

# How to write your story

The Curse of Knowledge system

SLAM 2023 Interact



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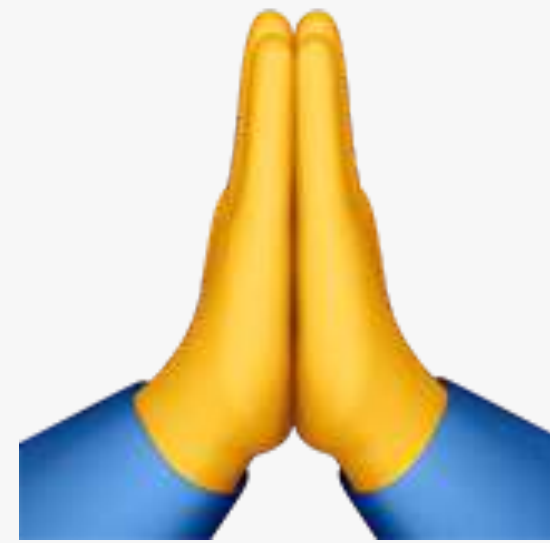


[www.curseofknowledge.io](http://www.curseofknowledge.io)



<https://www.linkedin.com/in/charleliejourdan/>





Stoyan

Rosa

Nebojsa

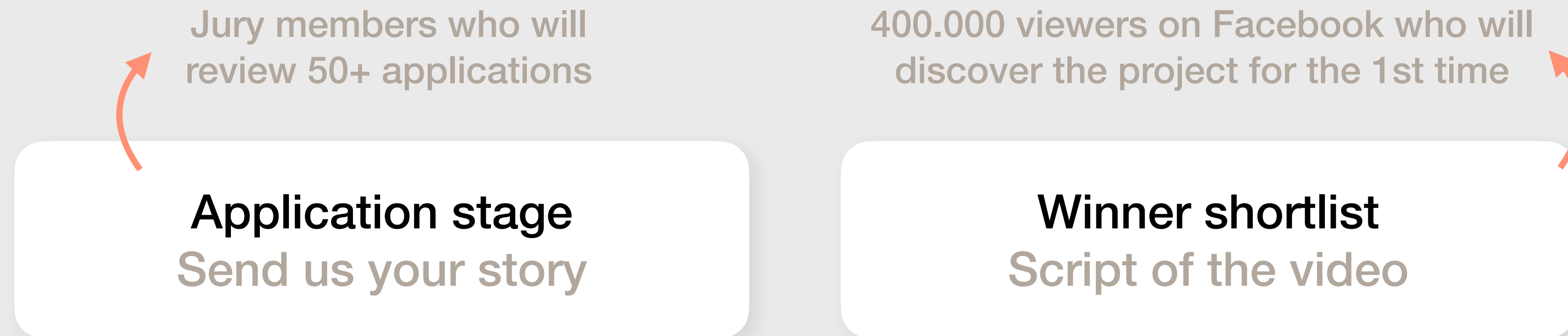
Interact

**Chat:** who has joined a previous SLAM competition?  
Yes / No

**Application form**

<https://www.interact-eu.net/#o=node/4197>

# Why do we use a story?

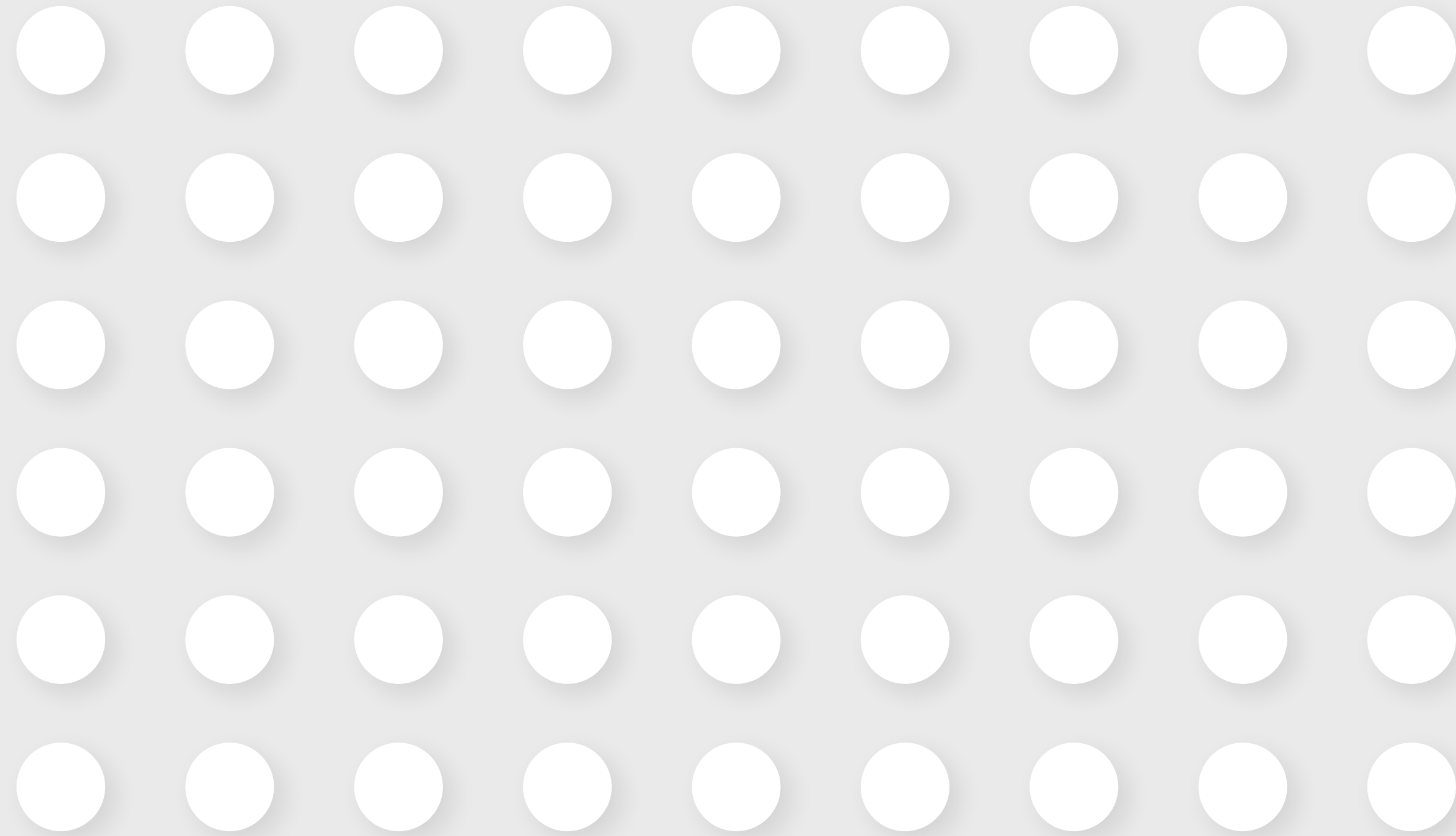


Someone who did not worked on the project can:

- **understand** it,
- be **convinced** by your solution
- and **inspired** to remember it

**Story**

telling



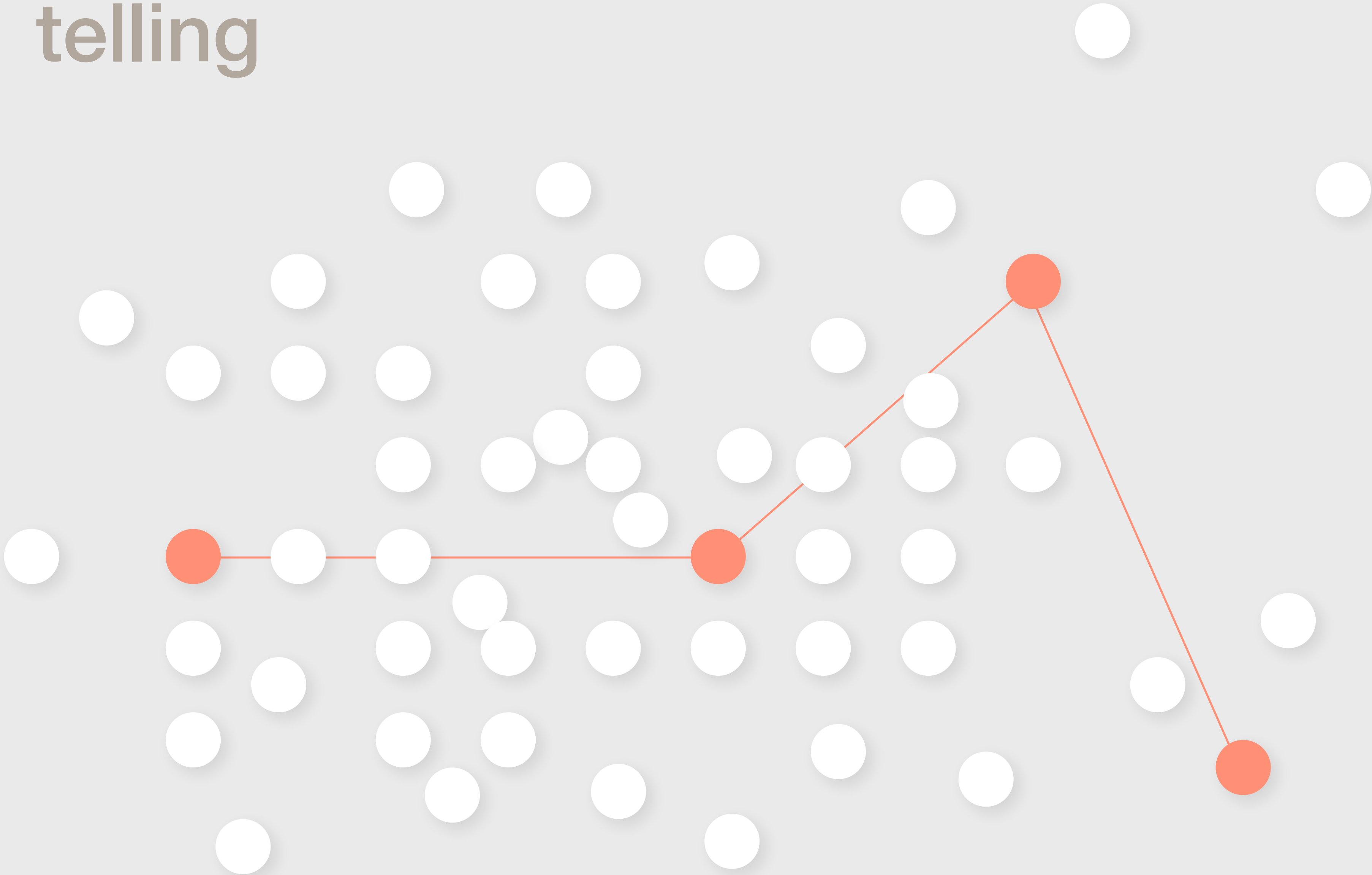
**Story**

telling



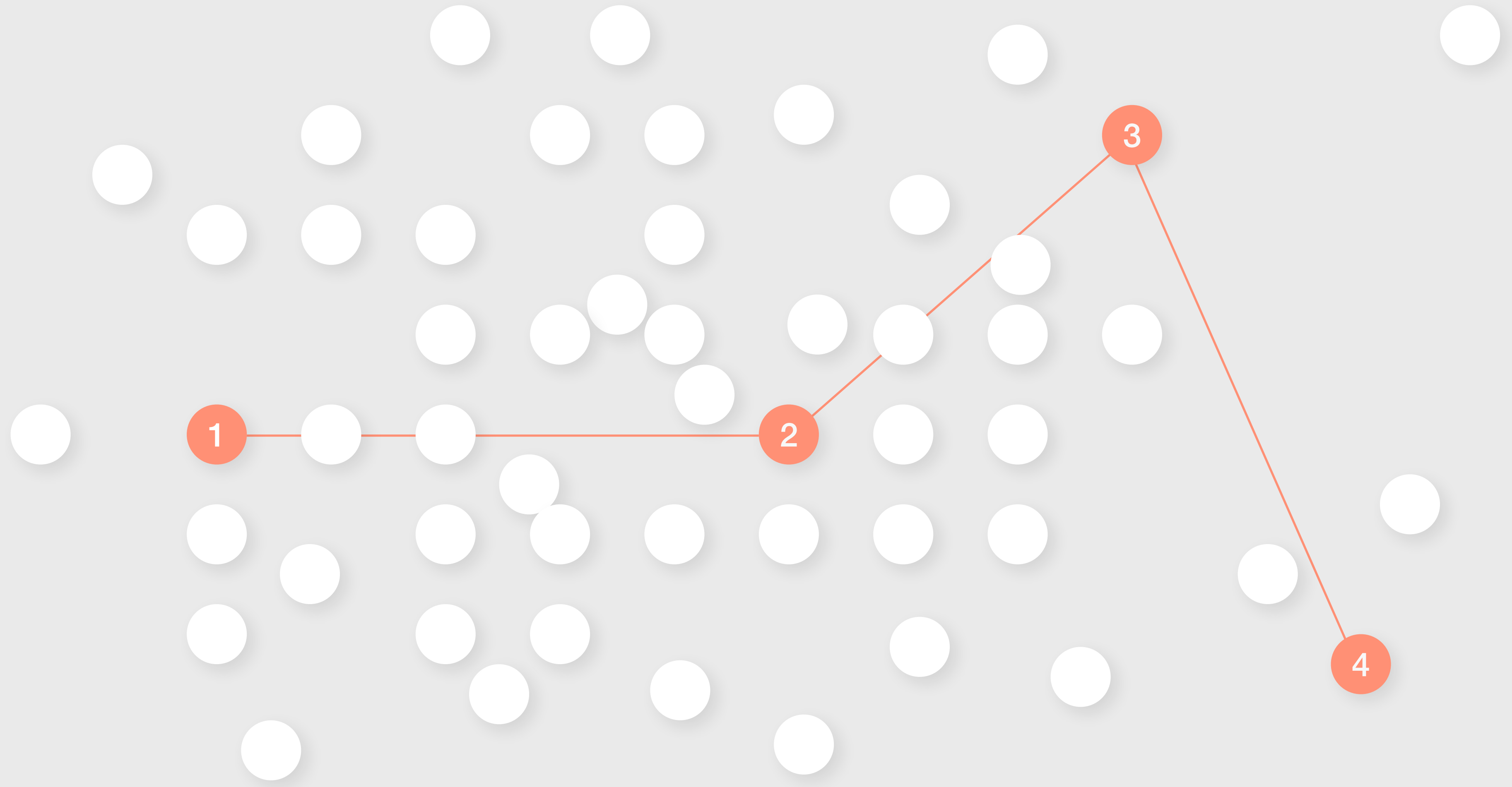
**Story**

telling



# Story

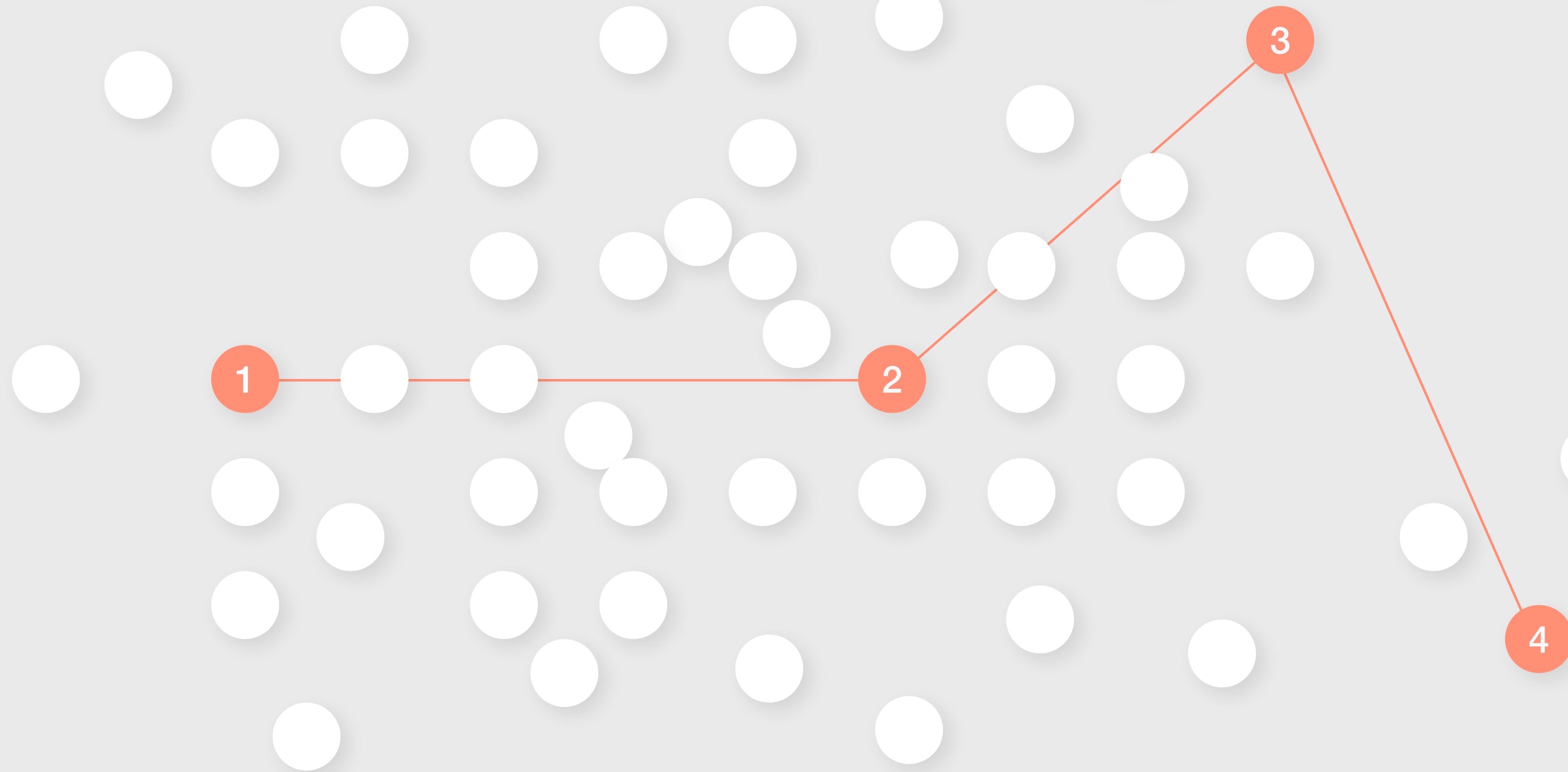
# telling





# Story telling

1. finding what is worth telling
2. connecting it so someone else can also understand





## MODULE 1

# TOO MUCH INFORMATION

1. We need to understand the context first
2. Using a logical formula is guiding the other person
3. How to use the Powerpoint to write your story

### EXAMPLE

a 3 million euros project's that missed its chance



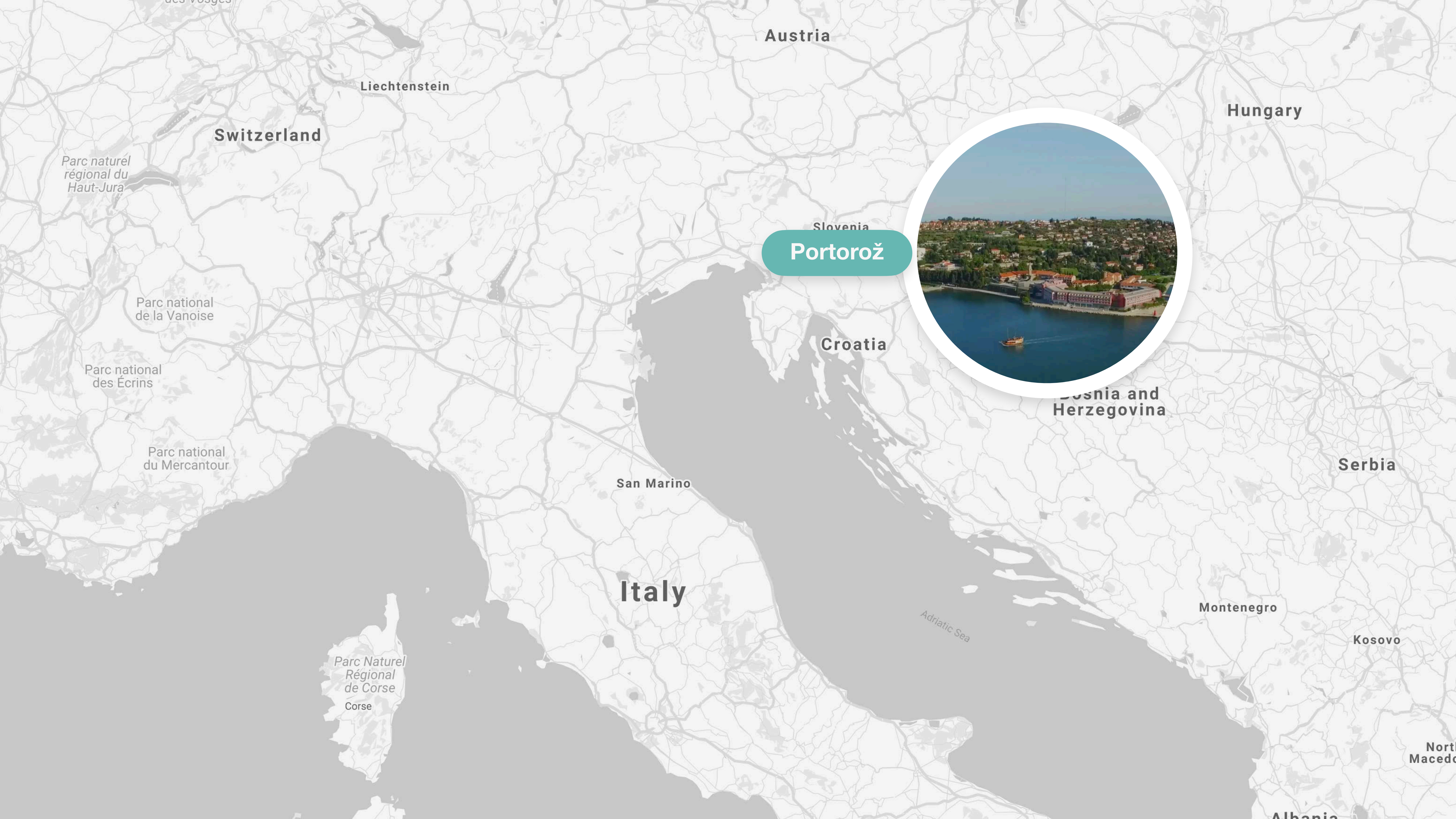
## MODULE 1

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### EXAMPLE

a 3 million euros project's that missed its chance



Austria

Liechtenstein

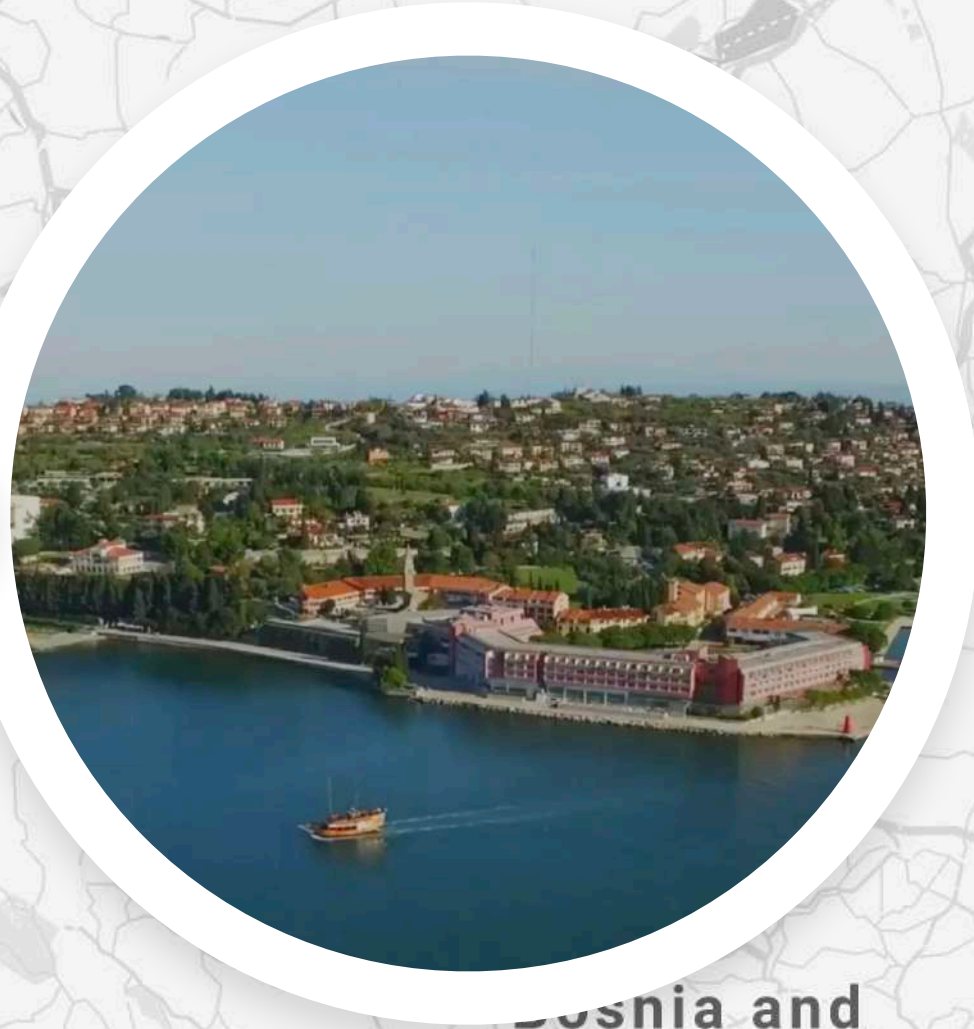
Hungary

Switzerland

Parc naturel régional du Haut-Jura

Slovenia

Portorož



Parc national de la Vanoise

Croatia

Parc national des Écrins

Bosnia and Herzegovina

Parc national du Mercantour

Serbia

San Marino

Italy

Adriatic Sea

Montenegro

Kosovo

Parc Naturel Régional de Corse  
Corse

North Macedonia

Albania

**EDP@Risk**

Early Detection Programme for Risk mitigation in the Adriatic



**13 partners**

University of Ljubjana

Cable.inc

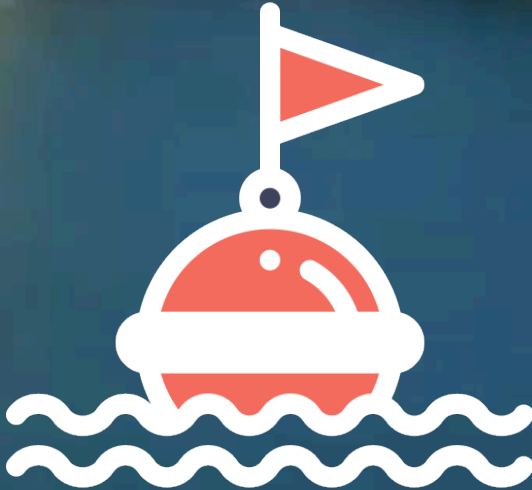
Perceive project

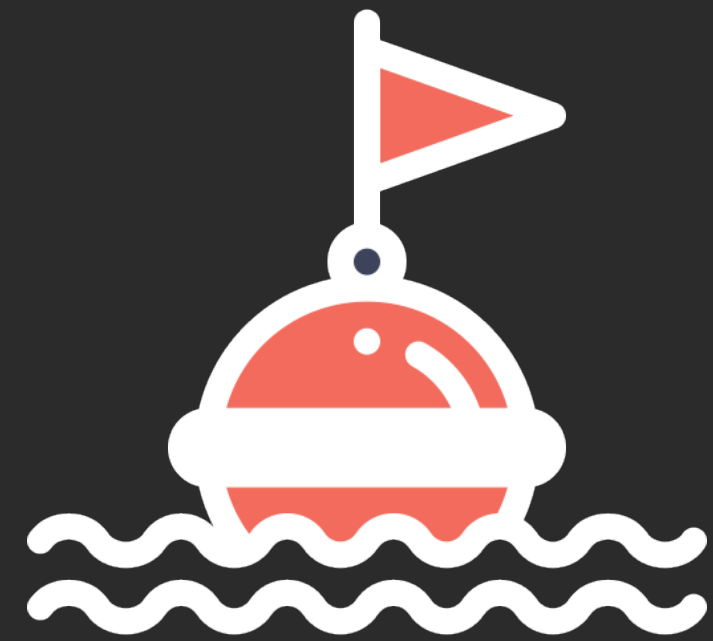
University of Trieste

Municipality of Portoroz

....

# Portoroz, Slovenia





## Beacon

- Temperature of water
- Intensity of the rain
- Speed of wind
- Main pollutants
- Network IP 987/2N





## Proof it worked

- 150 beacons
- 3 m. euros spent, no auditing issue
- great closing event, mayor of Trieste



## Las Vegas Startups and Small Businesses

Las Vegas, NV

800

Partnership: Building Teams, Growing



## The last minute

- strong water currents
- 15 mn. = 200m.
- Pollution & rescue

# how could we make the story immediately more interesting?

**POLL**

1. make words less technical and avoid details

2. modify the order of the presentation

3. show more visuals and animations

4. be a better presenter on stage

5. have a sexier topic

10 BRAND

We are EDP@Risk + consortium partners

5 HOW IT WORKS

How the beacon works in details

4 CATEGORY SOLUTION

What it was (a network of sensors)

8 PROOF WE SUCCEED

We lead the project to completion, 150 beacons

1 CONTEXT

15mn. = up to 200m

2 REAL PROBLEM

We need to know where you are in real-time

3 EXPECTATIONS

Can we rescue you in time?

1 CONTEXT

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What it was (a network of sensors)

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We lead the project to completion, 150 beacons

10 BRAND

We are EDP@Risk + consortium partners

# what do you think?

CHAT

Do you think this works better or worst?

10 BRAND

5 HOW IT WORKS

4 CATEGORY SOLUTION

8 PROOF WE SUCCEED

1 CONTEXT

2 REAL PROBLEM

3 EXPECTATIONS

VS

1 CONTEXT

2 REAL PROBLEM

3 EXPECTATIONS

4 CATEGORY SOLUTION

5 HOW IT WORKS

8 PROOF WE SUCCEED

10 BRAND





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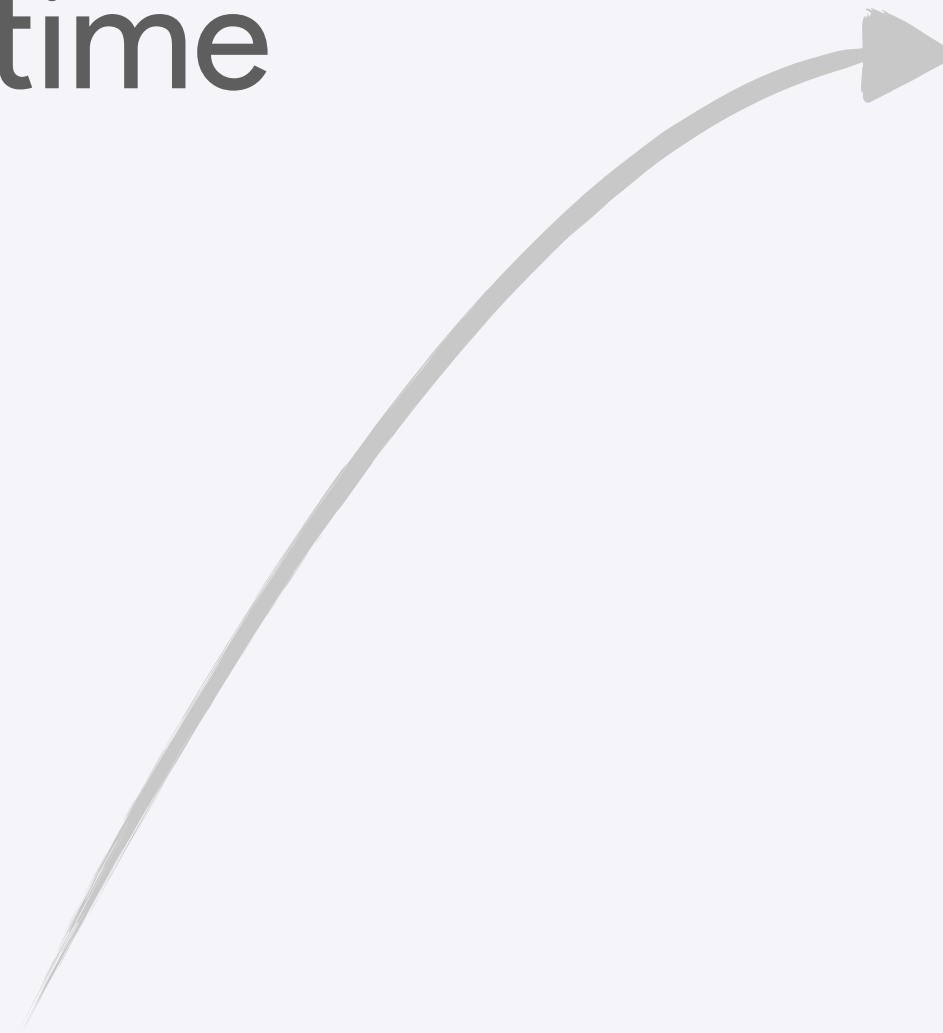
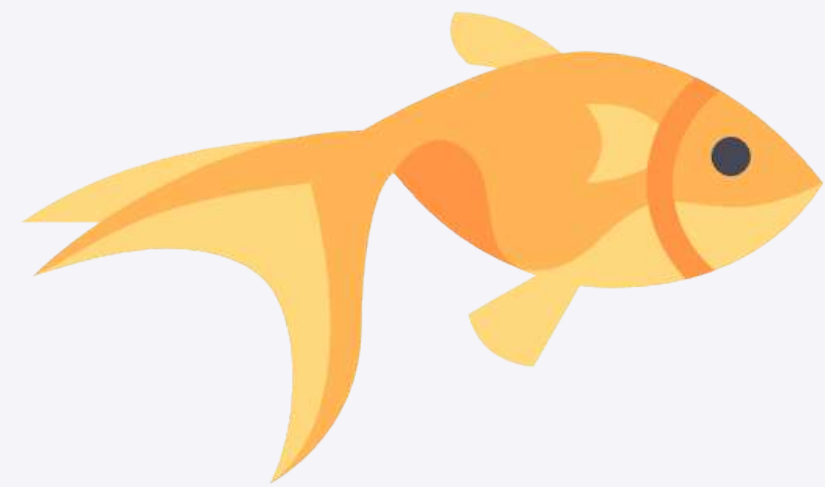


## EXAMPLE

a 3 million euros project's that missed its chance



Av. video view time  
**10 seconds**



**UNDERSTAND**

0-30 seconds

**CONVINCED**

30 - 75 seconds

**INSPIRED**

75 - 120 seconds

# UNDERSTAND

0-30 seconds

# CONVINCED

30 - 75 seconds

# INSPIRED

75 - 120 seconds

## INJECT KNOWLEDGE

Inject base information  
Crave solving problem

## EXPLAIN WHAT WE DID

Layer the details one  
by one and add  
complexity

## ADD CREDIBILITY & INSPIRE

Deliver on the promise  
and inspire with a vision

1 CONTEXT

2 REAL PROBLEM

3 EXPECTATIONS / PROMISE

4 CATEGORY SOLUTION

5 HOW IT WORKS 1

6 HOW IT WORKS 2

7 HOW IT WORKS 3

8 PROOF WE SUCCEED

9 VISION

10 BRAND

1 CONTEXT

2 REAL PROBLEM

3 EXPECTATIONS / PROMISE

4 CATEGORY SOLUTION

5 HOW IT WORKS 1

6 HOW IT WORKS 2

7 HOW IT WORKS 3

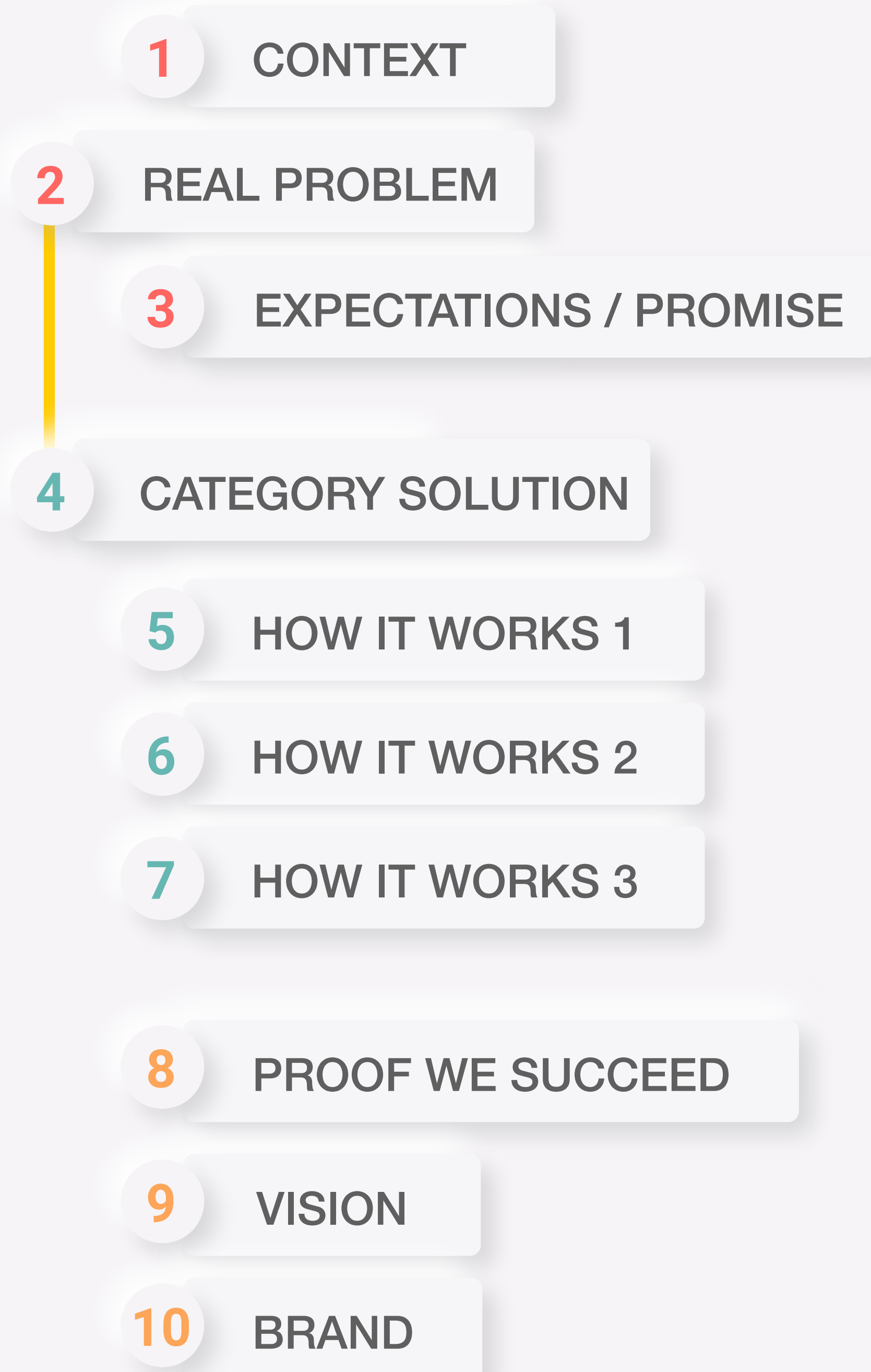
8 PROOF WE SUCCEED

9 VISION

10 BRAND

Articulation 1

## **SOLVE A REAL PROBLEM**



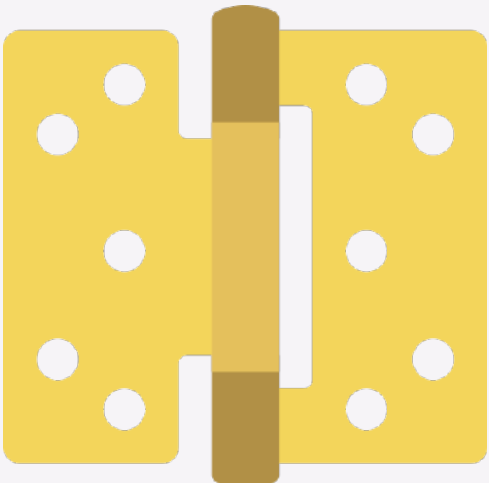


# what do you think?

CHAT

Why this story does not work?

# EXPECTATIONS



Door hinge

Climate change is affecting the living conditions on our planet.

Temperatures are rising. Floods...

multiple climate refugees crises

**2** ?? REAL PROBLEM

Human lives are at risk everywhere. We need to act now.

What is our perception of this organisation?

**4** CATEGORY SOLUTION

We published a 100 pages report

TIME

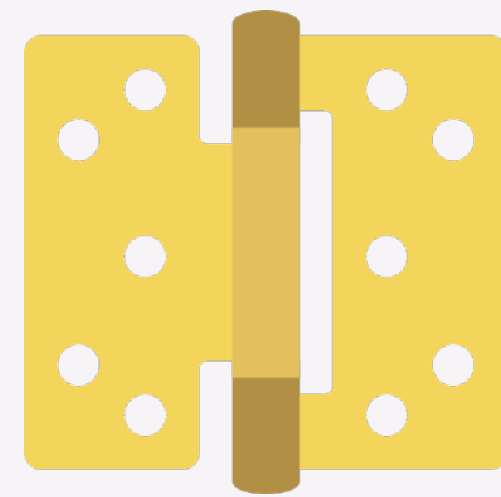


**1** CONTEXT

**2** REAL PROBLEM

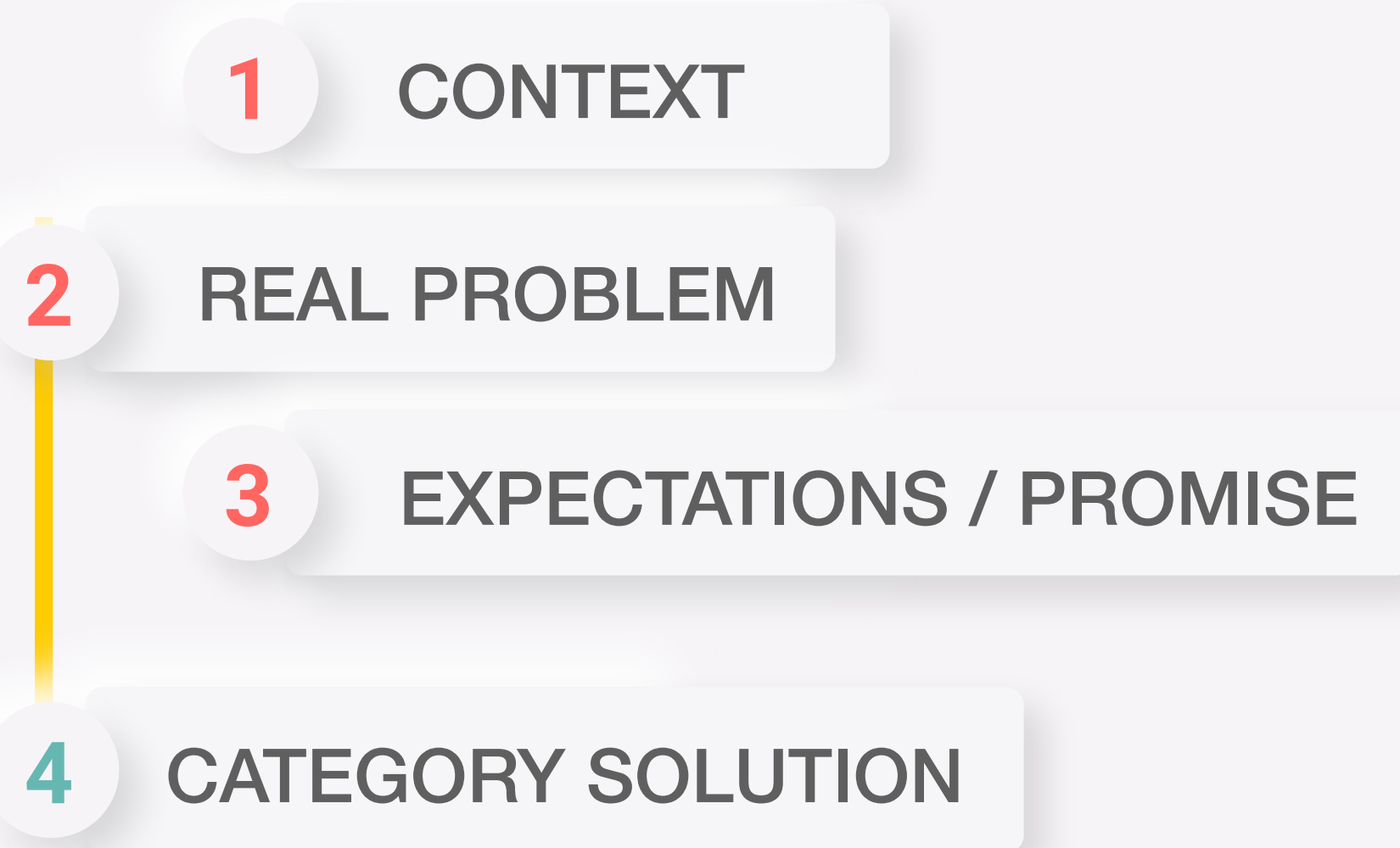
**3** EXPECTATIONS / PROMISE

**4** CATEGORY SOLUTION



Door hinge

## SOLVE A REAL PROBLEM



1 CONTEXT

2 REAL PROBLEM


3 EXPECTATIONS / PROMISE

4 CATEGORY SOLUTION

People **lack information** to make decisions

We produced a 100 pages report



A satellite image of Earth's surface, showing a dramatic transition from a snowy mountain range on the left to a dry, cracked desert landscape on the right. The snow-capped peaks are in the upper left, leading down to a brown, arid region with visible cracks and sparse vegetation. The text "Climate change is affecting massively" is overlaid at the bottom.

Climate change is affecting massively

# what do you think?

OPEN MIC

Does this story works better?

EXPECTATIONS

What perception do we create now?

2 REAL PROBLEM

Human lives are at risk everywhere. We need to act now.

multiple climate refugees crises

And local authorities need recommendations

We publish a forecasting report

But climate change affects regions differently

Temperatures are rising. Floods...

Climate change is affecting the living conditions on our planet.

We publish a 100 pages report



TIME

EXPECTATIONS

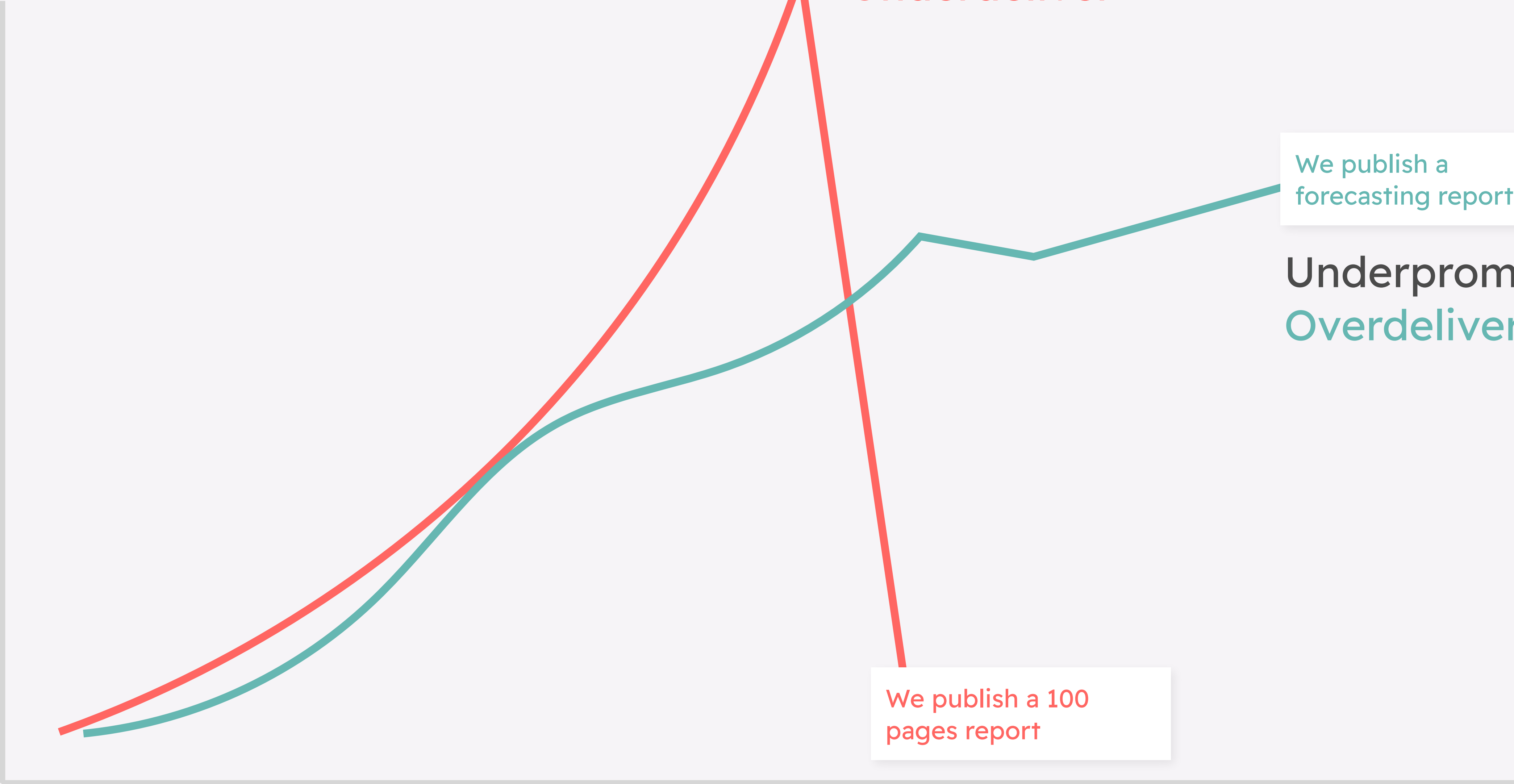
Overpromise  
Underdeliver

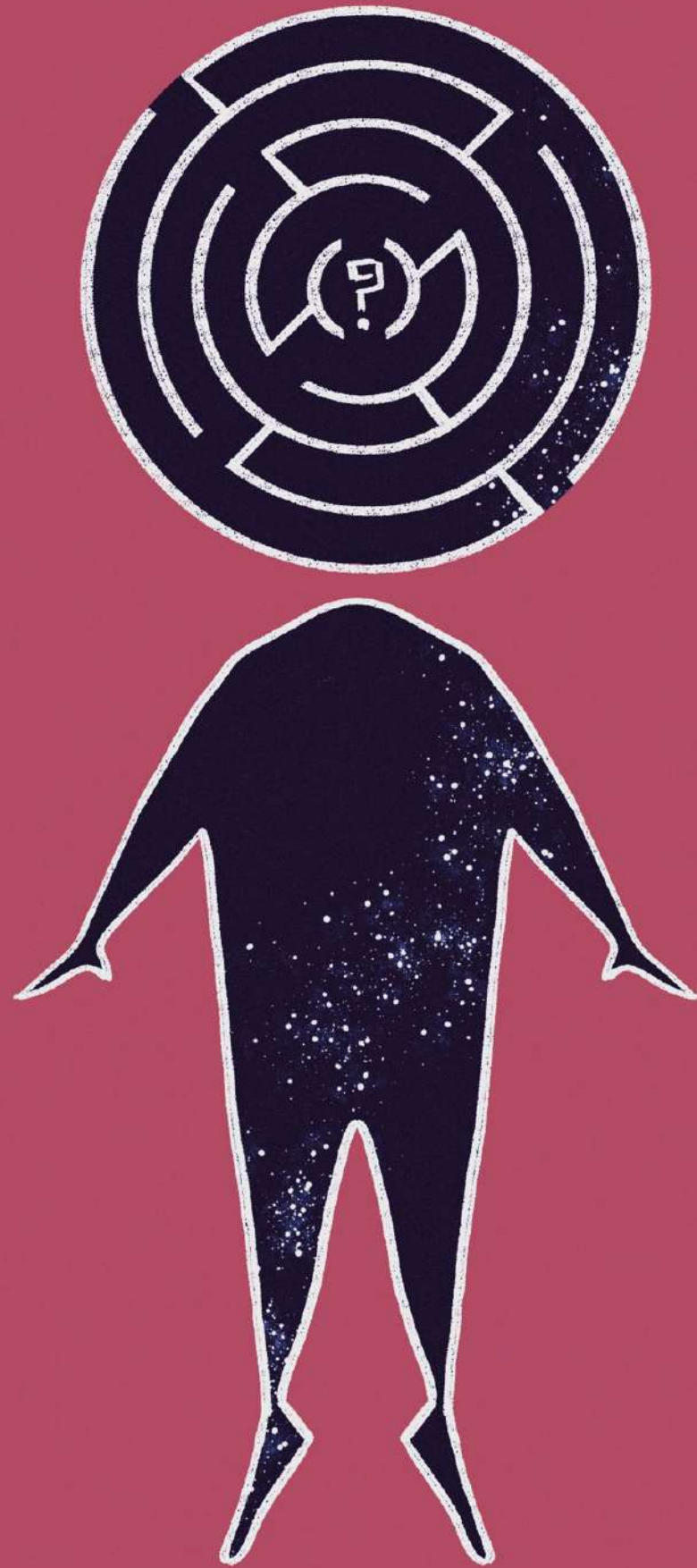
We publish a  
forecasting report

Underpromise  
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TIME





## MODULE 1

# TOO MUCH INFORMATION

1. We need to understand the context first
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### EXAMPLE

a 3 million euros project's that missed its chance



# Powerpoint

1. Context

2. Real Problem

3. Expectations

4. Solution

5. How it works 1

6. How it works 2

7. How it works 3

8. Proof it works

9. Vision

10. Brand

# Powerpoint

## 1. CONTEXT

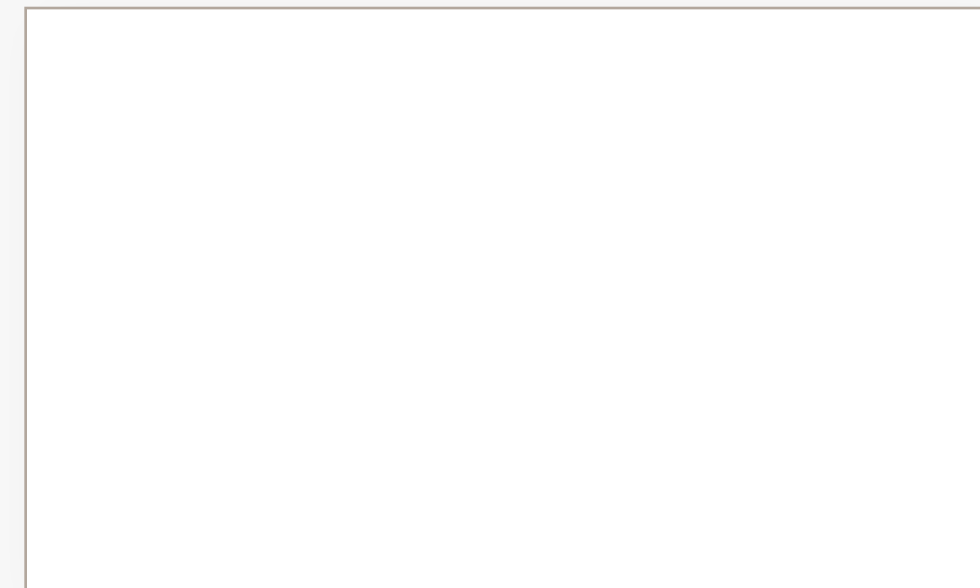
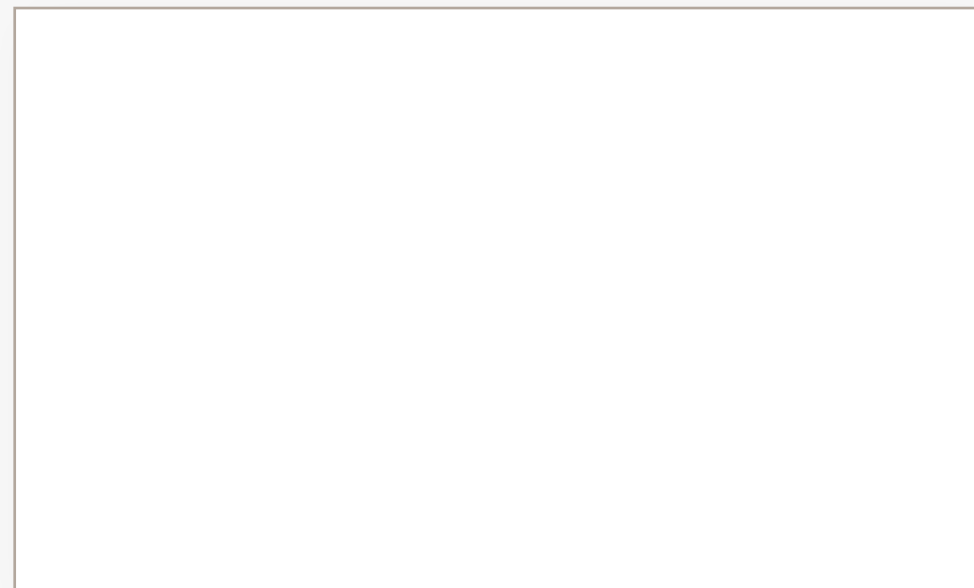
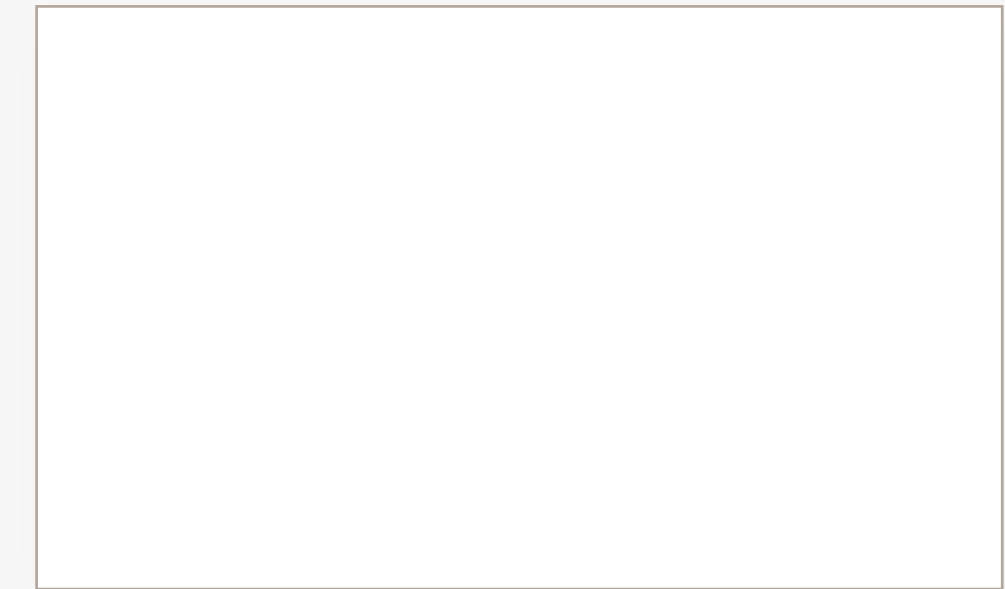
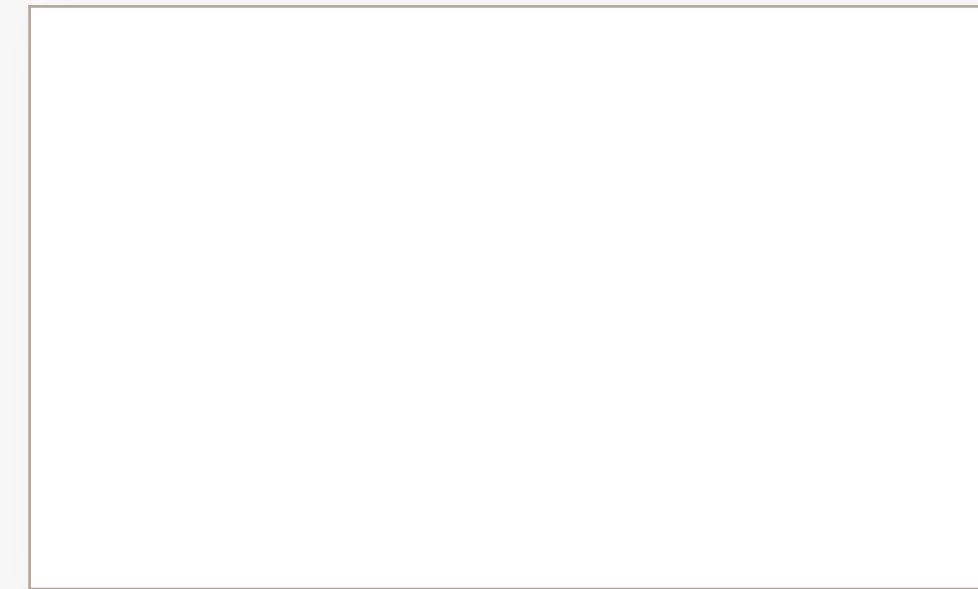
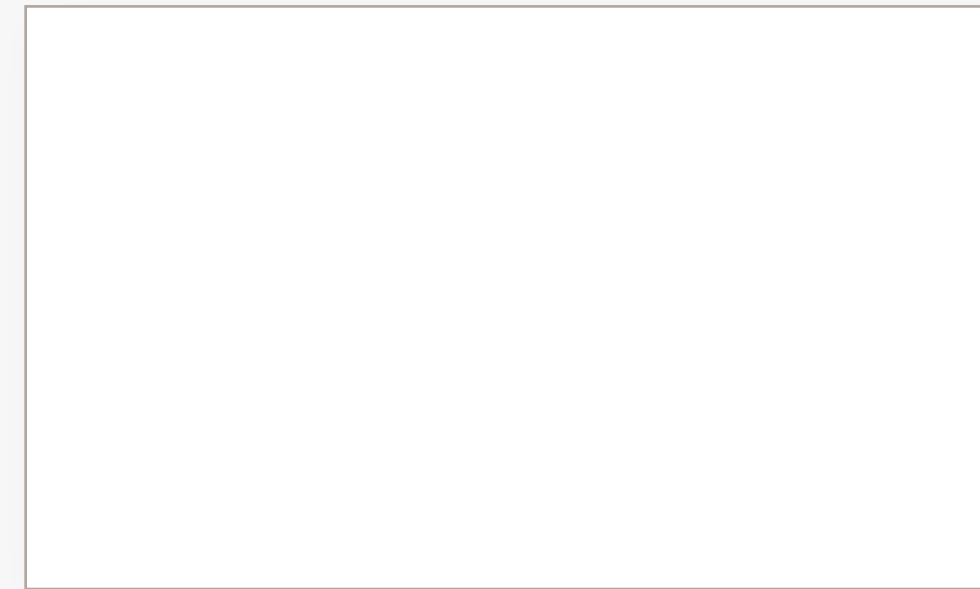
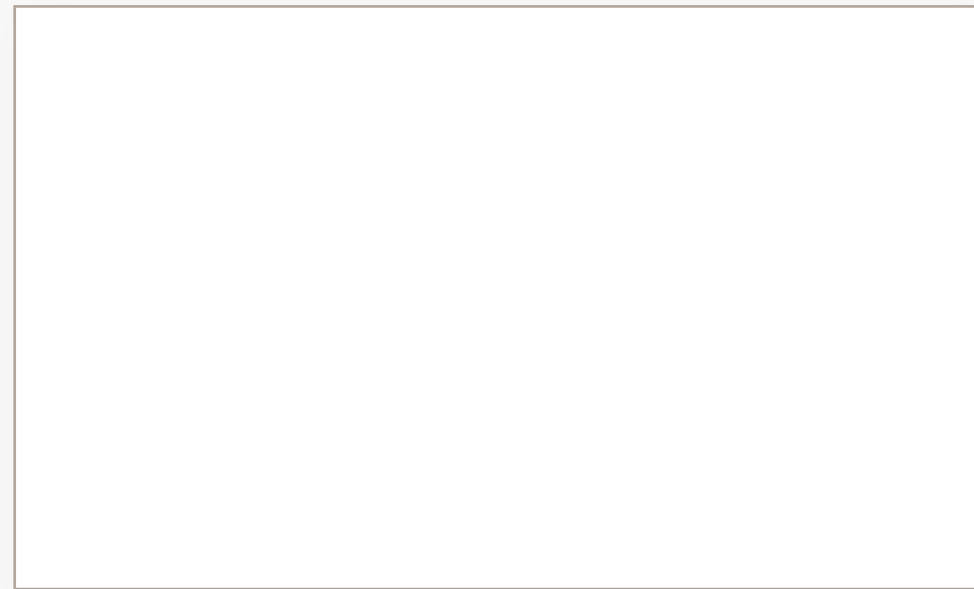
Climate change is affecting the living conditions on our planet

## 2. REAL PROBLEM

But local authorities lack data to forecast how the change will affect specifically their region.

## 3. EXPECTATIONS

Could we help them obtain specific impact reports about their situation?



# Powerpoint

Climate change is affecting the living conditions on our planet

But local authorities lack data to forecast how the change will affect specifically their region.

Could we help them obtain specific impact reports about their situation?

## 4. SOLUTION

## 5. HOW IT WORKS 1

## 6. HOW IT WORKS 2

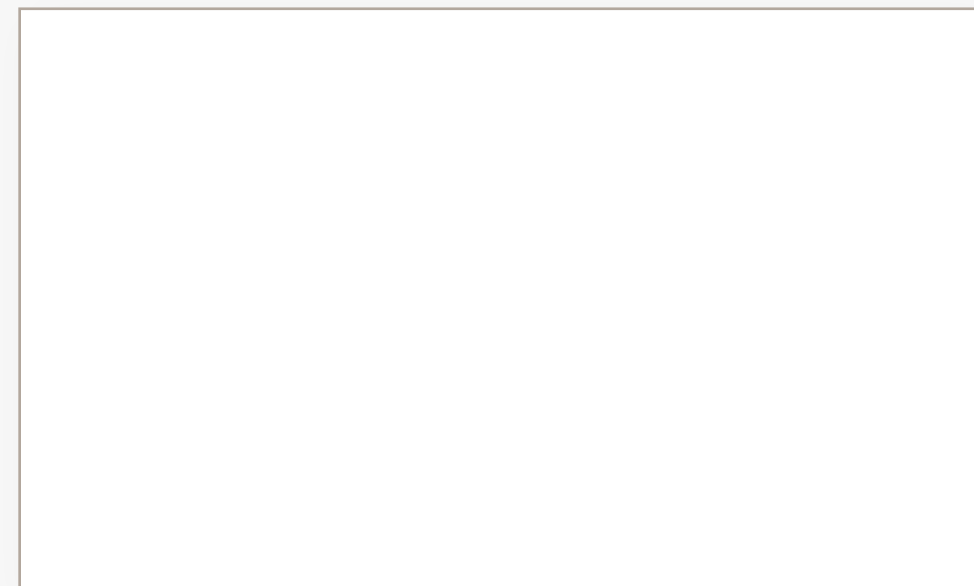
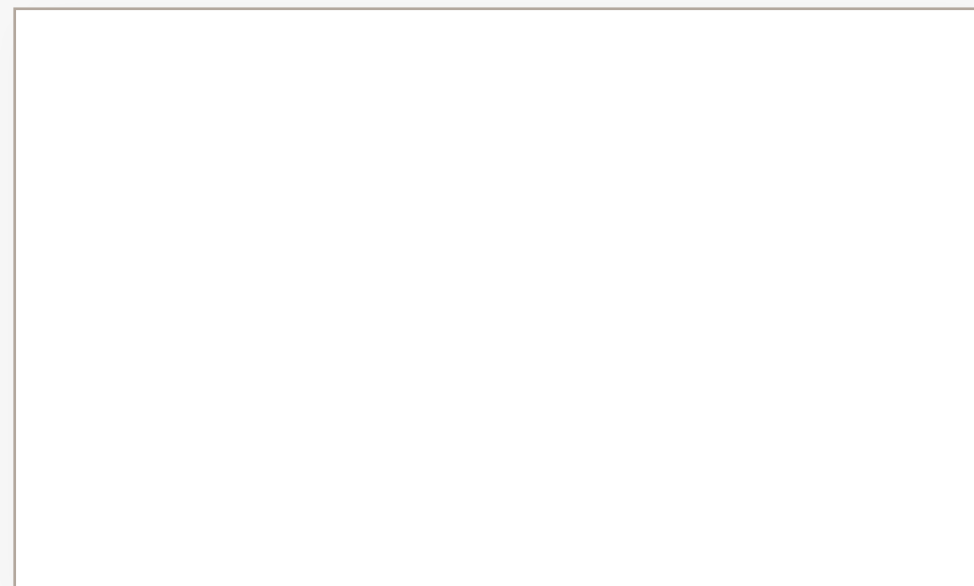
## 7. HOW IT WORKS 3

We launched a data portal where users can download scenarios for their own region.

We started by compiling all climate data and geo localise this info using Open Maps - in Europe.

We then created a dashboard to access data of a specific region in a visual manner

And users could download and print a custom report on the most likely scenarios for their region.



# Powerpoint

Climate change is affecting the living conditions on our planet

But local authorities lack data to forecast how the change will affect specifically their region.

Could we help them obtain specific impact reports about their situation?

We launched a data portal where users can download scenarios for their own region.

We started by compiling all climate data and geo localise this info using Open Maps - in Europe.

We then created a dashboard to access data of a specific region in a visual manner

And users could download and print a custom report on the most likely scenarios for their region.

## 8. PROOF IT WORKS

in the last 6 months, our reports were downloaded over 2000+ times, and we were invited to join the

## 9. VISION

By making complex data easier to relate to for regional players, we help solve climate change, one report at a time.

## 10. BRAND

We are the institute for regional climate research, a consortium of 12 universities from Italy, Austria and Germany.

# YOUR PRESENTATION

The next slides show an example and propose you to write your own sentence

Applicants for EU funds need to work with partners across different countries. And since the pandemic it's been hard to do that physically.

We don't always want to travel to do that. For applicants it can be time consuming, stressful and complicated to reach out to possible partners. Especially since we are all used to order things online with a click and modern digital solutions. Could we build a place where you could find partners, meet them and browse their project ideas and even start messaging each other? We created a digital platform where applicants can find partners in minutes and start communicating with them immediately.

# 1. Context

In 1 or 2 sentences we want to know where the project takes place, and in which sector we are.

## Example

Raspberry cultivation can be very profitable, but it was not well developed in Petnjica (Montenegro) and Vau Dejes (Albania).

## Your text

EU-funded projects need to work with partners across different countries, and since the pandemic it's been hard to do that physically.

Projects who want to find partners across borders might struggle, especially when the project can happen over various countries at the same time

## 2. Specific problem

In one sentence we want to know about the specific problem within the context.

### Example

Young people wanted to get involved in local production but needed support, expert training and materials to start.

what problem did applicants had if they need a digital platform to communicate?

### Your text

But for applicants who need to find partners for a EU-funded project, it can be time consuming, stressful and complicated to reach out to lots of possible partners, check if they have the same interests, and communicate on what they all want to do.



# 3. Idea

**One sentence, to announce or suggest what we could do to address the problem.**

## Example

What if the young people could get the support from a European Union project?

**What if we could?**

**How could we?**

**What if?**

**Would it be possible to?**

**Could we?**

## Your text

What if everyone with projects ideas could meet in one place?

What if there would be a one-place where they can find partners, meet them or browse their project ideas?

What if we could create a space to find each other fast, easy and not having to travel?

## 4. Solution

### Example

We made it happen – a training project to support the young entrepreneurs in starting their raspberry business.

One sentence to announce the “big solution” as a category that everyone can understand.

### Your text

We created a digital platform where applicants can find partners easily and communicate with them in one single place.

# 5. How it works - 1

We detail how our solution works in three steps/levels – this is the first one.

## Example

First, we selected 40 young volunteers from both countries and trained them for 8 months.

## Your text

.....  
.....  
.....

# 6. How it works - 2

We detail how our solution works in three steps/levels – this is the second one.

## Example

The trainees attended 64 expert classes, combining theory and practice.

## Your text

.....  
.....  
.....

# 7. How it works - 3

We detail how our solution works in three steps/levels – this is the third one.

## Example

Finally, we provided the participants with the seedlings and equipment to start planting.

## Your text

.....  
.....  
.....

# 8. Proof / credibility

## Example

In 24 months, we helped set up 40 plantations, registered 2 associations of raspberry producers, developed a manual and organized a cross-border raspberry fair.

We explain what we achieved in terms of performance, numbers and testimonials. The results must have a clear connection to the problem, as we framed it.

## Your text

.....  
.....  
.....

# 9. Vision/impact

One sentence to inspire people about what we've done, and (if applicable) what we intend to do in the future

## Example

Now, young people can increase their standard of living and develop as exemplary entrepreneurs.

## Your text

.....  
.....  
.....

# 10. Brand

Project/programme name, logo/s, slogan

## Example



Municipality of Petnjica, National Association of Berries Producers, High School Petnjica, National Professional High School "Ndre Mjeda", NGO COSPE Albania

## Your branding elements

.....

.....

.....



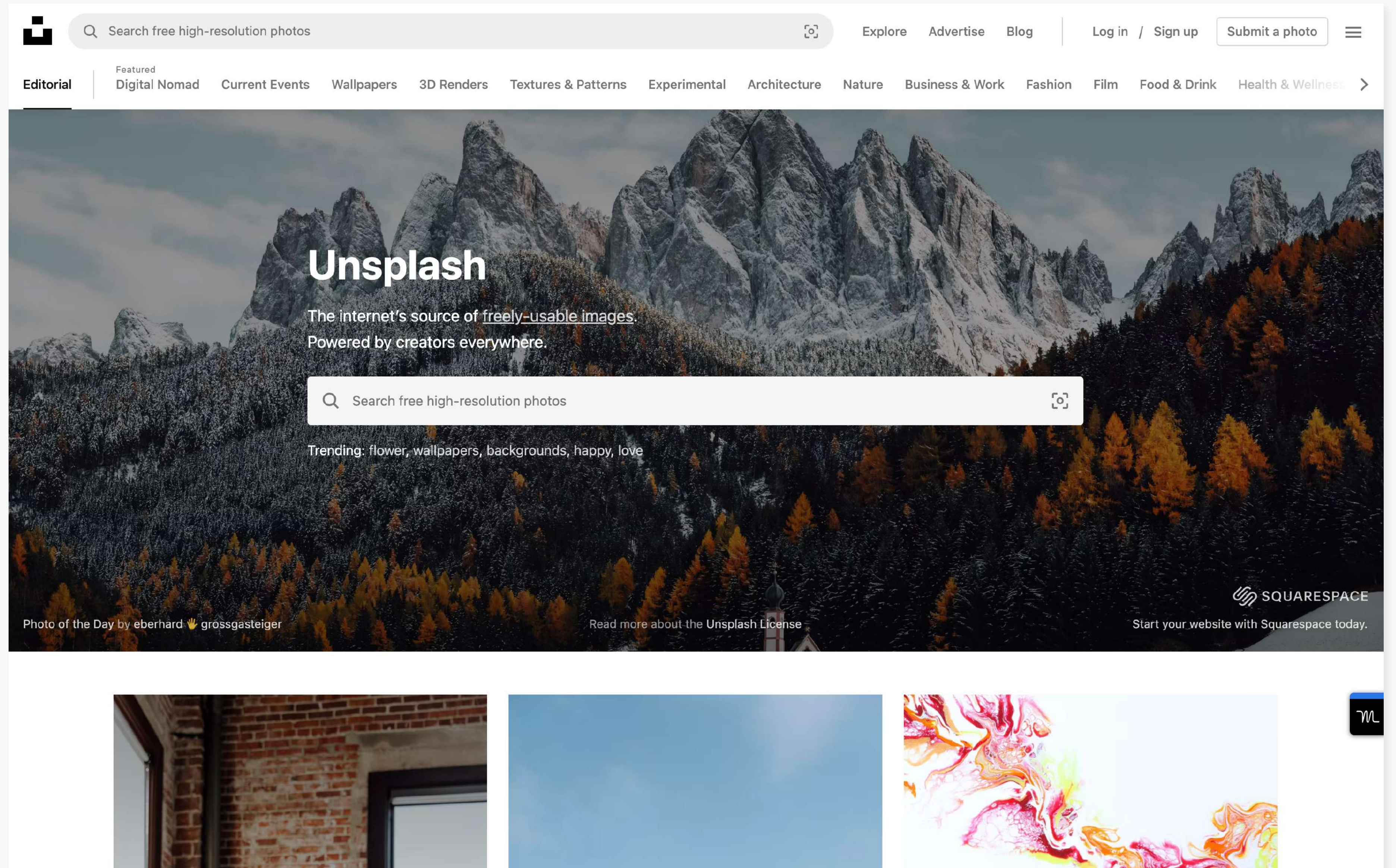
# TOOLS

Use these tools to test and improve your story

<https://unsplash.com/>

Unsplash is currently the most extensive free stock pictures library on the market.

You don't need to add credits to the pictures you use, but it's better if you do, so the creator is acknowledged



<https://cloud.google.com/text-to-speech>

# Real-time feedback using **AI voices**

Testing your story is always helping you make it better.

First because you will realise that some things you know yourself, might not translate well to other people who are less knowledgeable,

and secondly because you can re-write fast, and test fast to improve your story.

The screenshot shows the Google Cloud Text-to-Speech product page. At the top, there is a navigation bar with the Google Cloud logo, links for 'Why Google', 'Solutions', 'Products', 'Pricing', and 'Getting Started', a search icon, 'Docs', 'Support', a 'Language' dropdown menu, and a 'Console' link with a user profile picture. Below the navigation bar, the page title 'Cloud Text-to-Speech' is displayed, followed by 'Contact Us' and 'Get started for free' buttons. A 'JUMP TO' section is visible. The main heading is 'Text-to-Speech', with a sub-heading 'Convert text into natural-sounding speech using an API powered by Google's AI technologies.' and a 'Try it free' button. A list of benefits includes: 'Improve customer interactions with intelligent, lifelike responses', 'Engage users with voice user interface in your devices and applications', and 'Personalize your communication based on user preference of voice and language'. A 'BENEFITS' section follows, with three columns: 'High fidelity speech' (Deploy Google's groundbreaking technologies to generate speech with humanlike intonation...), 'Widest voice selection' (Choose from a set of 220+ voices across 40+ languages and variants...), and 'One-of-a-kind voice' (Create a unique voice to represent your brand across all your customer touchpoints...).



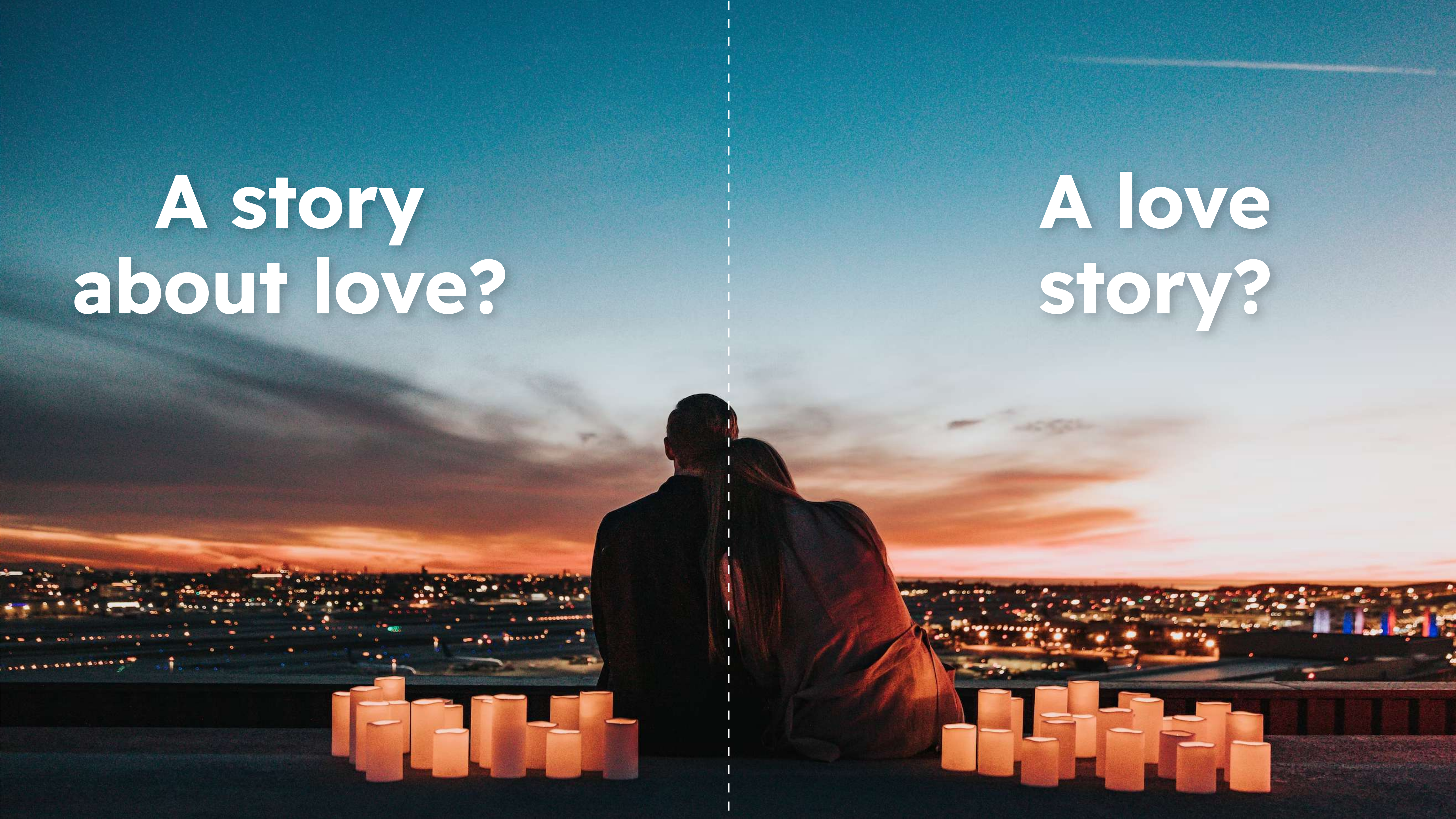
## MODULE 10

# WHAT KIND OF STORIES TO TELL?

1. There are 3 layers of storytelling
2. Tool: Using ChatGPT
3. Exercise: generate story angles

**A story  
about love?**

**A love  
story?**



# A love story?

ABSTRACT

The more “**abstract**” is a story, the least it is interesting for the majority of people.

ex. UP-SKILLING is not interesting for most people because few people understand the global need and shortage of skills

SPECIFIC

The more “**specific**” a story, the more interesting.

ex. “we helped office workers in this region learn how to use no-code apps, so they could create tools for their companies that would solve problems better than existing applications - and feel that they could create anything by themselves.”

Your project  
Ex.

Tangible

ABSTRACT



SPECIFIC



**WHY WAS IT DONE? (10%)**

Why do we fund this?  
Why is it important?

**HOW IT'S DONE? (70%)**

How was made this project?  
How does it help people?  
How decisions were taken?  
How was it built, created?  
How is it different?  
Who had the idea?  
Whom did it?

**WHAT IS IT? (20%)**

What is the project?  
What does it do?  
What does it offer to people?  
What does it looks like?  
When does it open?  
Where can you see it?

# RECIPE:

Generate angles on the story

use the following prompt in ChatGPT or Open.ai Playground

1. Generate a list of "angles" on the following story. These angles are like journalistic prompts highlighting a part of the story below and helping us think of new options. Focus on process-based story angles - describing how we did the work - and consider that the audience wants to learn the process/decisions made along the way. Use a numbered list, and propose at least 20 options. Classify your list according to whether "why" "what" or "how".
2. add [your story] below the prompt, in "semi colons"



<https://chat.openai.com/chat>

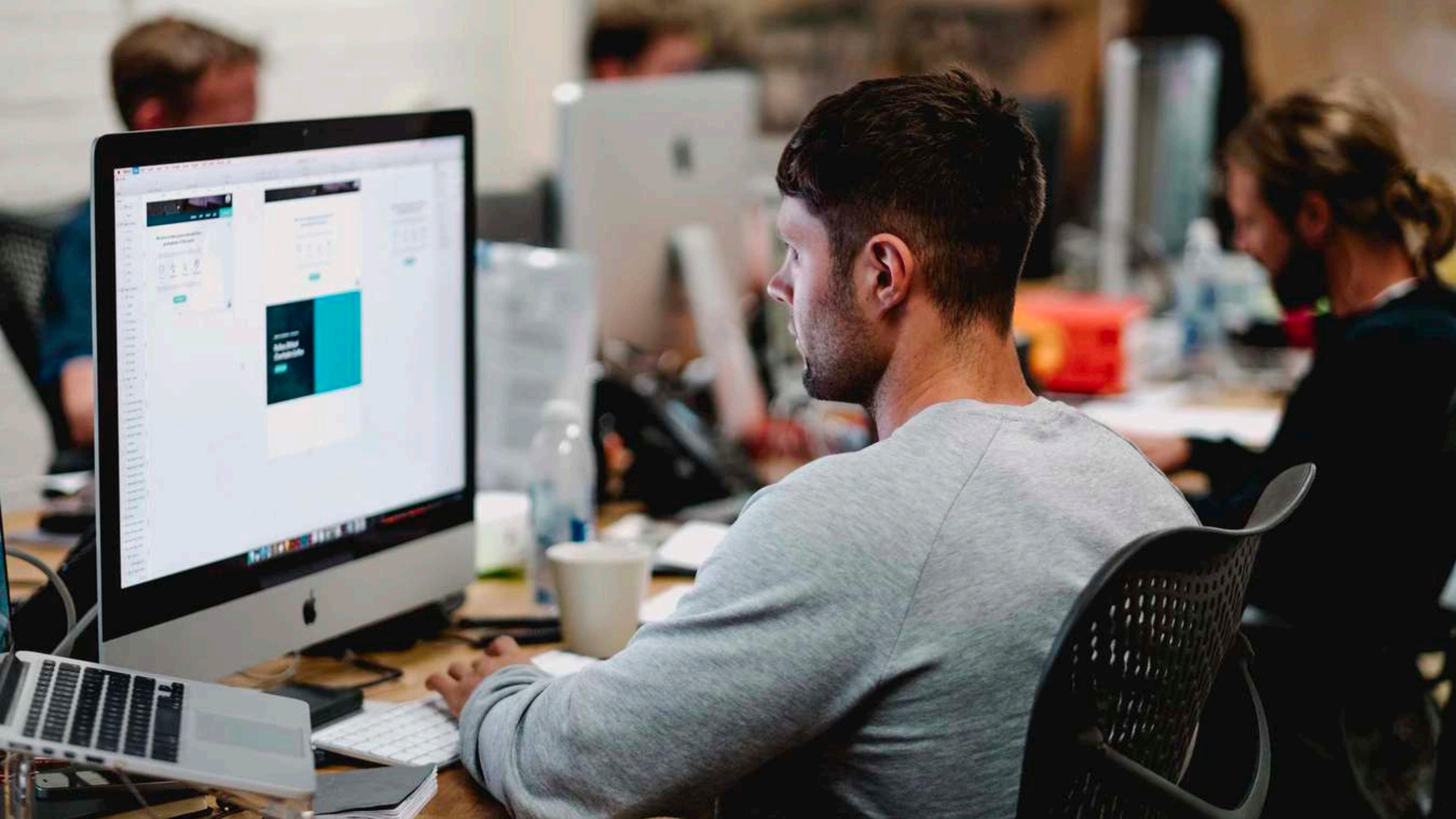
<https://platform.openai.com/docs/introduction>

<https://platform.openai.com/playground>



# DESIGN A SLIDE

The next slides are examples showing different layouts, using the same text



fullscreen context image  
+ black overlay for readability  
+ bottom left corner titling - justified left  
+ colour highlight

Technical projects often feel  
like a **non-stop flow** of  
information but it looks like  
nothing tangible is really done

- fullscreen context image
- + bottom right corner titling - justified left
- + colour highlight
- + line-by-line text overlay
- + drop-shadow on overlay
- + note the space between lines

Technical projects often feel like  
a **non-stop flow** of information  
but it looks like nothing tangible  
is really done

A man in a grey shirt is seen from the side, sitting at a desk in a busy office. He is looking at a large computer monitor. The desk is cluttered with a laptop, a keyboard, a mouse, and a white mug. In the background, other people are working at their desks, creating a sense of a busy, collaborative environment. The lighting is soft and focused on the man's workspace.

Technical projects often feel like  
a **non-stop flow** of information

but it looks like nothing  
tangible is really done

- fullscreen context image
- + upper left corner titling - justified left
- + break text animation - justified right
- + colour highlight
- + line-by-line text overlay
- + drop-shadow on overlay
- + note the space between lines
- + note the break in the sentence

fullscreen context image  
+ centred text - centre alignment  
+ colour highlight  
+ note the need to break the  
sentence over 2 slides

Technical projects often feel  
like a **non-stop flow** of  
information

(next slide)

- fullscreen context image
- + centred text - centre alignment
- + colour highlight
- + note the need to break the sentence over 2 slides

**but it looks like nothing  
tangible is really done**

- side 1/3 context illustration
- + right side large text
- + colour highlight
- + large font for design purpose
- + text justified left



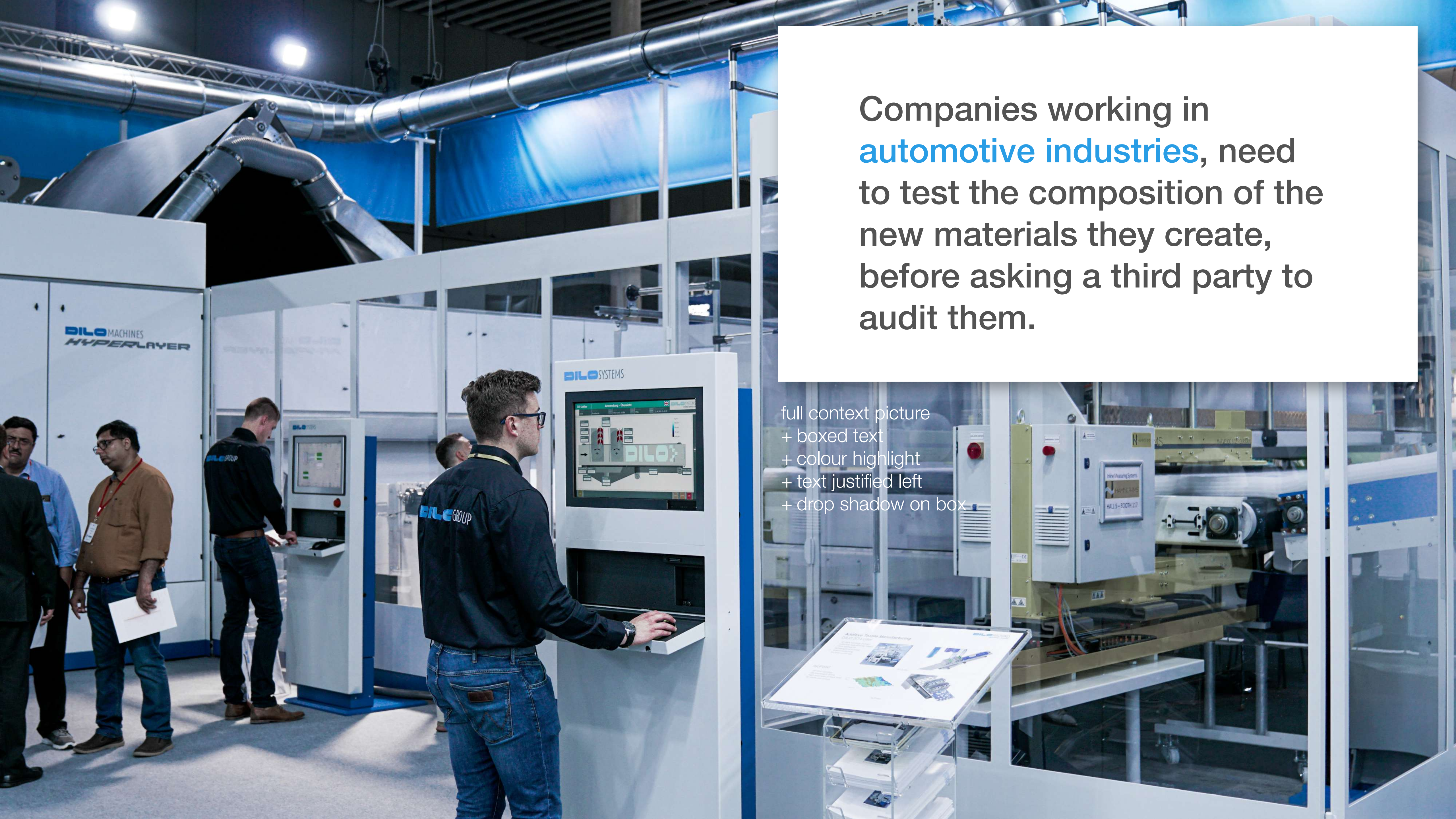
Since March 2020,  
almost **25%** of all  
search on our website  
are related to the  
word COVID or  
Coronavirus.



side 2/3 context illustration  
+ left side small text  
+ colour highlight overlay  
+ text justified left

Companies working in automotive industries, need to test the composition of the new materials they create, before asking a third party to audit them.





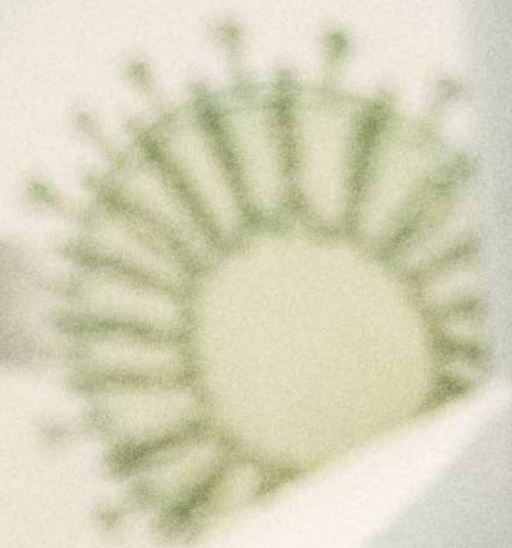
Companies working in **automotive industries**, need to test the composition of the new materials they create, before asking a third party to audit them.

full context picture  
+ boxed text  
+ colour highlight  
+ text justified left  
+ drop shadow on box

BX

Sofia 2

Sofia 2  
SARS Antigen




BX

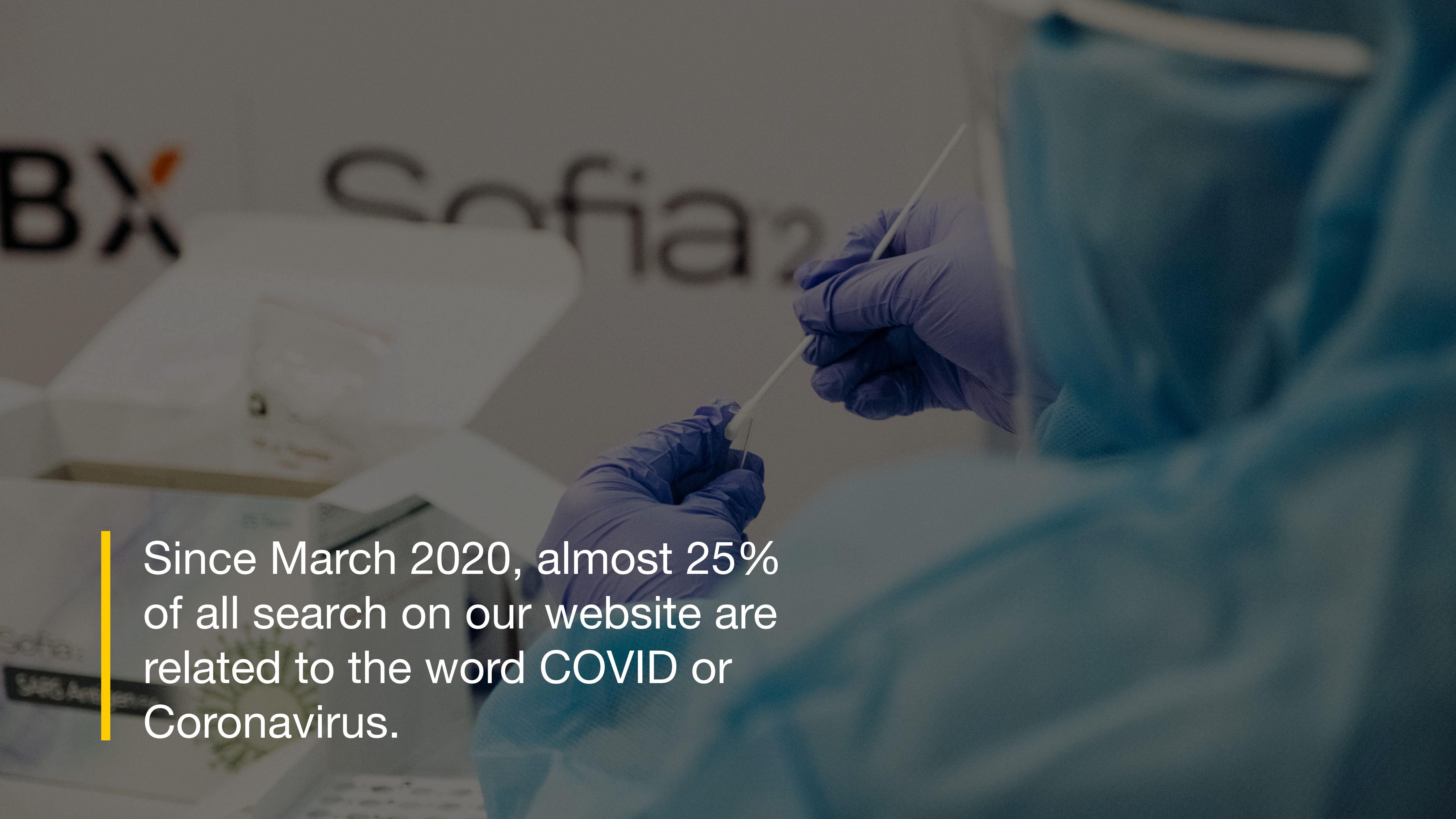
Sofia 2

Sofia 2  
SARS Antigen

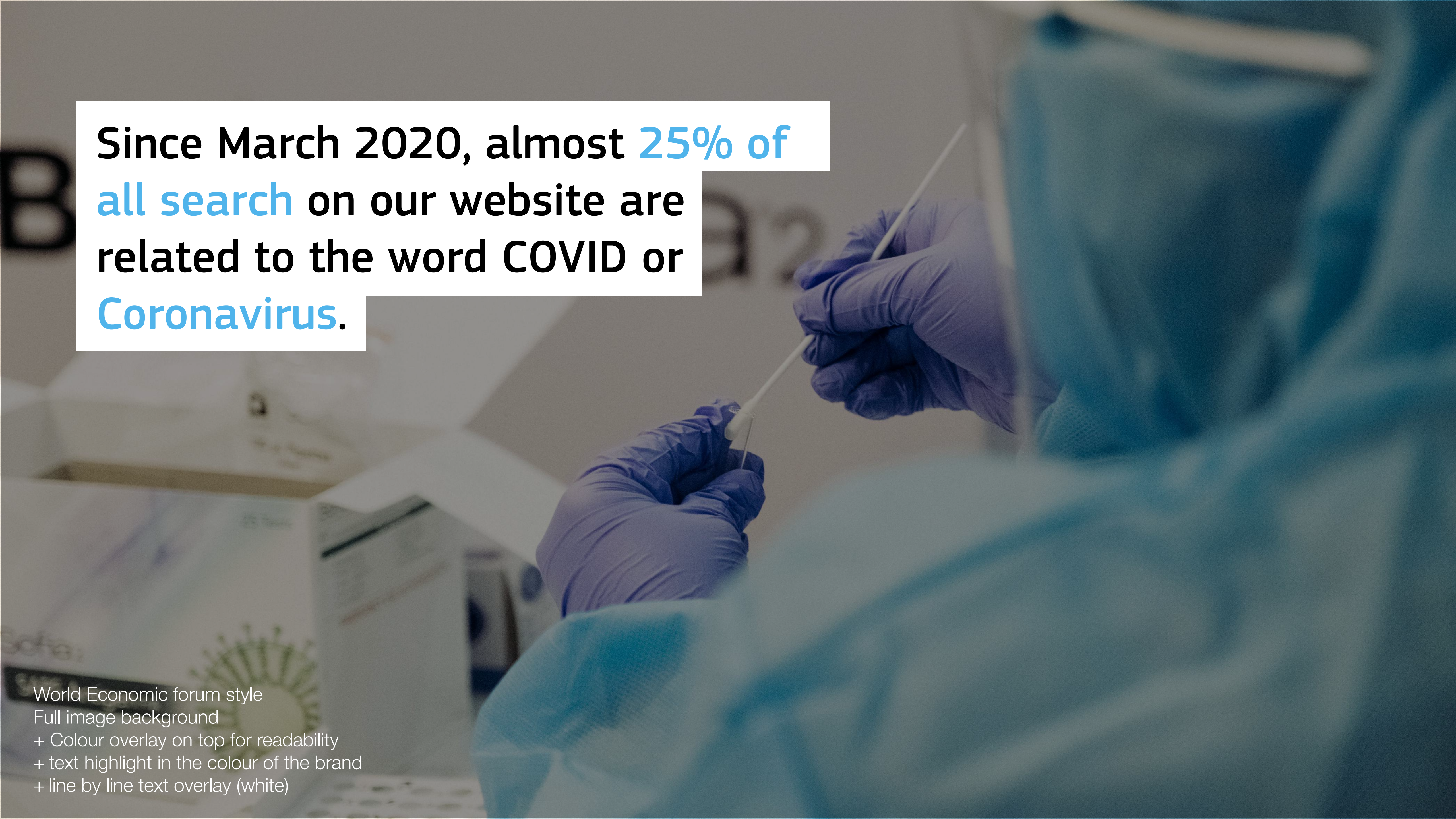


A person wearing a blue protective suit and gloves is using a swab in a laboratory setting. The background is slightly blurred, showing a white box with the text 'BX' and 'Sofia 2'. The person is holding the swab with both hands, and the swab is positioned over a small container or well. The overall scene is dimly lit, with a blue tint.

Since March 2020, almost 25% of all search on our website are related to the word COVID or Coronavirus.



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World Economic forum style  
Full image background  
+ Colour overlay on top for readability  
+ text highlight in the colour of the brand  
+ line by line text overlay (white)

SINCE MARCH 2020

25% OF **ALL** WEB SEARCH

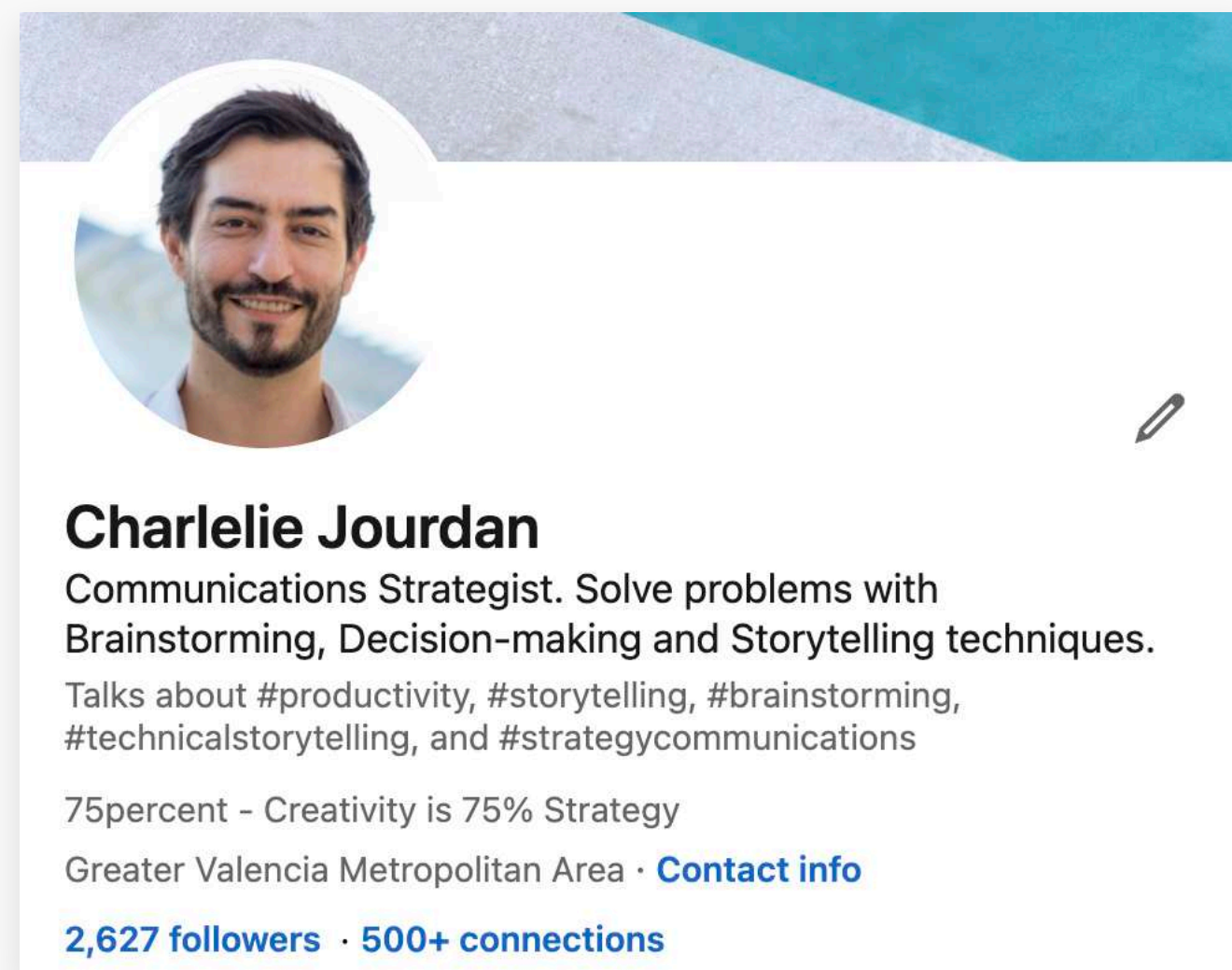
ARE ABOUT “COVID” OR “CORONAVIRUS”

Youtube thumbnail style  
Full image background  
+ Colour overlay on top for readability  
+ text highlight of the shocking info  
+ one line overlay only



# Charlelie Jourdan

39 yo, French



(Tech) Google / Intel EU / TEDx Brussels, TEDx San Francisco  
(Environment) WWF / EEB / EEA / Birdlife / T&E  
(Fintech) BNP Paribas  
(EdTech) HEC Paris  
(Policy) European Commission / European Parliament / Council of the EU  
EU delegations in 20+ countries (INTPA / NEAR / FPI / EEAS)  
DG REGIO / INTERREG / Interact / Committee of the Regions  
EUROJUST / EMA / EEA / EUIPO / EUAA  
Joint Research Centre (JRC)  
500+ EU-funded projects / 20+ startups



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I studied EU Affairs, worked at the European Parliament and managed a public communication agency for 6 years

Consultant for €60m total tenders in comms  
Trained 5000+ professionals