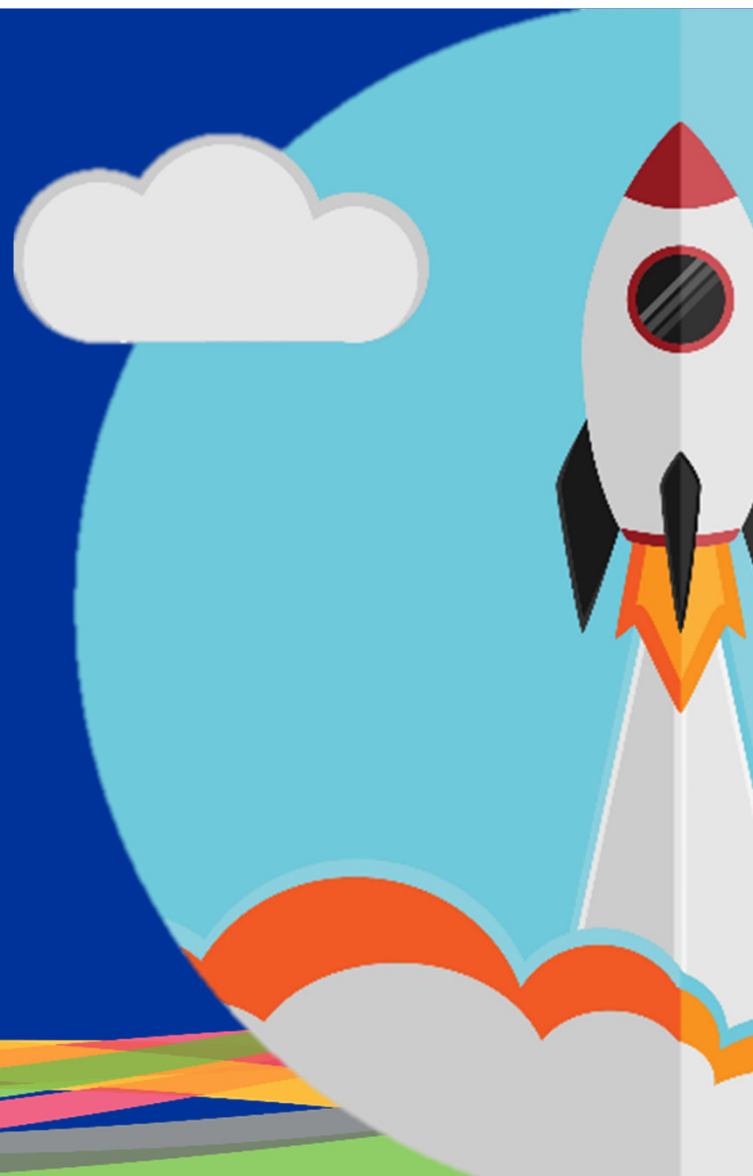




Communicating to **CONVINCE**



Application form **OPPORTUNITIES**

Summary	Microstory Unique Selling Proposition
Rationale	Unique Selling Proposition Framing
Strategies Impacts	Added value Framing
Annex	Storytelling Graphics/visuals



BATTERY

Ah 350

CCA 45

RC 65

Cn 20

VLRA/AGM technology

TYRES

205/65R15 95H

ER

BSL

E4

M&T





Photo: CEphoto, Uwe Aranas / Wiki

THINK
**Unique
Selling
Proposition**



Sell your project idea

1. Partner A: Present your idea using your USP.
Partner B: Provide feedback.
2. Repeat step 1 with the roles reversed



6 minutes





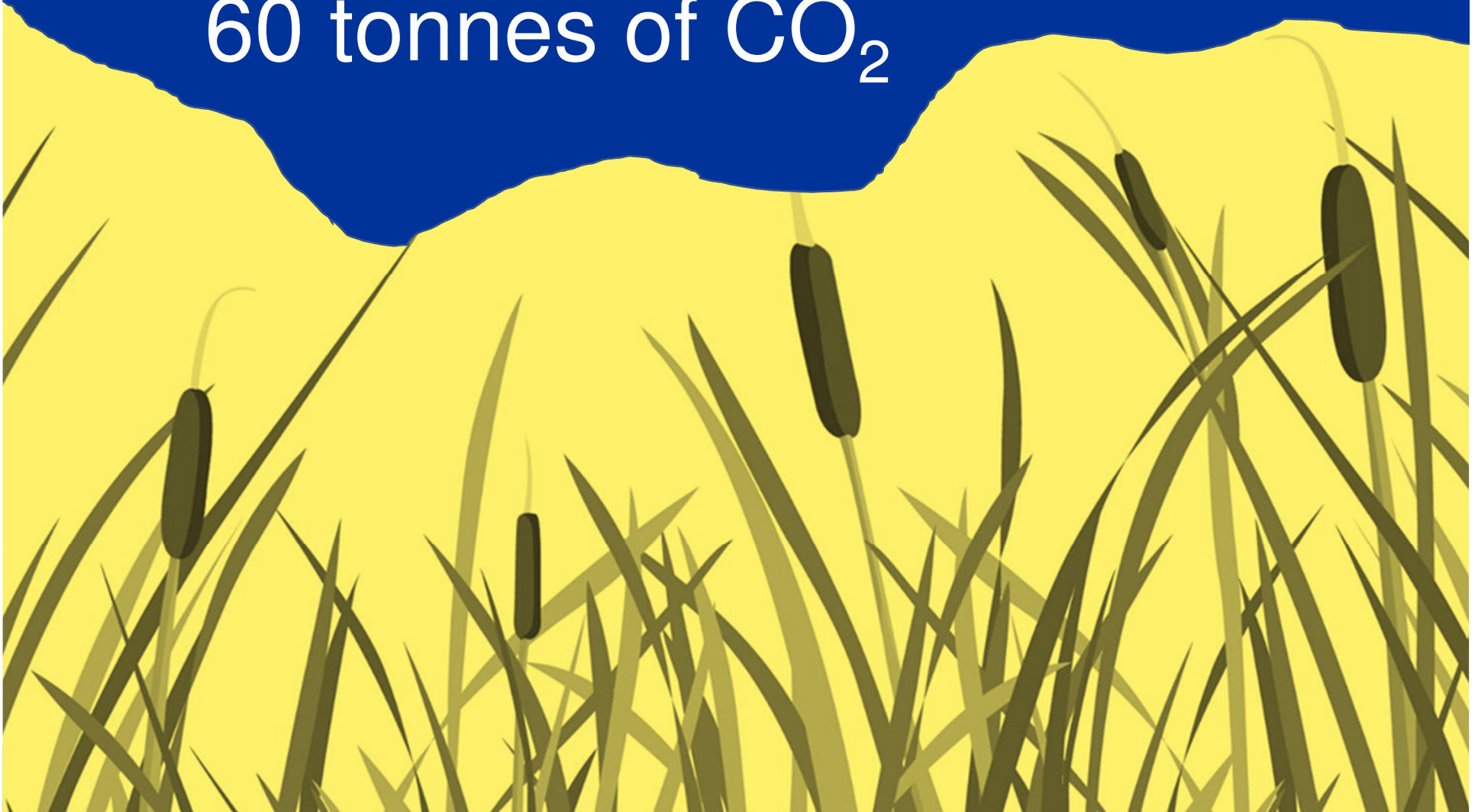
THINK
framing

90%
SUCCESS!

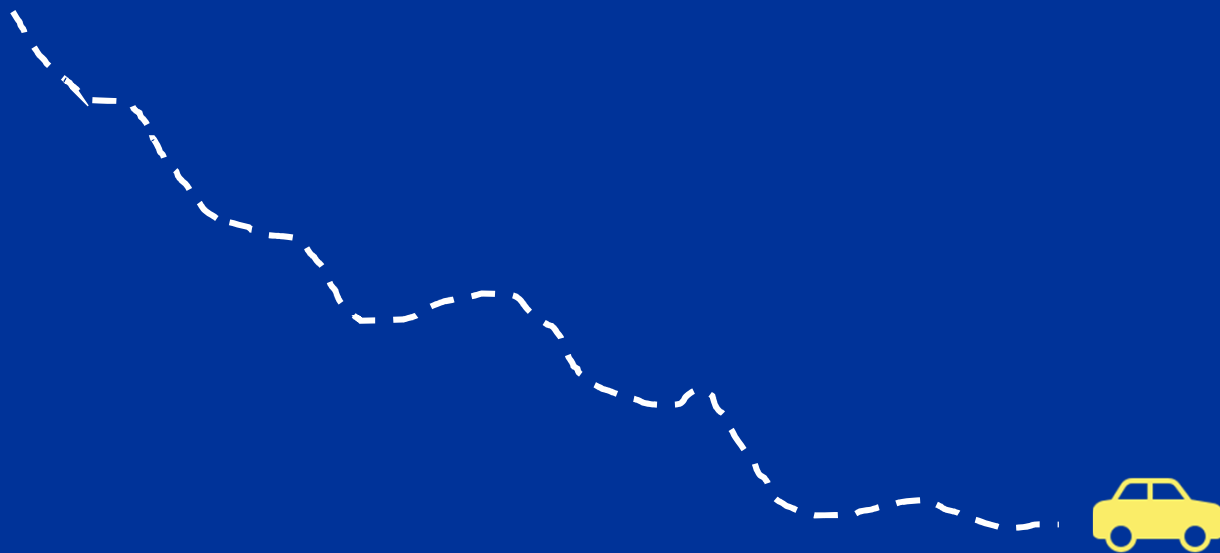
FAILS
1 in 10 times!



In a year, 1 hectare of
drained peatland releases
60 tonnes of CO₂



That's the equivalent of driving
500,000 km



Source: CANAPÉ

A photograph of a large iceberg floating in the ocean. The top part of the iceberg is visible above the water, while the much larger, submerged part is visible below the surface, illustrating the concept of the 'bigger picture'.

Talk about the
BIGGER PICTURE



Future

MIND THE GAP

Present

Crime in Addison



**Spreading like a
VIRUS**



reform

**Preying like a
BEAST**



punishment

Thibodeau & Boroditsky / Stanford University 2011





Frame your idea

1. Consider how to frame your project using 'big picture' context, numbers, comparisons, or metaphors.
2. Partners present and discuss their ideas.



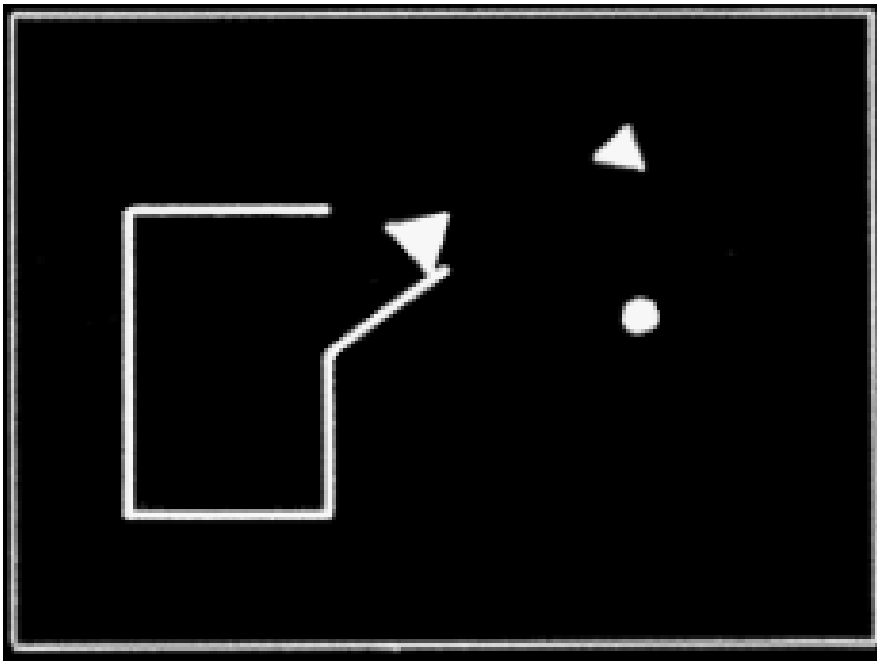
6 minutes



THINK storytelling



The Heider-Simmel illusion



Classic story structure



UDO: Use it, Don't Own It.

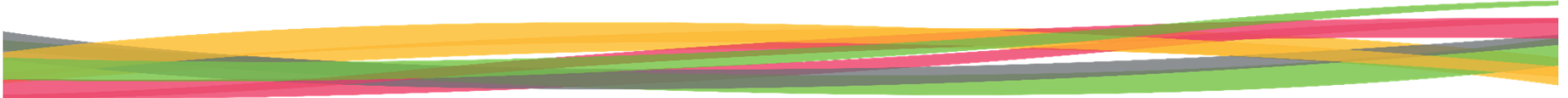


Tell your story

1. Tell your story to your partner. The partner provides feedback.
2. The partners swap roles & repeat step 1.



8 minutes



Application form **OPPORTUNITIES**

Summary	Microstory Unique Selling Proposition
Rationale	Unique Selling Proposition
Strategies Impacts	Added value Big picture
Annex	Storytelling Graphics/visuals

”

**The best way to
predict the future
is to create it**

- Abraham Lincoln

