Agile ORLANDO 2023

JULY 24–28

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#AGILE2023

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Melody Anne, Devin Anderson

Learn to Be an Engaging Storyteller

Table Intro’s

Name

Where you call home

How you ended up in this career

OUR STORIES

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Product Disposition Canvas

Strategic

What is your perspective of the product?

What is your product stance?

What are your personal product qualities?

Visionary

Implementer

A product story generator for every situation

Tactical

cprime

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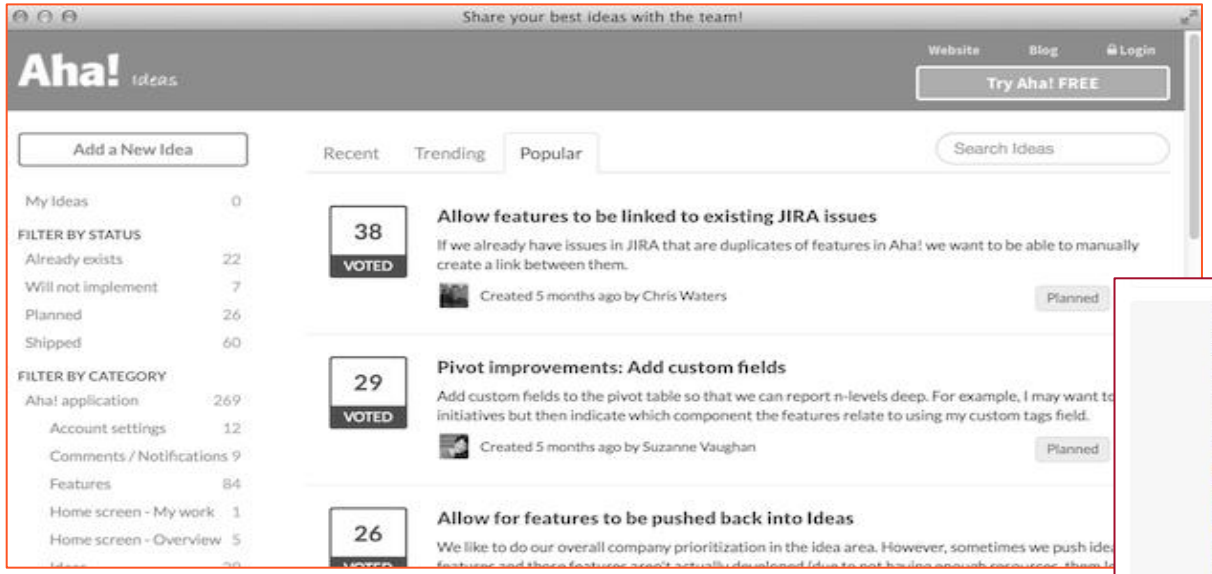
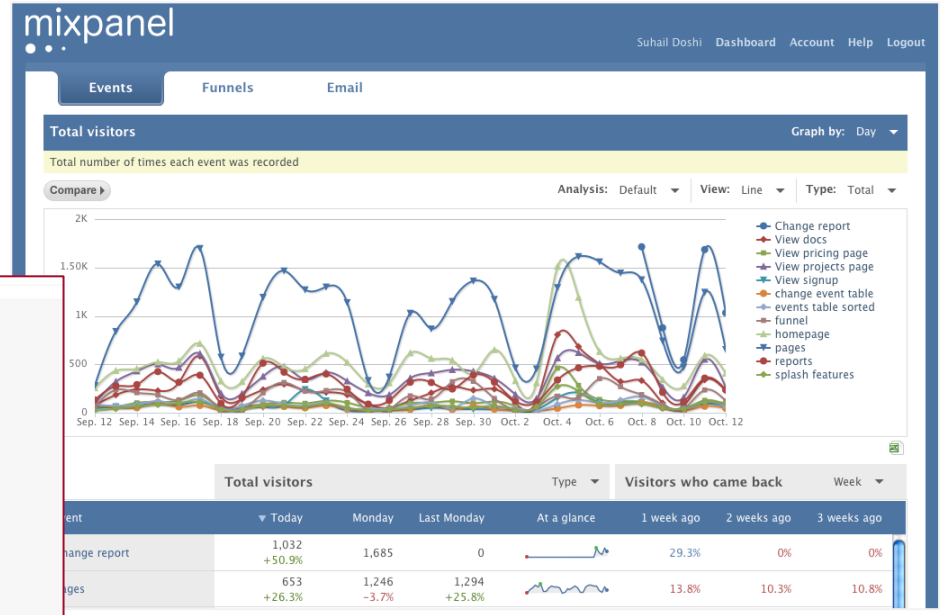
DATA IS ONLY PART OF THE STORY





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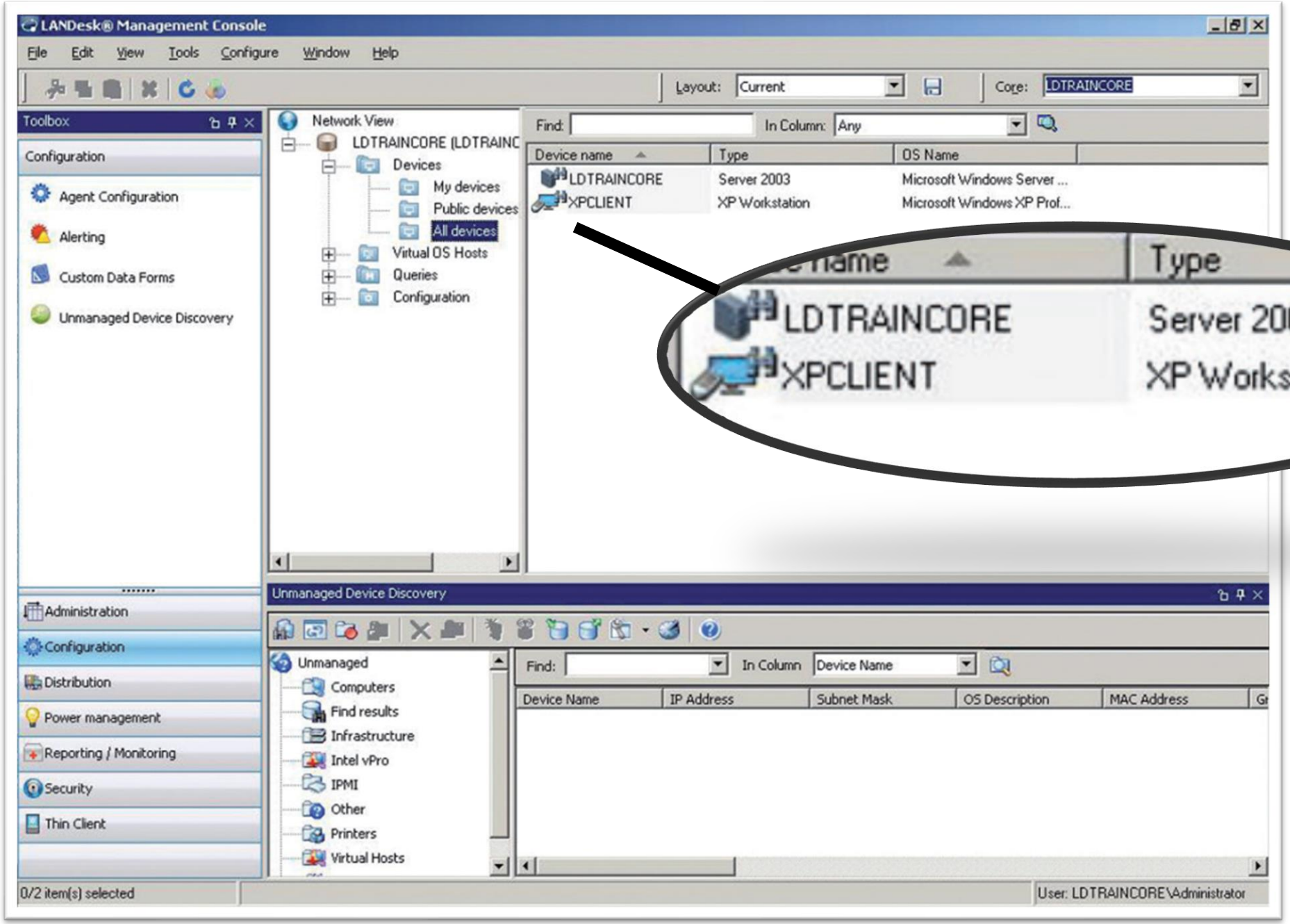
Why is Storytelling Important For a Product Professional?



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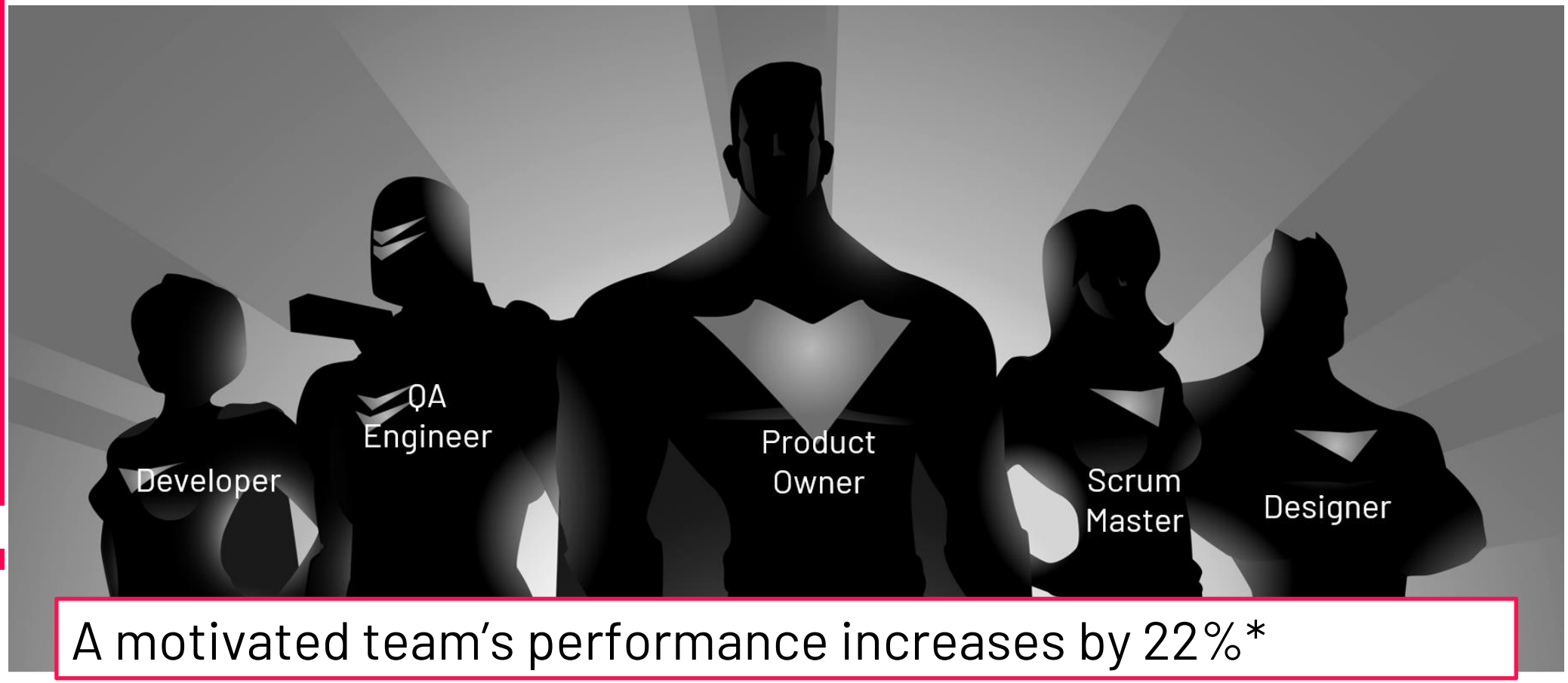
Storytelling Value For a Product Professional



A motivated team's performance increases by 22%*

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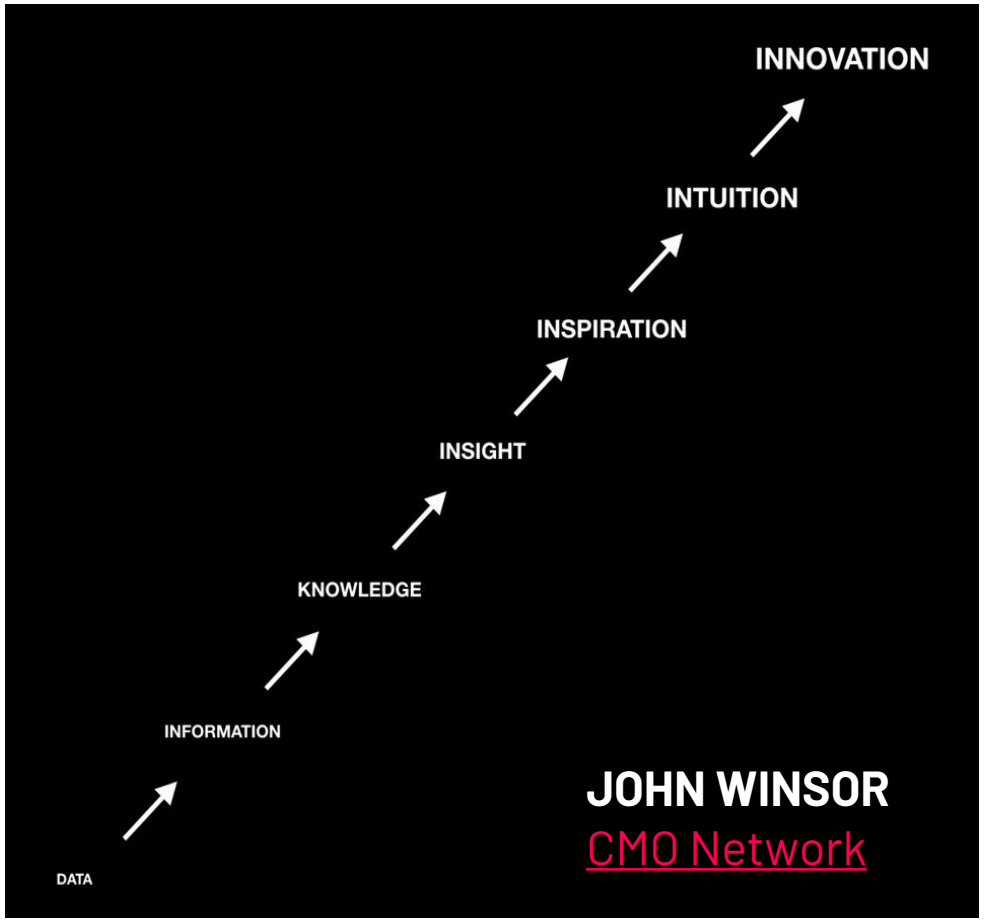
DATA LEADS TO INTUITION

INTUITION – involves taking knowledge gained through data and research and recognizing patterns that lead to innovation.



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What are the Key Elements of a Story?

How does knowing your audience affect how you tell your story?

WHO DO WE NEED TO IMPACT FOR SUCCESSFUL PRODUCTS?

THE INFORMED	(market / customers)
THE INSPIRED	(direction / vision)
THE INVESTORS	(KPIs /value props)
THE BUILDERS	(tech / infrastructure)

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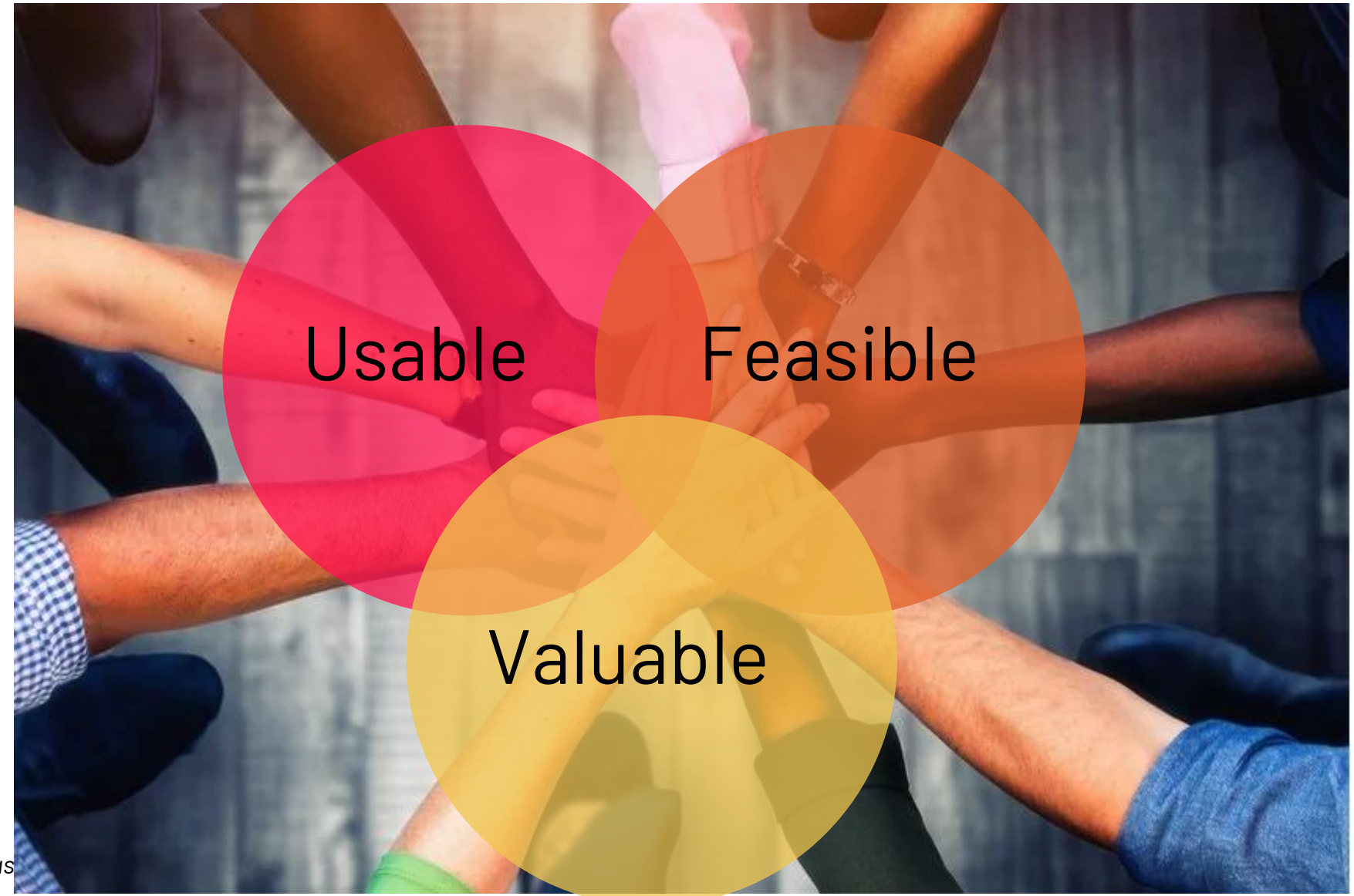
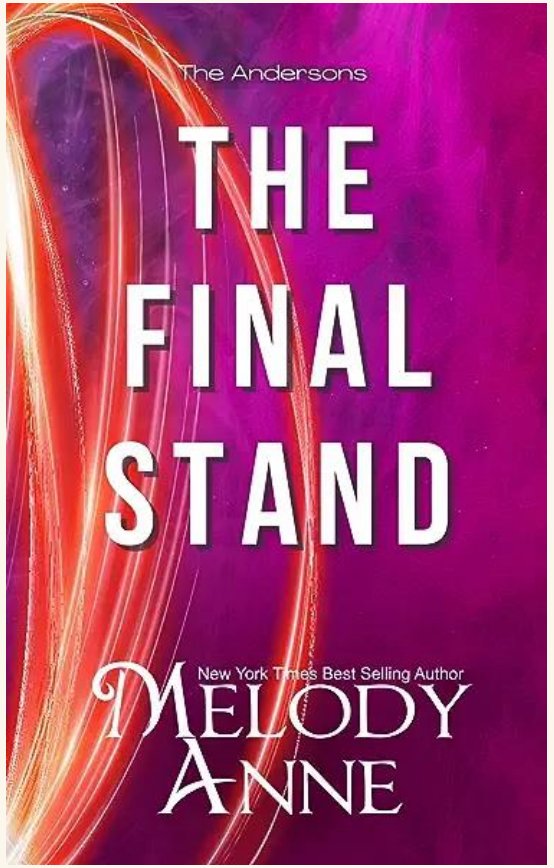
OR PUT ANOTHER WAY



If you can’t judge a book by a cover, can you judge the story by the storyteller?

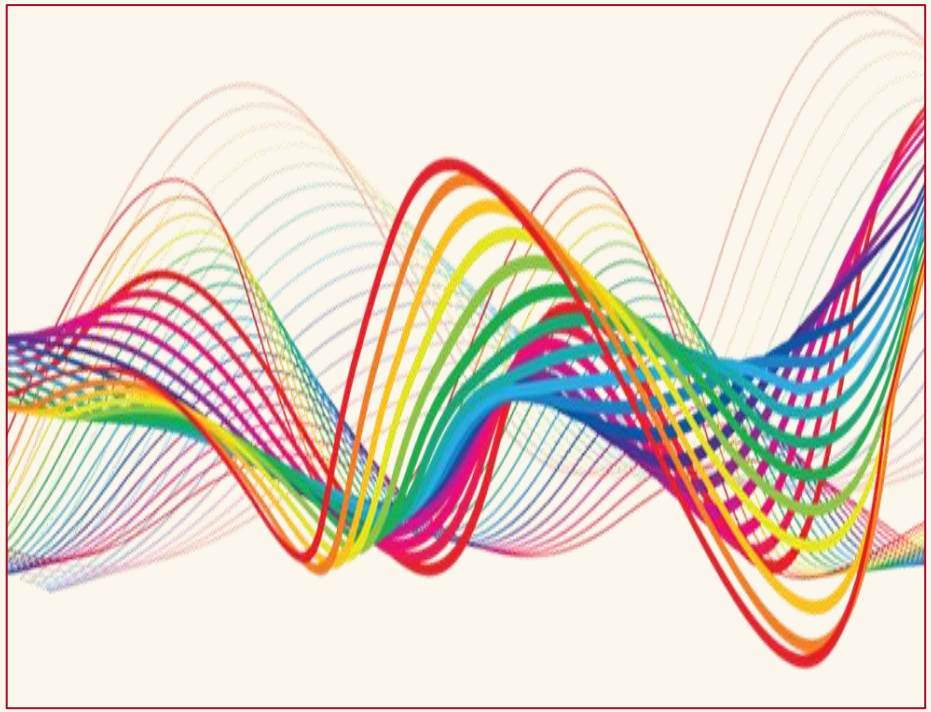
What techniques do you use to create suspense and keep readers on the edge of their seats?

How do you maintain a consistent tone and pacing throughout the story?



How do you balance "showing" versus "telling" in your storytelling?

How do you approach dialogue writing to make it sound natural and engaging?



TIPS AND TRICKS TO TELLING A STORY

Appearance, be confident

Create Suspense

Keep it Real

Maybe it should be called Story Showing?

Observe

Create space

Other things to consider

Right Timing and Location

Appropriate Length

Eye Contact

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THE STORY FRAMING PROCESS

Road to a Story	
Choose something to share	
Roughly frame the story	Storyboard Frame
Choose someone to influence	Audience
Explore how to share	Storyline Journey
Validate the impact	Success Measures

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Frame The Story

- Name
- Audience
- Challenge/Pain
- Short Pitch
- Goals
- Success Measures

Name/ Subject	Security Admin Patch Bonus	Audience	Developers, Support
Challenge/ Pain	Security Administrators Bonus's are at risk because they can't patch their computer vulnerabilities in the new required timelines		
Short Pitch	With the increasing risk toward zero day threats, companies have to patch their systems faster to stay protected agains cyber attacks. Companies have now raised the bar on patch roll-outs, again and our users are at risk of not receiving their success bonuses and the company is exposed.		
Goals	Protect the company by patching the required number of systems on "Patch Weekend" Reduce risk by patching the bulk of systems first and allowing time for the more difficult ones	Success Measures	

Is the first sentence or paragraph of your book important for engaging your reader?

How do you approach world-building, and how can it enhance a story?

SET THE SCENE

Set a time reference

Create the scene

- How do you show the scene?
- Think of incorporating all the senses

Capture your opening sentence.

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How do you handle character development, and what makes a character memorable?

WHO ARE YOU INFLUENCING

Targets • • **Not Targets** • •	**Name:** **Image:** **Description (who?)** • • • • • • **Values (why?)** • • • **Goals (what?)** • • •	**Name:** **Image:** **Day in the Life:** • • • • • • **Problems/Struggles:** • • • **Goals:** • • •

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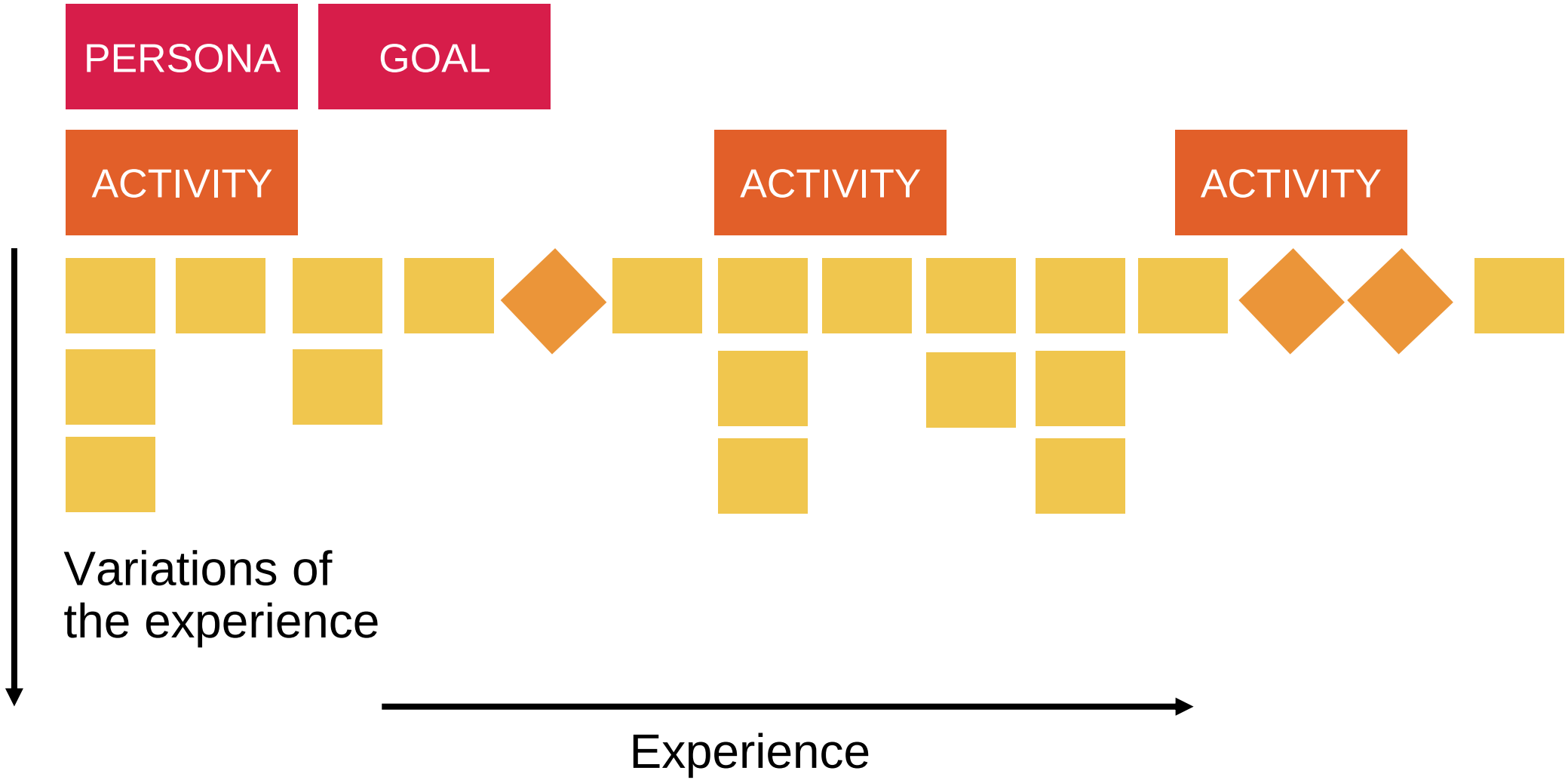
Map the Storyline

STORY MAP



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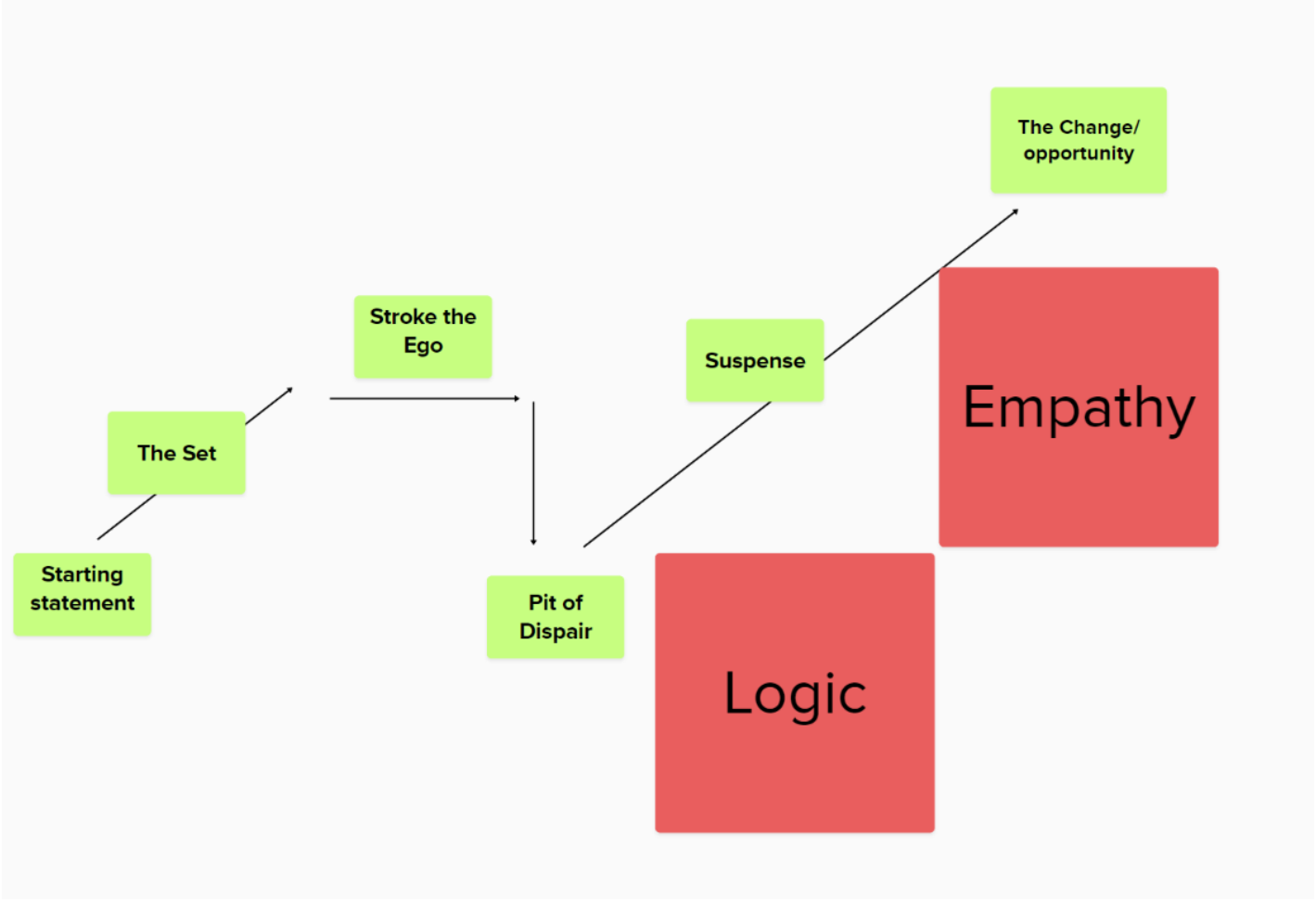
MAPPING THE STORY



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How do you handle feedback and criticism on your storytelling, and how does it influence your work?

Next Steps

Next week
Next month
Next quarter

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Questions?