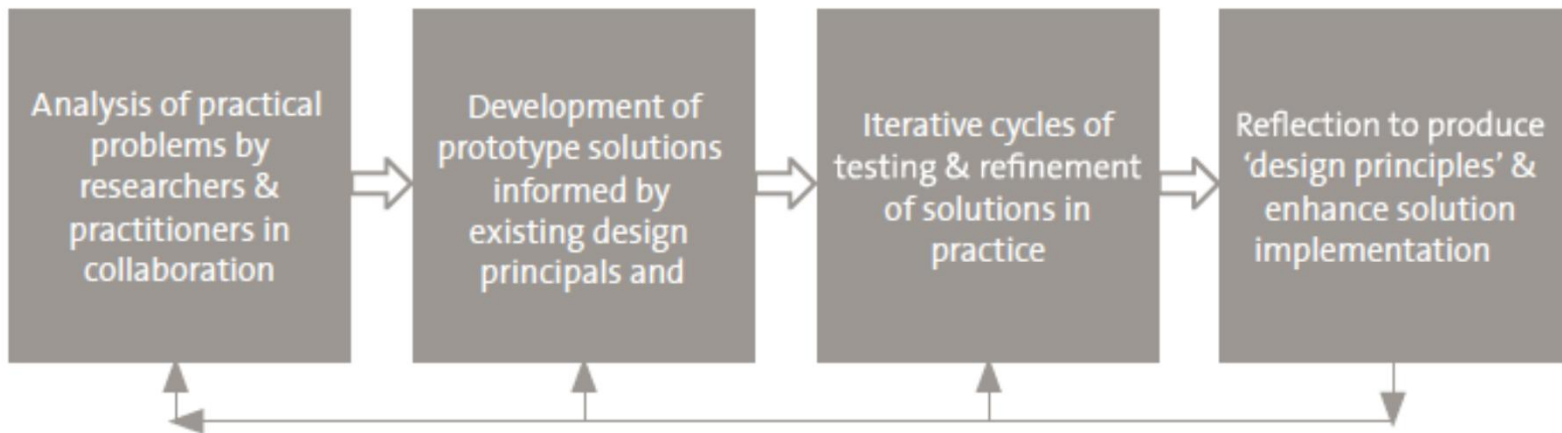


Figure 1: Iterations of systematic design cycles

- Bron: Plomp & Nieveen, 2013

Design research

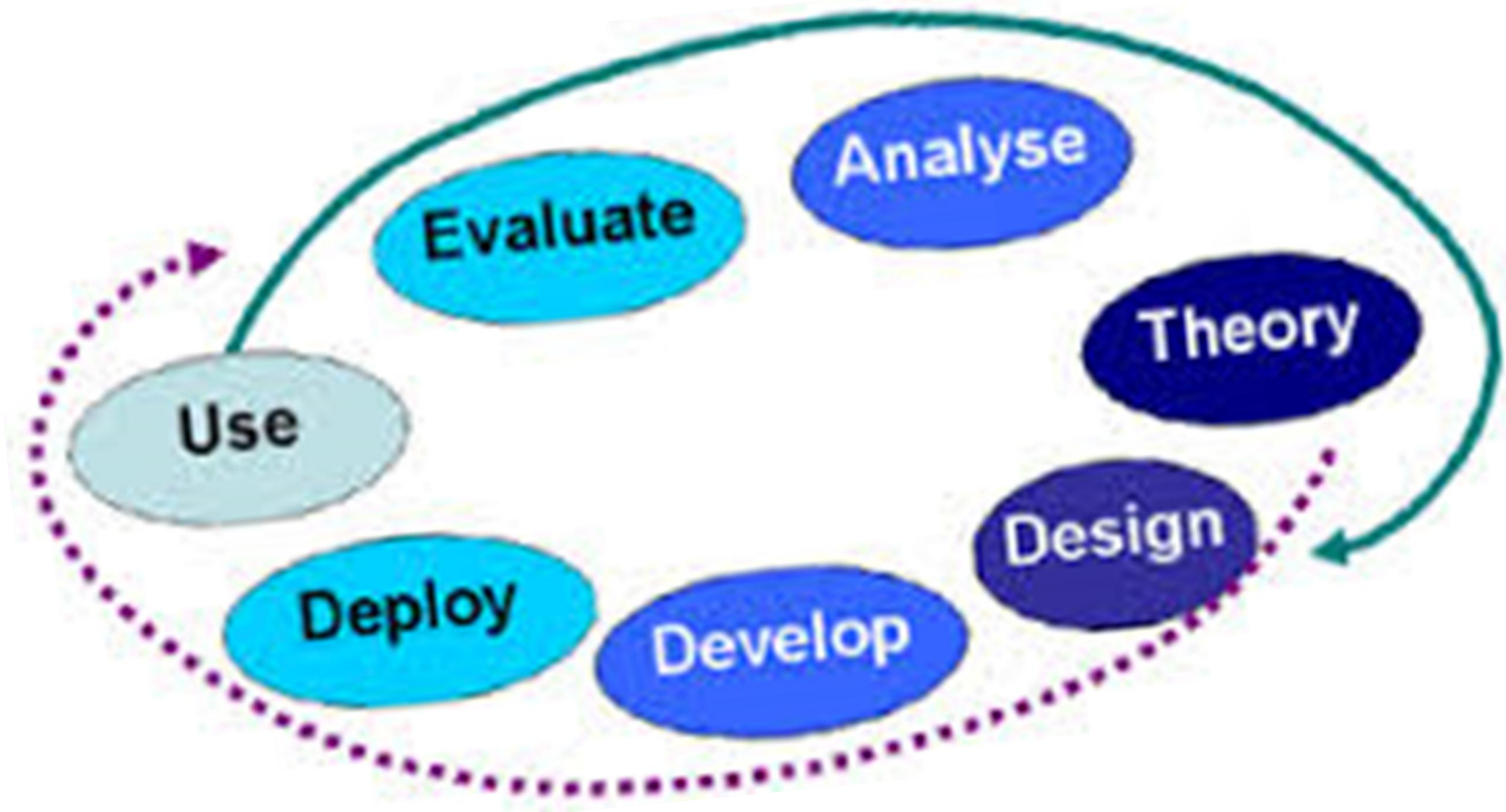
Reeves (2006) depicts the design research approach as follows:



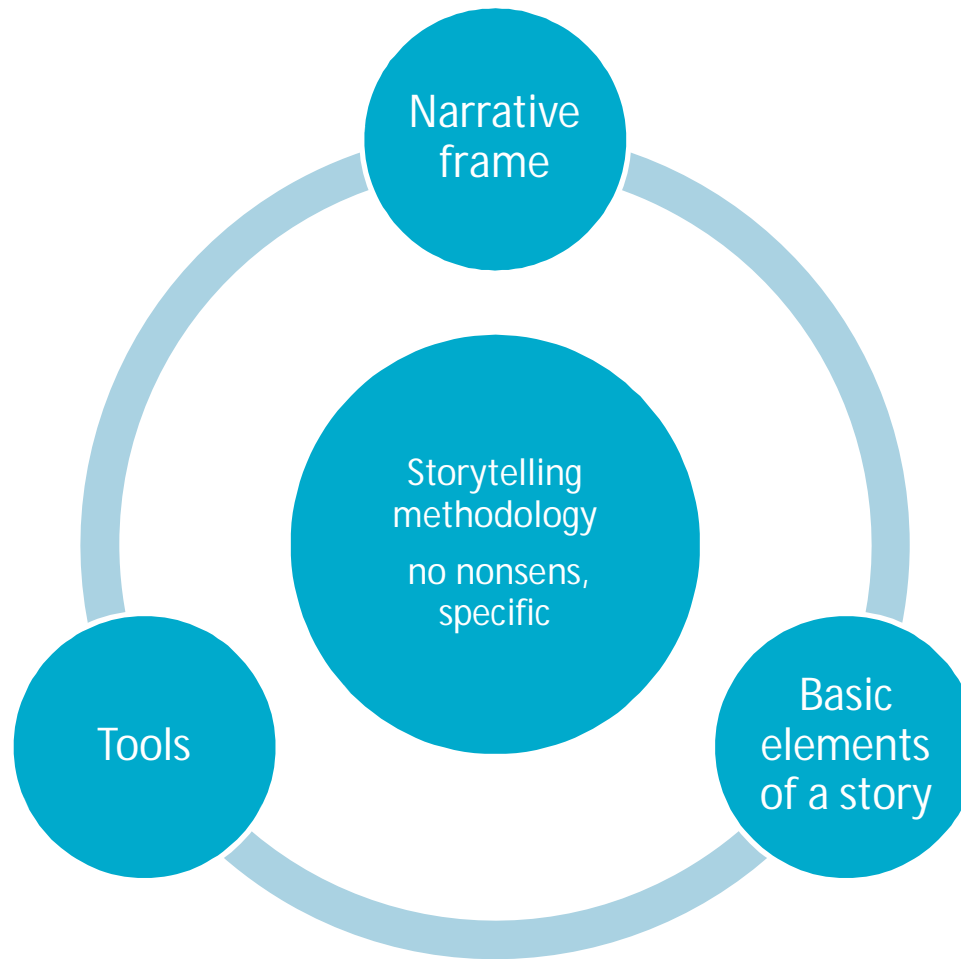
*Figure 2: Refinement of problems, solutions, methods, and design principles
(Reeves, 2000, 2006)*

Bron: Plomp & Nieveen, 2013

Design research



Workshop: 1 day, max 10 participants





Workshop

WORKSHOP + TRAIN THE TRAINER

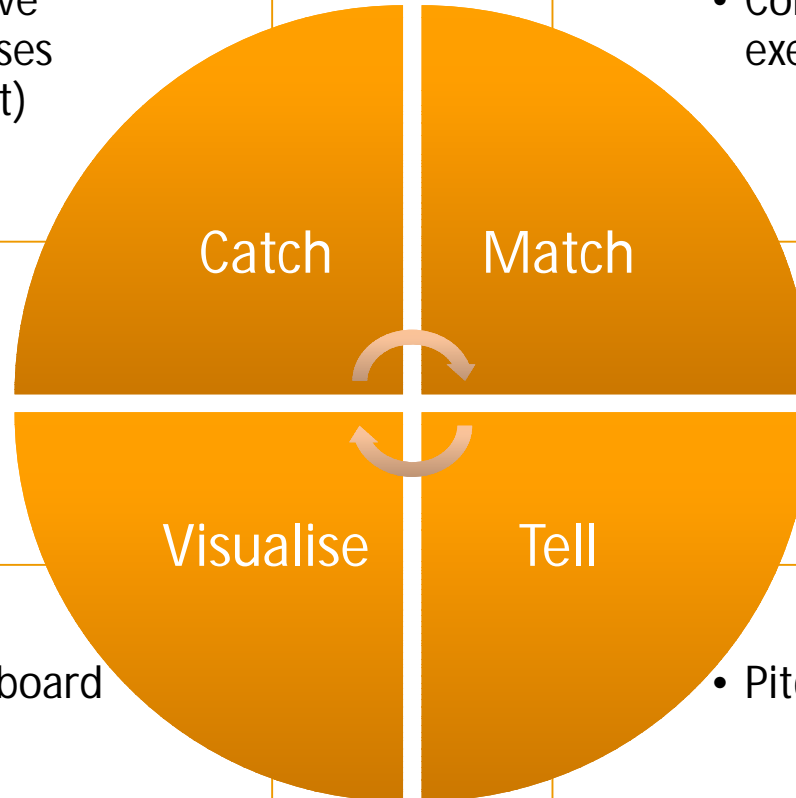
Building blocks of the workshop

GATHER, ORGANIZE, AND ANALYZE THE DETAILS



- Creative exercises (wallet)

- Connecting exercises



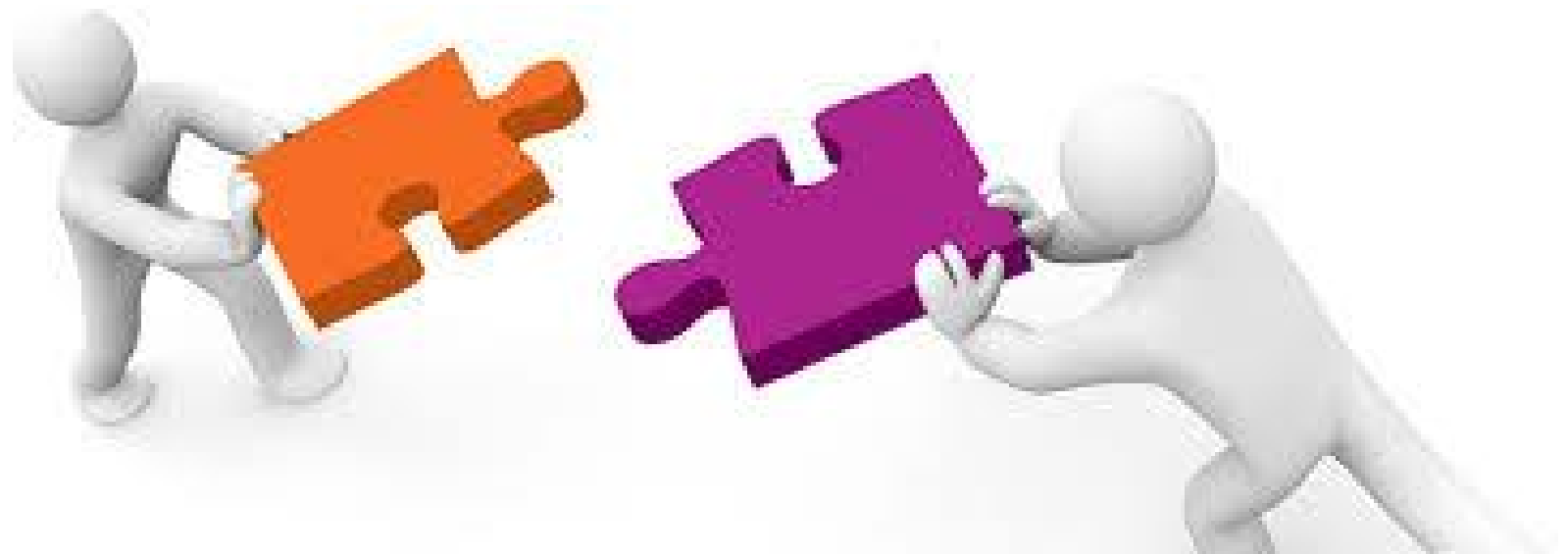
moodboard

- Pitch

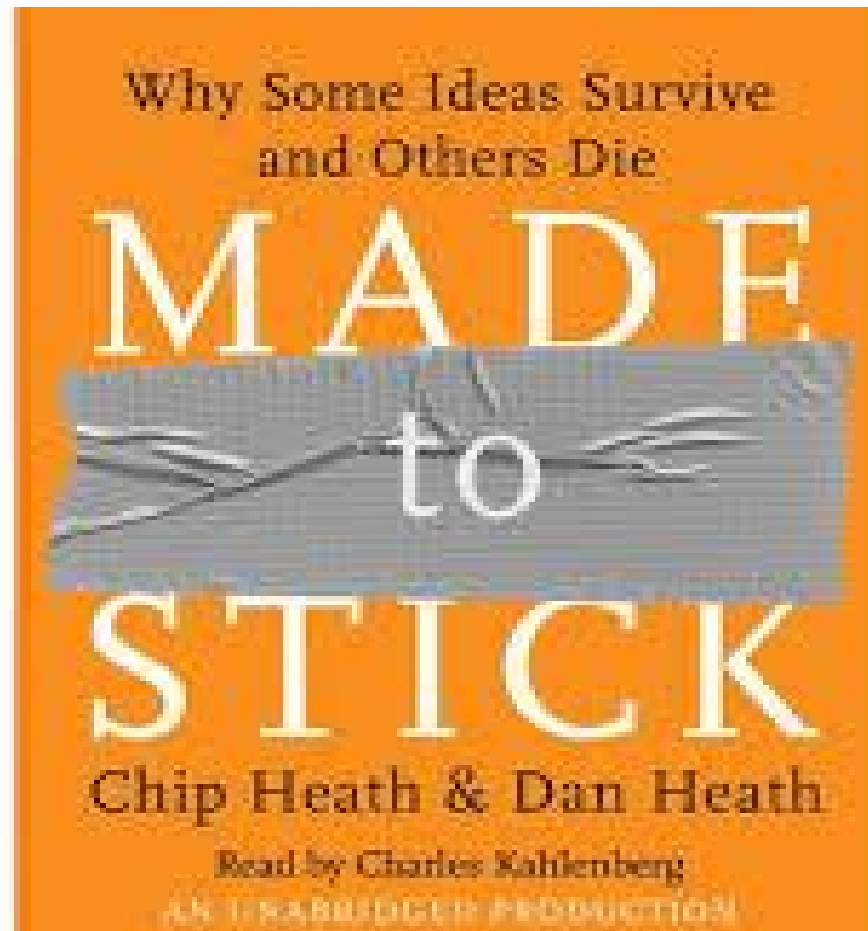




Secret 1: connect with people



Secret 2: the stick factor



Secret 3: the golden circle



PEOPLE DON'T BUY

WHAT

YOU DO, THEY BUY

WHY

YOU DO IT.

SIMON SINEK

STARTUP SCHOOL





STORYTELLING... A NEVERENDING STORY?

A new research project

- Entrepreneurship -> intrapreneurship
- “How to apply for a job with storytelling” – >for 55+
- Integrate in other projects
 - Generation mix (ESF)
 - Ethnic entrepreneurship (ESF)

Artevelde college students

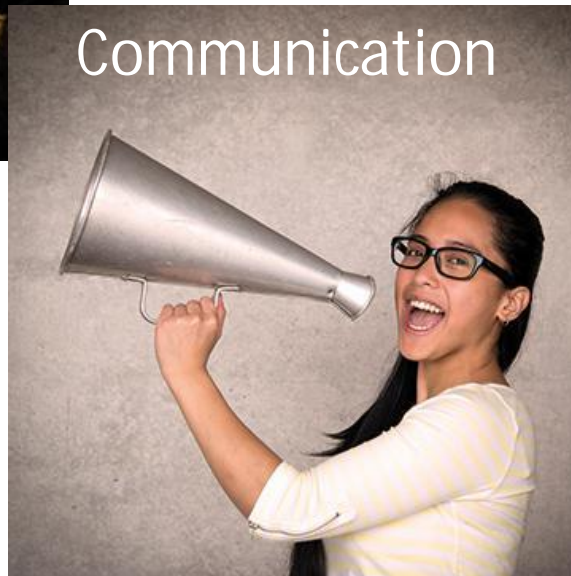
Journalism



Early childhood education



Communication



Business



Valorisation in the workfield

- Train the trainer
- Coaching counselors, consultants
- Student Entrepreneurs program (ACCIO)

Other applications

- Leadership
- Change management at all levels (individual, team, organisation, society)
- Context of social economy, social and cultural management
- Research methodology for social workers
- Communication skill in the curriculum

“The true alchemists
do not change lead
into gold; they change
the world into words.”

~ William H. Gass





The End