

# — STORYTELLING



**With the help of storytelling, your team can exchange insights and experiences. Questions from the audience and an profound dialogue can help integrate different insights into a big picture.**

1. Prepare your research insights before you start with this exercise.
2. First, present your research approach, your methods and the specific circumstance of your investigation.
3. Then start your storytelling by incorporating the characteristics of your first interviewee. Read out your notes and stick the main aspects on the board using post-its.
4. Pictures, videos, anecdotes and quotes enrich your story and can help your to involve your audience.
5. Encourage your audience to ask questions.
6. Move on to the next storytelling. For an extensive overview all stories should be shared within the team.
7. In the next step, cluster your insights according to meaningful categories.