

UX Beers Brussels - 13/09/2022

The power of a design **story**



by Alexandre MASY

movify

What is a **story?**

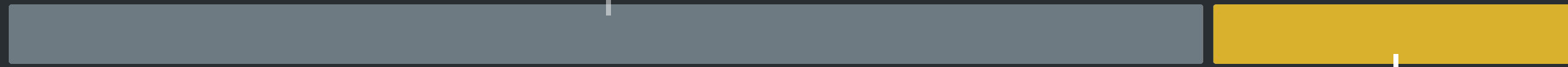
Why do we like them so much?



100.000
yrs ago



100.000
yrs ago

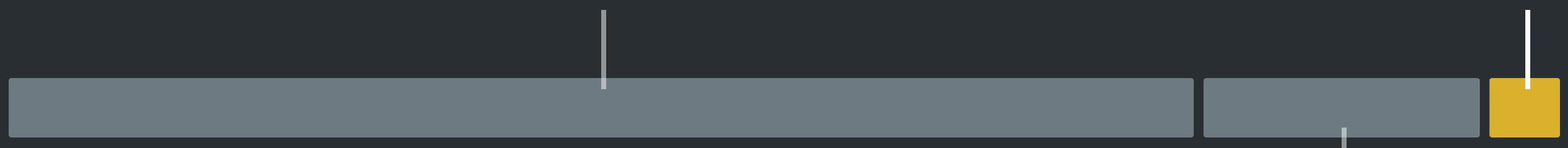


27.000
yrs ago



100.000
yrs ago

3.500
yrs ago



27.000
yrs ago





Step 1

Make your audience **care**



Don't be clever.

Be vulnerable and honest.

Make your audience **care**.

Emotionally, intellectually, and
aesthetically, **just make them care.**



Step II

Craft your story.



”

The unifying theory of 2 + 2

- Andrew Stanton



Step III

Connect to your audience



”

Stakeholder Management includes the process required to **identify people, groups, or organizations** that could impact or be impacted by the project, to **analyze** stakeholder **expectations** and their impact on the project, and **develop** appropriate management **strategies for effectively engaging stakeholders** in project decisions and executions.

- Project Management Institute, A guide to the project management body of knowledge – PMBOK guide (2017)



III - Connect to your audience

Get to know who you are talking with.



Everyone who **pays** for the project.

Everyone who **provides the resources** you need.

Everyone who **will receive the deliverables** the project produces.

Everyone who **signs off** on the project.

Everyone who is **a subject matter expert**.

Everyone who **may be impacted** by the project.

Everyone who is **responsible for key dependencies**.



III - Connect to your audience

Develop your relationship with them.



III - Connect to your audience

Adapt your message to your stakeholders



Whenever possible continue
building your business relationship.

Make sure there are no surprises.

Make your communications purposeful.



”

You don't have to be a bearded old man,
in front a fireplace with a dark voice
in order to be a great storyteller

- David JP Phillips



In the end



Thank you

