



## Communicating Value: Telling Your Lab's Story

6<sup>th</sup> Annual Governmental Food and Feed Laboratories  
Accreditation Meeting, Spokane, WA  
February 13, 2020

### ❖ Once Upon a Time

1. What was the story about?

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2. How did it make you feel?

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3. What is your call to action?

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### ❖ Storytelling is about:

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“What you’re trying to do, when you tell a story, is to write about \_\_\_\_\_  
that made you feel some particular way.

And what you’re trying to do, when you tell a story, is to get the audience \_\_\_\_\_.”

### ❖ The Elements of a Story

- Universal
- A clear \_\_\_\_\_
- A \_\_\_\_\_ to root for
- \_\_\_\_\_ appeal
- \_\_\_\_\_
- Simple and focused



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### ❖ What is Your 6 Word Story?

- Six words. That's all you get. Experiment and have fun with it!
- Has had a beginning, a middle and an end. It has an emotional appeal.
- Write whatever sparks in your mind. You are free to use the prompt words in your story, but it's not required.
- You can continue with the 6-word stories (non-rhyming) if you like.

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

### Related Resources

1. Six Rules of Great Storytelling as Told by Pixar (taken from Buffer Podcast #85)  
[https://medium.com/@Brian\\_G\\_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fcc6ae225f50](https://medium.com/@Brian_G_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fcc6ae225f50)
2. Clear + Vivid with Alan Alda (Podcast) – topics range from truth telling to sources of empathy in storytelling. Our favorite episode is with Tina Fey who talks about the transformative power of improv
3. The Alda-Kavli Learning Center at Stony Brook University - <https://www.aldacenter.org/aklc>
4. Cole Nussbaumer Knaflic's *Storytelling with Data: A Data Visualization Guide for Business Professionals*. Available at Amazon.com or special order from bookstores.
5. *How to Write a Six-Word Story* by EM Welsh. <https://www.emwelsh.com/blog/six-word-story/>
6. The Art of Storytelling, According to the Founders of StoryCorps and Humans of New York - <https://ideas.ted.com/the-art-of-storytelling-according-to-the-founders-of-storycorps-and-humans-of-new-york/>  
(there are also 138 videos on storytelling at <https://www.ted.com/topics/storytelling>)