

Global Risk Financing Facility: Technical Talks



Session Title: Influence with Technical Stories
(SUMMER SPECIAL)

Session Summary

Date: July 22, 2021 | Total Registrations: 188 | Number of countries represented: 52



Opening remarks: Sumati Rajput (Financial Sector Specialist, Crisis and Disaster Risk Finance [CDRF], World Bank Group [WBG]) opened the event. The Summer Special focused on technical story-telling and is meant to help TTLS complement the operational talks.



Lightening Presentations: Sunil Vishnu K (Co-Founder and Artistic Director, Evam and Training Sideways) delivered a lightening presentation containing five key hacks to telling effective stories. Chrissy Lim (Founder and Creative Director, Paperplane Co) delivered a lightening presentation exploring the core elements of the visual storytelling journey.



Technical Interview and audience interaction: Kaavya Ashok Krishna (Senior Financial Sector Specialist, CDRF, WBG) interviewed Sunil Vishnu K and Chrissy Lim on building interesting narratives around telling stories on topics traditionally considered dense or very technical.



Global Risk Financing Facility

Supporting Early Action to Climate Shocks, Disasters, and Crises

Key Takeaways

Ignite Presentation: Five Hacks of Effective Storytelling

[Click here to access the slides](#)

PRESENTED BY SUNIL VISHNU



1. **Identify your desired objective for the story in advance**, or else your story may take you in various directions without a clear goal.



2. **Know your audience** and when possible research them in advance to learn more about their motivations and interests. Remember, your audience is not monolithic but rather they are individuals.



3. **Use images to tell your story**. Make the presentation/content visually impactful and appealing. Use graphics and images. Don't overuse text and bullet points.



4. **Listen to your audience**. While presenting your story, pause to find out if the audience is still listening, whether you need to change your communication, or to get their feedback to make it interesting and relevant to them.



5. **Have multiple content formats ready and match the most relevant format to the right situation**. For example, format #1 can be a one-line description like an elevator pitch of the content you are trying to communicate. Format #2 can be a Twitter or Instagram version comprising 4–5 lines of description which can include visuals.

Ignite Presentation: How to Build a Story

[Click here to access the slides](#)

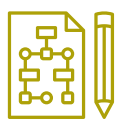
PRESENTED BY CHRISSY LAM



1. **Identify the hero**: This is the audience you are communicating with. Who are they? Where are they on their journey? Finding information about the audience and understanding these nuances is the first step in story-telling.



2. **Describe the problem**: Describe the problem that the audience is facing. What is keeping them up at night? What are their pain points? What problem do they need to solve at that very moment in time?



3. **Identify what aspect of your offering can help them**: Connect the problem to the solution that you are offering. Demonstrate that your assistance or product can solve the problem that the hero is facing.



4. **Envision what the end result looks like**: Visualize what a resolution to the problem looks like, and help the audience imagine the resolution to their problem. This enables the audience to recognize the solution when they see it.



5. **Let the character drive the plot**: In the best stories, the character drives the plot as opposed to the other way around. This is the hero's journey.

Expert Recommendations on Technical Storytelling

Watch full video with Q&A here



All stories are the same: There may be different kinds of technical stories; for example, something instructional might have more steps than something persuasive. But structurally, they are all similar. Every story has a beginning, middle, and end; every story features a hero, a challenge, and a resolution. Your task as story-teller is to accompany your audience together as they make their hero's journey to a resolution, hopefully fostering their loyalty and advocacy as a result



Build lightbulb moments: Build your narrative to empower your audience reach a solution, or to reach a conclusion on their own, by fostering a "lightbulb" moment. This will enable them to feel connected to your story and as a result they will be more invested in your message.



Simplicity is difficult: Using unnecessary jargon makes your audience feel excluded and not a part of the conversation. It can separate the speaker from the listener. Whenever possible use relatable words, visuals, and ideas. [IKEA](#), a Swedish furniture store, communicates [complex furniture assembly instructions](#) by relying solely on visual images thus transcending age, language, borders, and ability.



Empathy builds connection: Take the time to put yourself in the shoes of your audience and think about how to create your story to empathize with their point of view. This is especially important when delivering a difficult message. Often the best way to build empathy is to first listen to your audience, their verbal and non-verbal cues, and craft your message accordingly.



Trim the "fat" so that your audience can walk away with one strong, simple, and clear idea. Shorten the story to its core elements and then scaffold any required details and knowledge back up brick by brick. Presenting all the information at once can be overwhelming.

More Information:

To share your thoughts on the Technical Talks, please [click here](#). To learn more about the Global Risk Financing Facility, please visit <https://www.globalriskfinancing.org/> or contact Technical Team Leads [Benedikt Signer](#) and [Sumati Rajput](#).

Guest speaker contact info:

[Chrissy Lim](#),

Founder and Creative Director,
Paperplane Co

[Sunil Vishnu K](#),

Co-Founder and Artistic Director,
Evam and Training Sideway



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