



Turning Science Into Stories

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Mighty Citizen

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1. Storytelling deserves your full attention.
2. Telling stories well is easy-*ish*.

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What isn't a story?

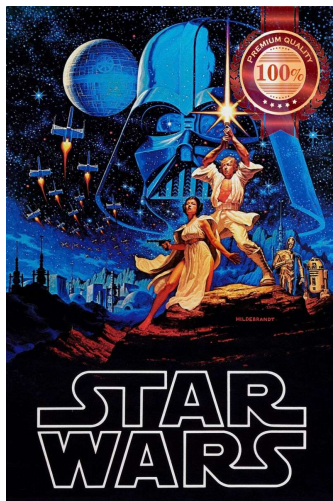


“anything with a
beginning,
middle, and end”



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What isn't a story?



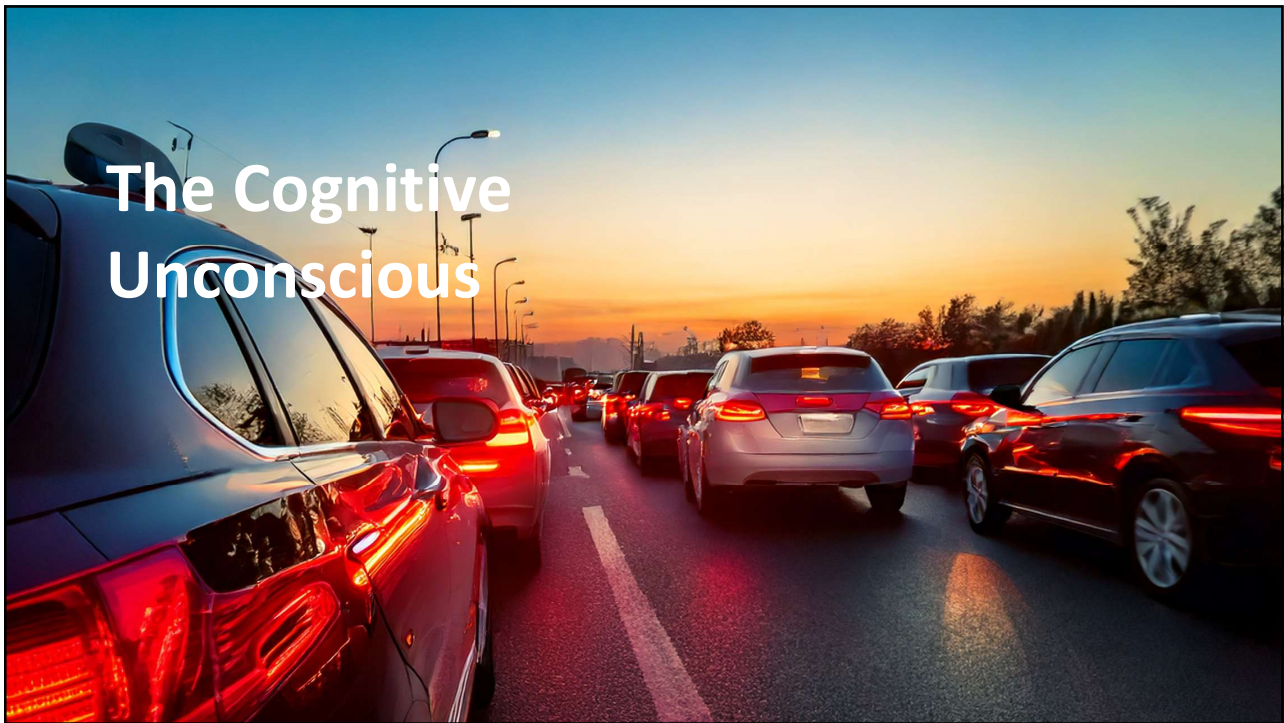
mere
entertainment



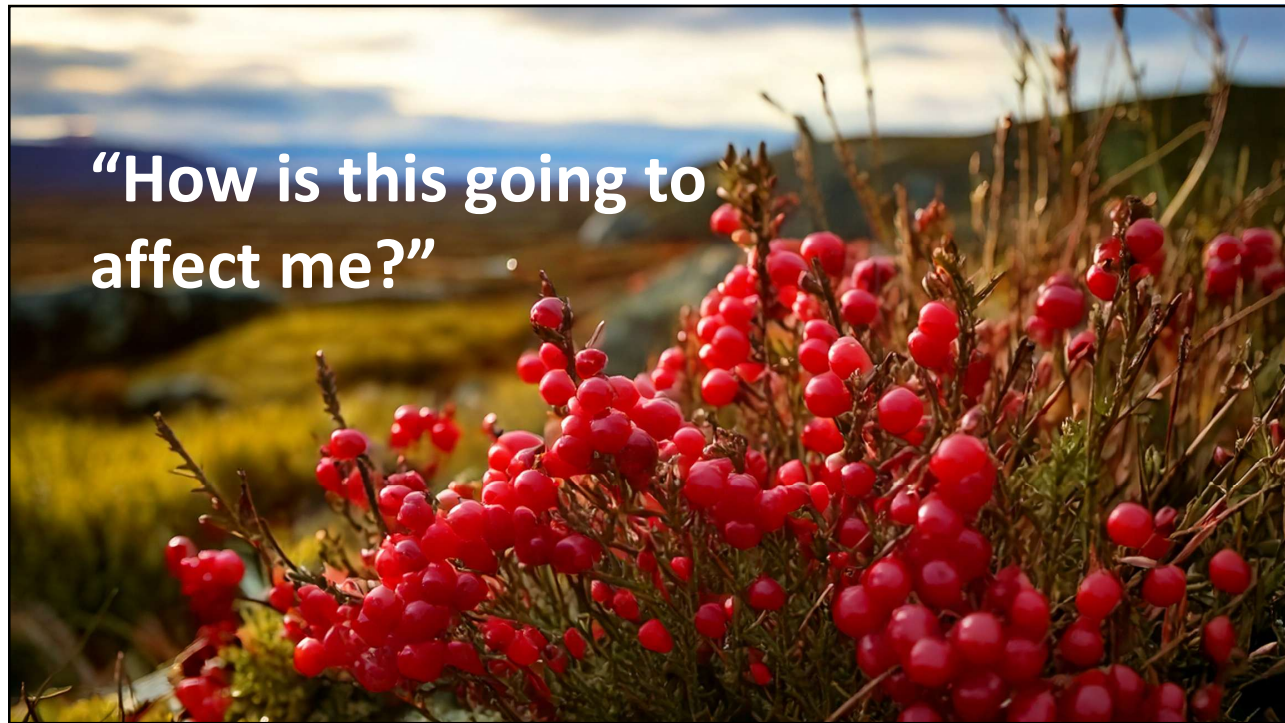
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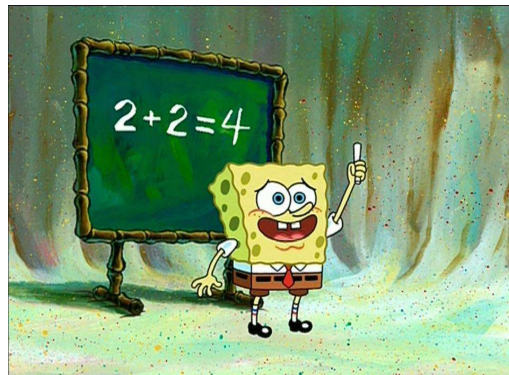
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“How is this going to affect me?”

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What isn't a story?

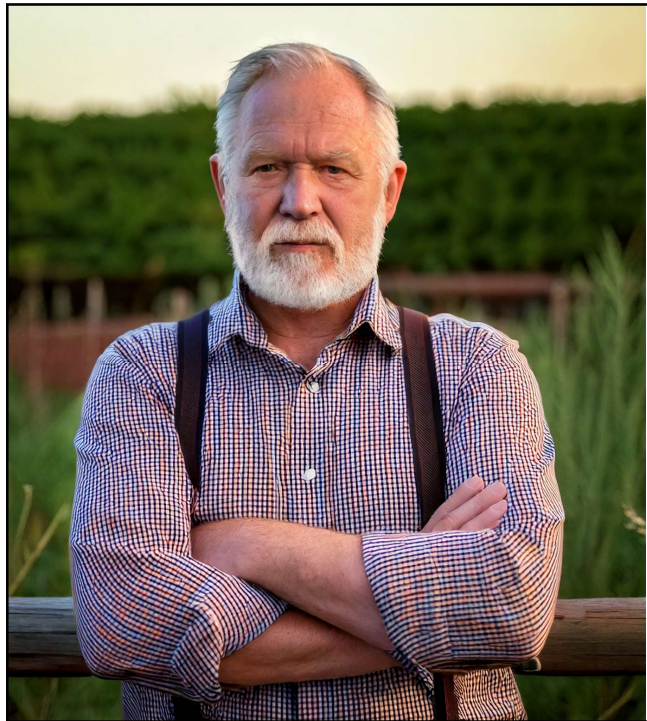


mere
facts

10



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When you make a claim or
state a fact, **you tell your
audience how to:**

**think about it,
evaluate its meaning,
put it into context,
decide if it matters**

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When you tell a **story**,
your audience **sees the world**
the way you do.

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Trying to convince someone of
something they don't already believe
with facts alone
is the best way to do
the exact opposite.

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Story is the Key to Your Business

1. Story is our brain's **survival mechanism**.
2. Story is **how we make sense** of the past and predict the future.
3. Facts come across as irrelevant or threatening.
Story **gives facts meaning** and helps people **accept new info**.



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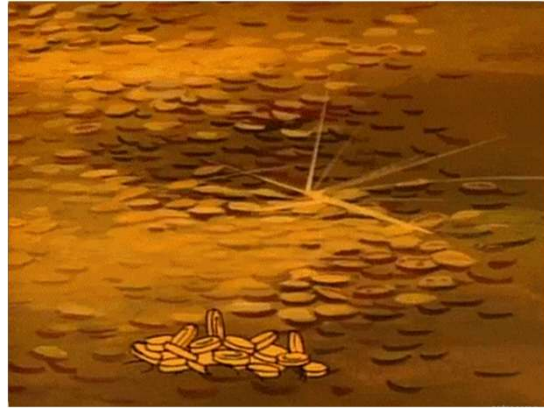
How to Tell Stories About Pharmacy Compounding



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The Boring Four

1. Hire a Journalism Student
2. Keep the Reading Level...
... Below **8.0**
3. Don't Be Cheap



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The Curse of Knowledge =

Once you know something, it's **impossible** to put yourself in the mind of someone who doesn't.

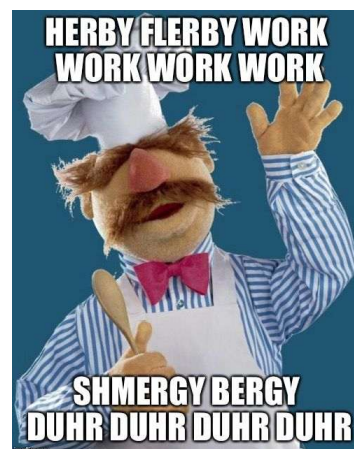


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What you say...

"We adjusted the **excipients** in your medication to enhance the **dissolution profile** and improve the drug's stability under **different pH conditions**."

What your audience hears...



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“Steve has developed a myriad of ... compounds as a sterile and **non-sterile compounding pharmacist.**”



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Defeat the Curse = Drop Jargon

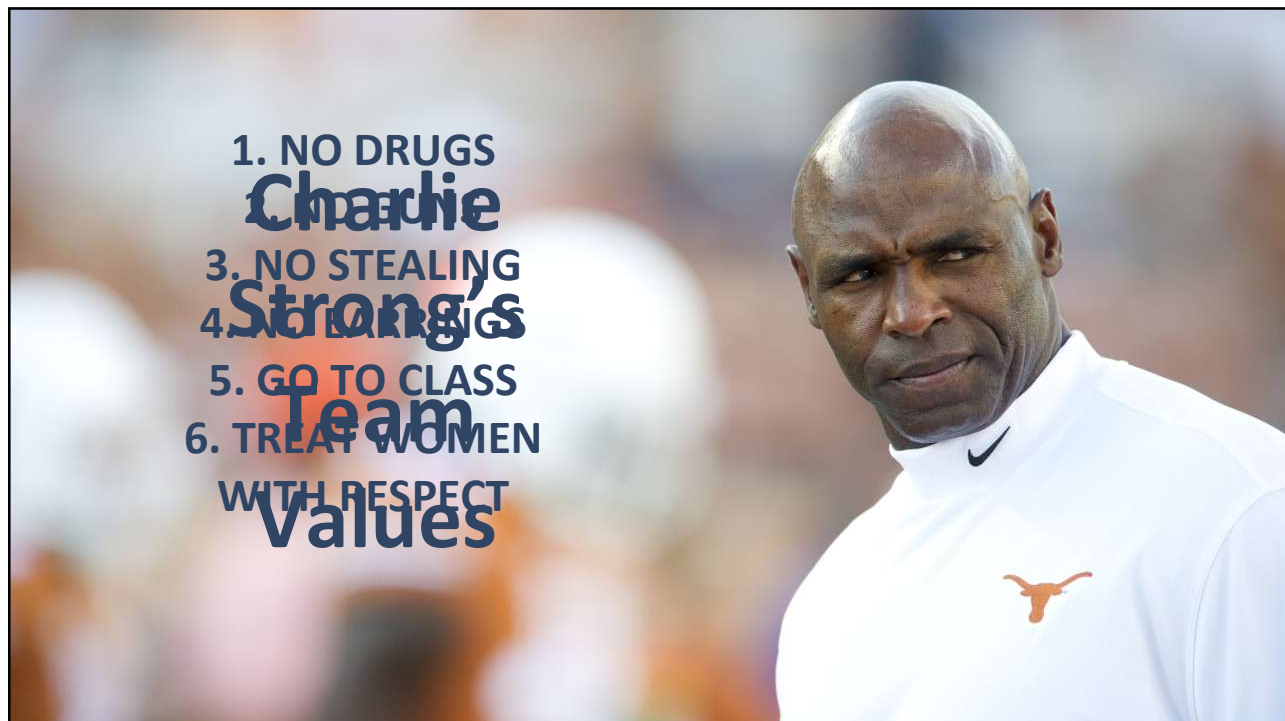


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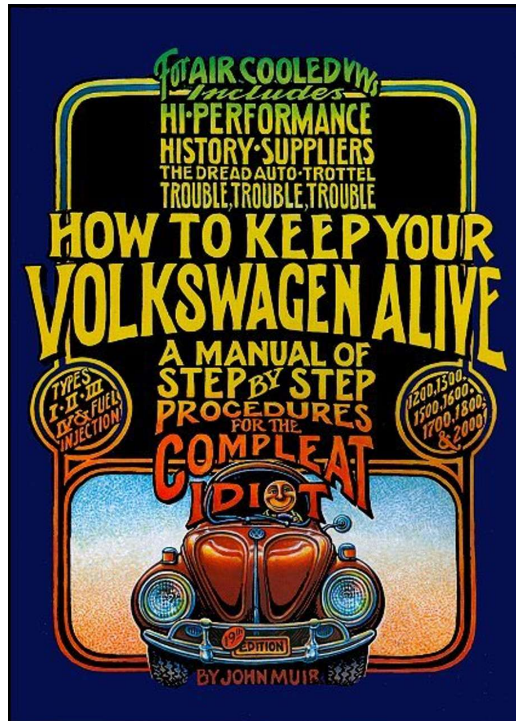
Defeat the Curse = Get Concrete



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When you write a story, watch someone read it. Ask them when they get bored or confused.



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“There will be no school next Thursday.”

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Ask These Questions

1. How will your call to action benefit your audience *based on their worldview?*
2. What *beliefs do they have that you'll be butting up against* when you ask them to change?
3. Based on their worldview, how will the change you want help them *become their most authentic self?*

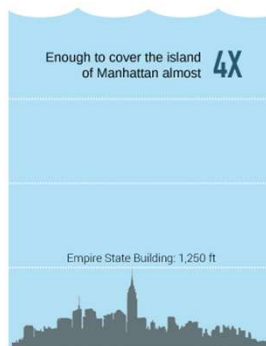


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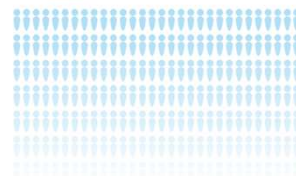
35,000,000,000,000 GALLONS



Enough to cover the
entire state of Texas in
8 inches
of water.



Enough to supply the entire
world's population with
10,000 days
of water if everyone drank
eight 8-ounce glasses a day.



Sources: National Weather Service Fort Worth, California
Department of Water Resources
Credit: Nelson Hsu / NBC



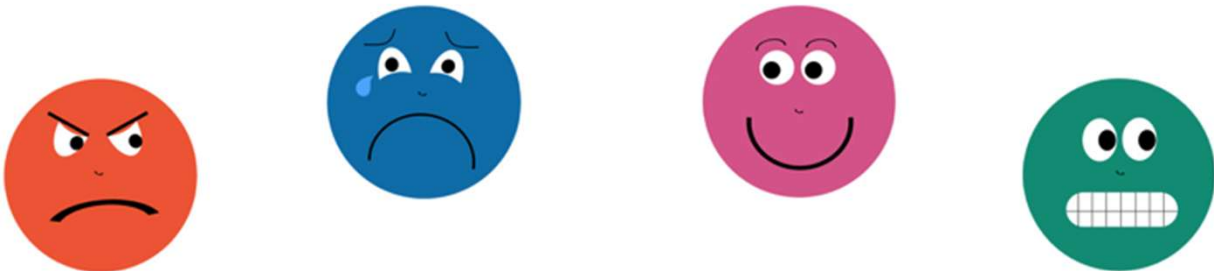
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Numbers & Stories

1. **Avoid** numbers in your stories if possible.
2. If you must use numbers, **use whole numbers**. (Round with passion! Humans are terrible at percentages.)
3. Connect numbers to something people **already know** and understand.



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Emotion comes first.
Thinking comes second.



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32



– 66%





+ 36%



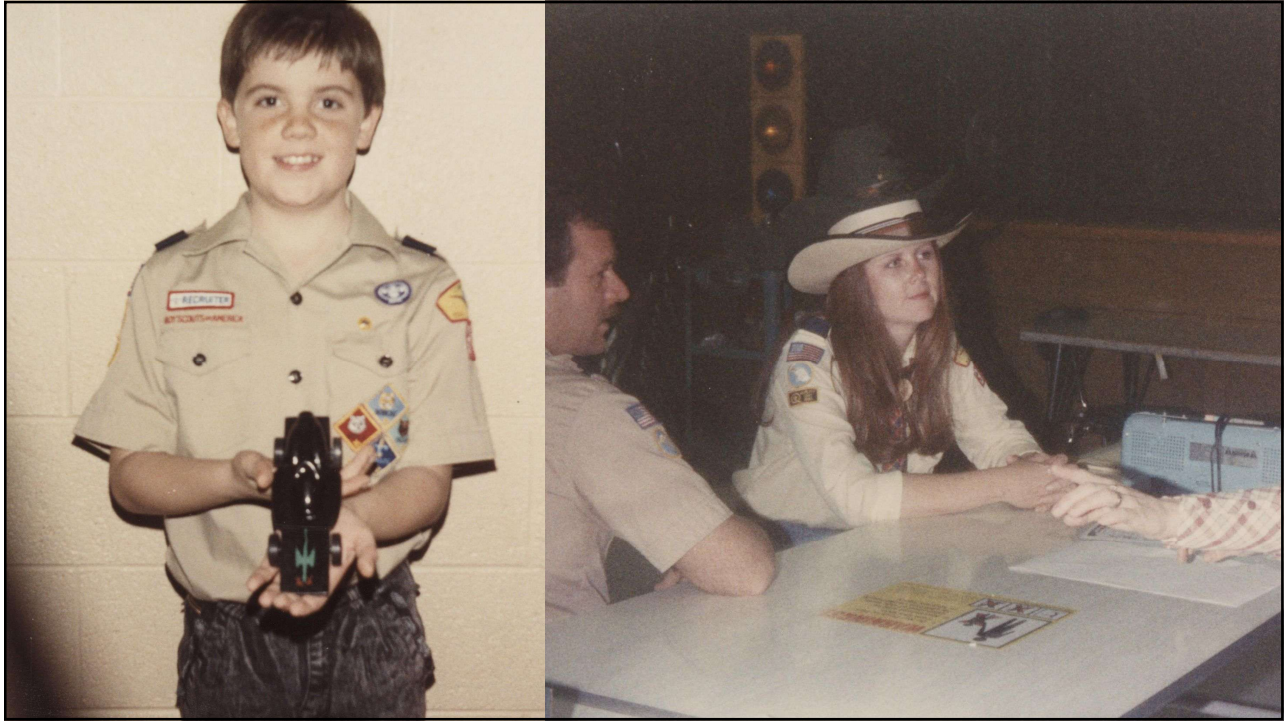

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Emotion in Stories

1. The emotion in your story is in the hero/protagonist.
2. If you must use numbers, use whole numbers. (Round with passion! Humans are terrible at percentages.)
3. Connect numbers to something people already know and understand.

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Contact Information

To receive these slides or additional resources,
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