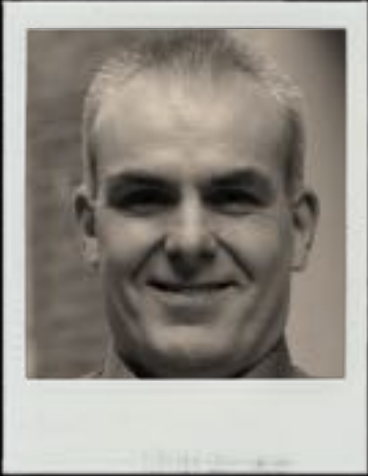


# Once upon a time...



# Stories that make you awesome!





Huib Schoots  
@huibschoots



Alex Schladebeck  
@alex\_schl



# Goals for today

- What is storytelling
- Some science behind stories
- Why stories matter
- Tell stories





If I can't tell a good story,  
how can I communicate an  
idea?

--Michael "The Wanz" Wansley

Part I  
-.-  
Stories




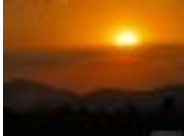



Some theory as an introduction  
to get started









1		Safari Jeep with driver
3		2 Male + 1 Female
1		Lunch in open air
3		2 Sunrise + 1 Sunset
14		4 Baby elephants!
6		On the grass
7		They all looked at us

# What is storytelling?

Telling stories... ?!

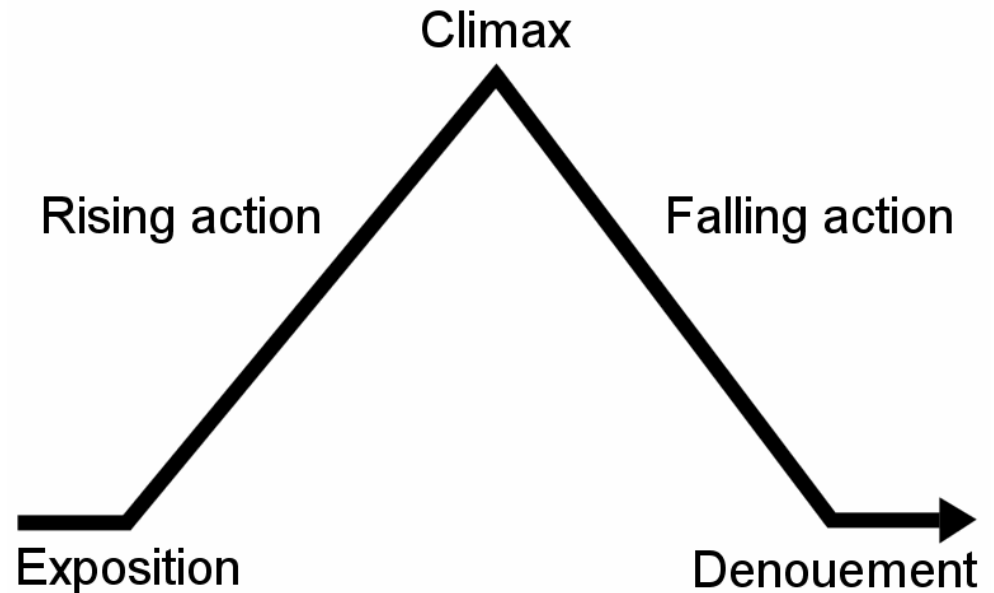
Develop, write, tell, share stories!

# Story characteristics

- It stands on its own and has a beginning, middle and end
- Narrative elements:
  - Main character
  - Storyline with development
  - Struggle, dilemma or conflict
  - Opponents and supporters
- Authentic and personal
- Provocative and evokes emotion

# Freytag's Pyramid

1. Exposition
2. Rising action
3. Climax
4. Falling action
5. Dénouement  
(Resolution)





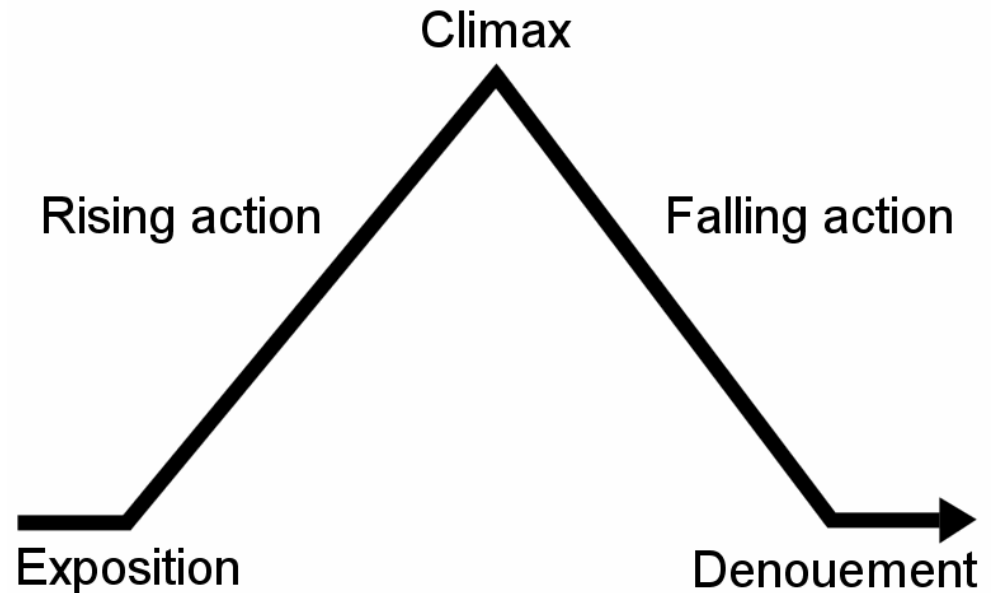


WARM SPRINGS

Puppy  
Adoption

# Freytag's Pyramid

1. Exposition
2. Rising action
3. Climax
4. Falling action
5. Dénouement  
(Resolution)



# Why storytelling?

connect

inspire &  
motivate

empathize

transmit culture

understand  
faster & easier

convince &  
call to action

make data useful

influence

remember  
better

teach

provide grip

# Science of Storytelling

Seven strategies of your brain:

1. Cohesion





# Example I

There are too many bugs

Snow is making it hard to get to work

Frank has a migraine

# Science of Storytelling

Seven strategies of your brain:

1. Cohesion

2. Meaning

3. Purpose and motive



## Example II

Sandra let a few squirrels loose. The plan failed when a dog drove them away. Then she organized a party, but the guests didn't take along their motorcycles. Moreover, she could not turn her stereo loud enough. The installation of a flickering neon sign across the street finally brought success.

# Science of Storytelling

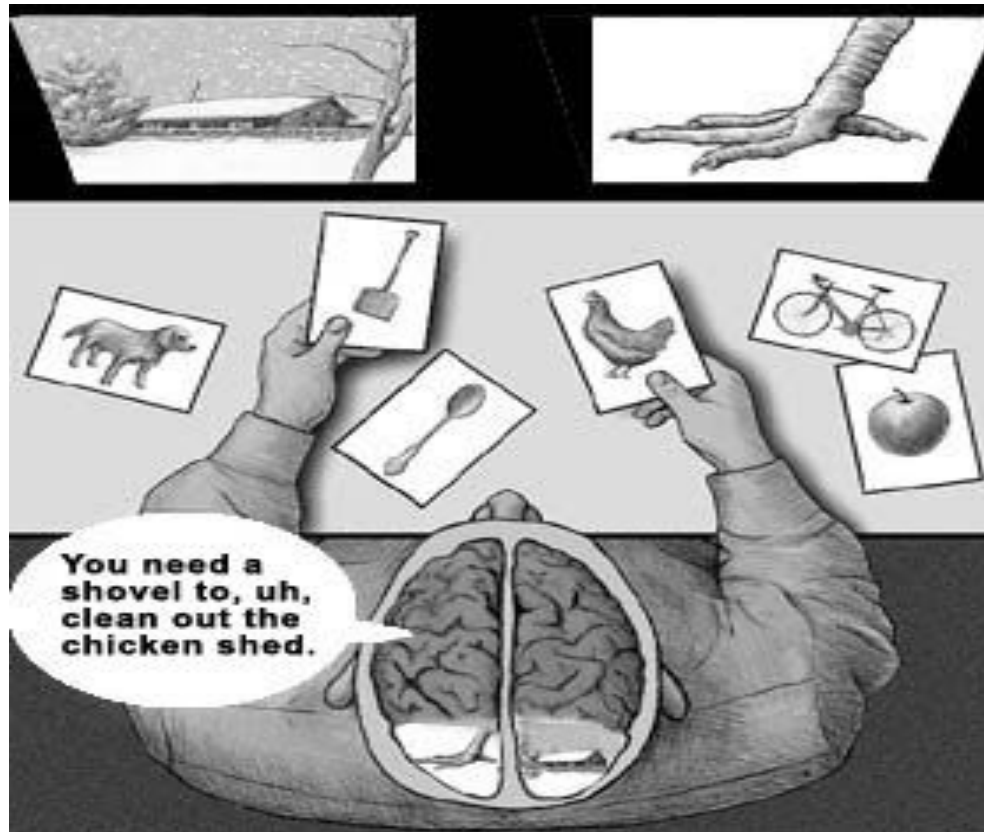
Seven strategies of your brain:

1. Cohesion
2. Meaning
3. Purpose and motive
4. Fill in the gaps



# Example III

Gazzaniga's  
experiment

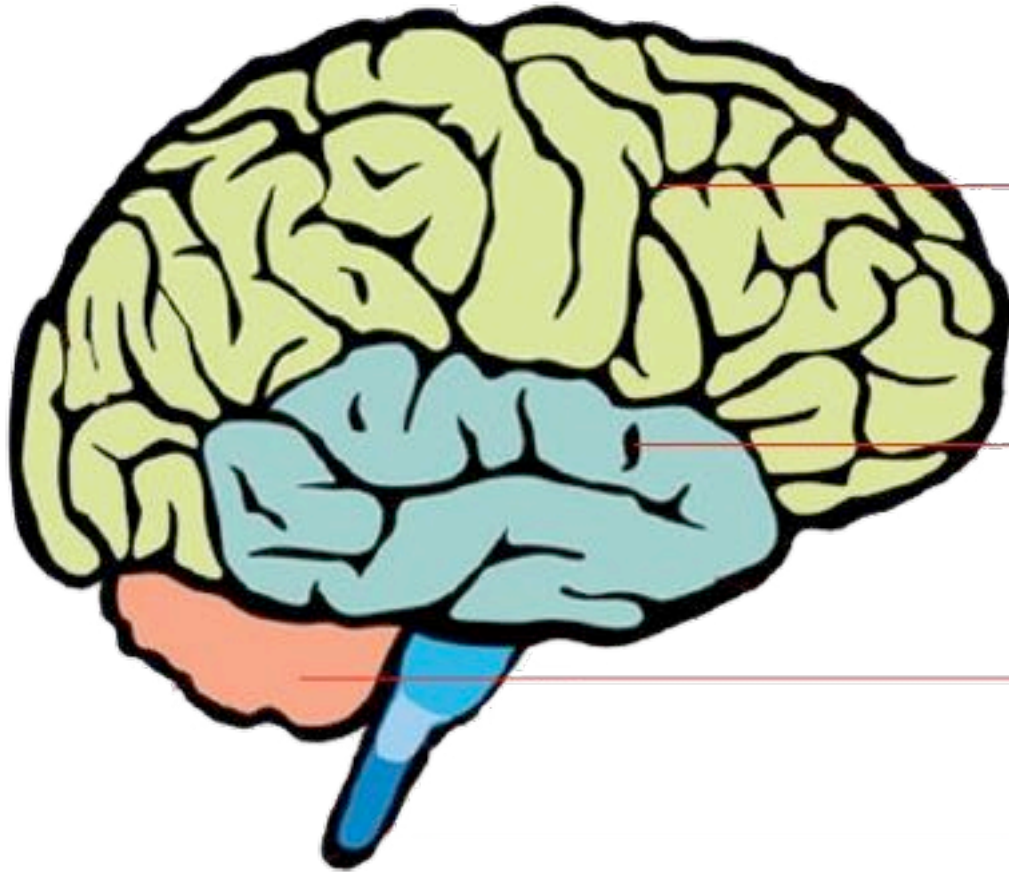


# Science of Storytelling

Seven strategies of your brain:

1. Cohesion
2. Meaning
3. Purpose and motive
4. Fill in the gaps
5. Human perspective
6. Conflict
7. Rely on what is known

# Brain science



Neocortex

Analytical/reason

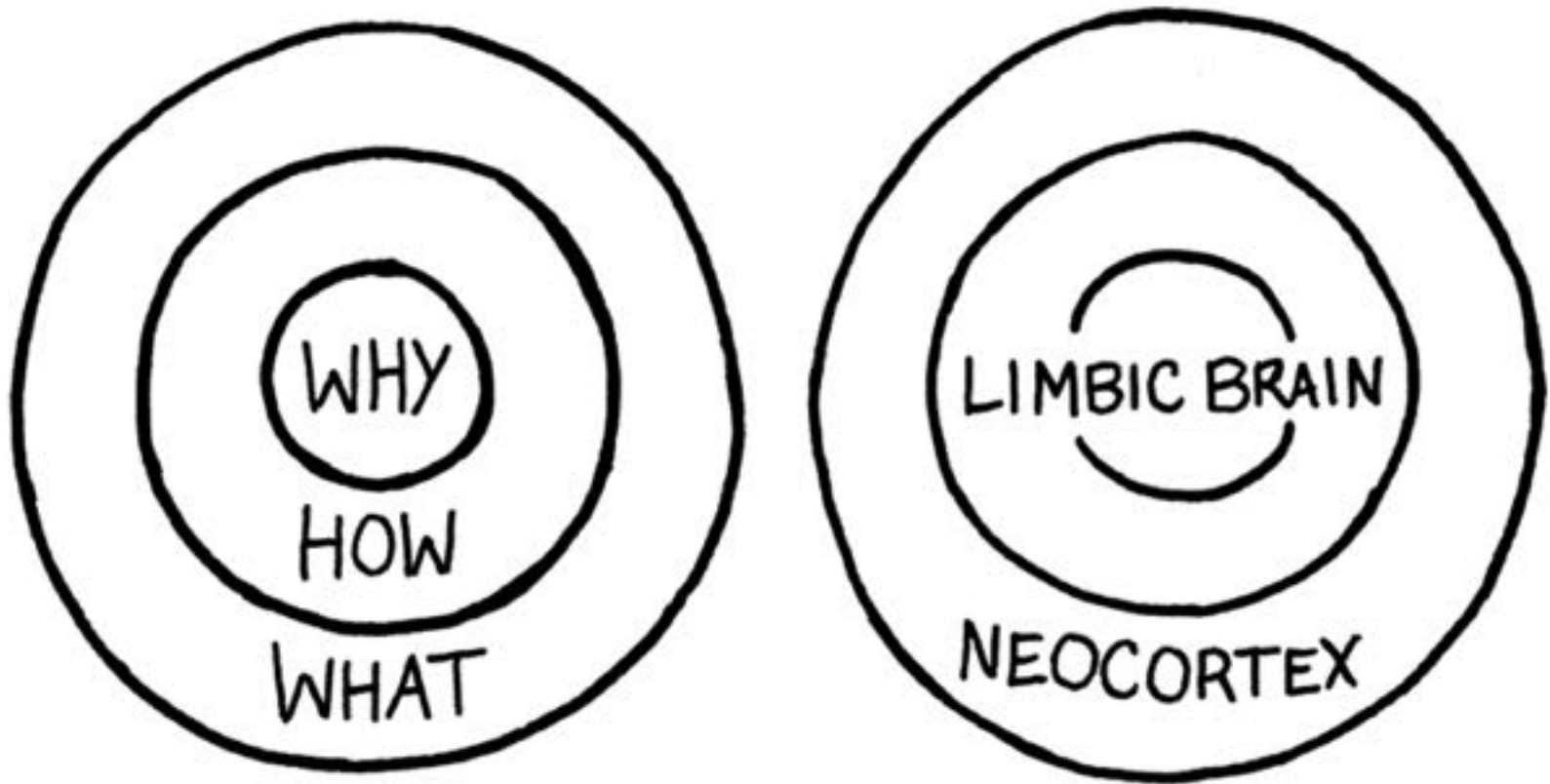
Limbic system

Motivation/emotion

Reptilian complex

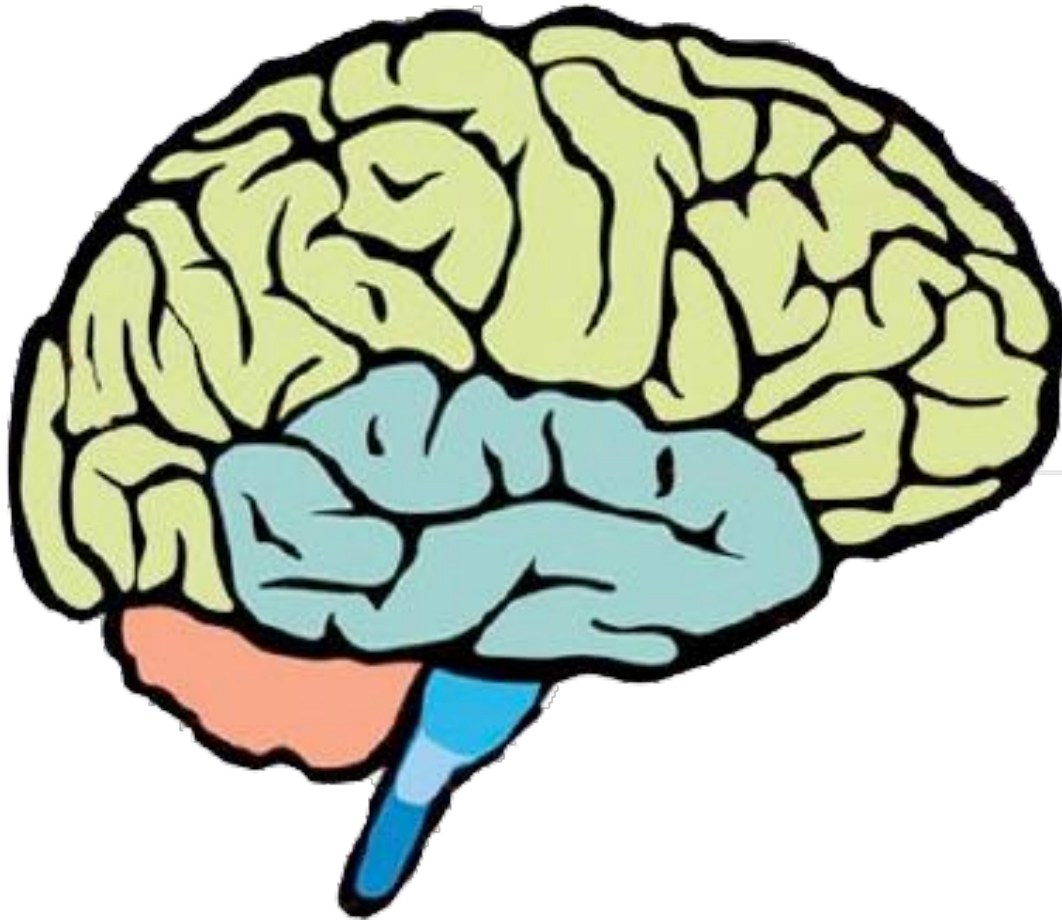
Instinct/survival

# Brain science





# Stories & chemistry



Dopamine

Happy feeling

Oxytocin

Empathy & trust

Cortisol

Listen & focus  
attention

# So much more...

- Twelve archetypes (Carl Gustav Jung)
- Seven basic plots (Christopher Booker)
- Seven themes (Alida Gersie)
- Hero's Journey (Joseph Campbell)
- Narrative techniques
- Etc...

Join our workshop on Friday!





I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

-- Maya Angelou

## Part II

-.-

Stories that make you awesome

Okay, thank you, nice theory...  
but how do I use this in my work?



# Stories about projects?

A story not only shows what is happening, but also how it happens and why. Thereby it gives a narrative meaning to separate events.



# The testing story

1. A story about the status of the  
PRODUCT
2. A story about HOW YOU TESTED it
3. A story about the VALUE of the  
testing

# Example testing story

## Test Results

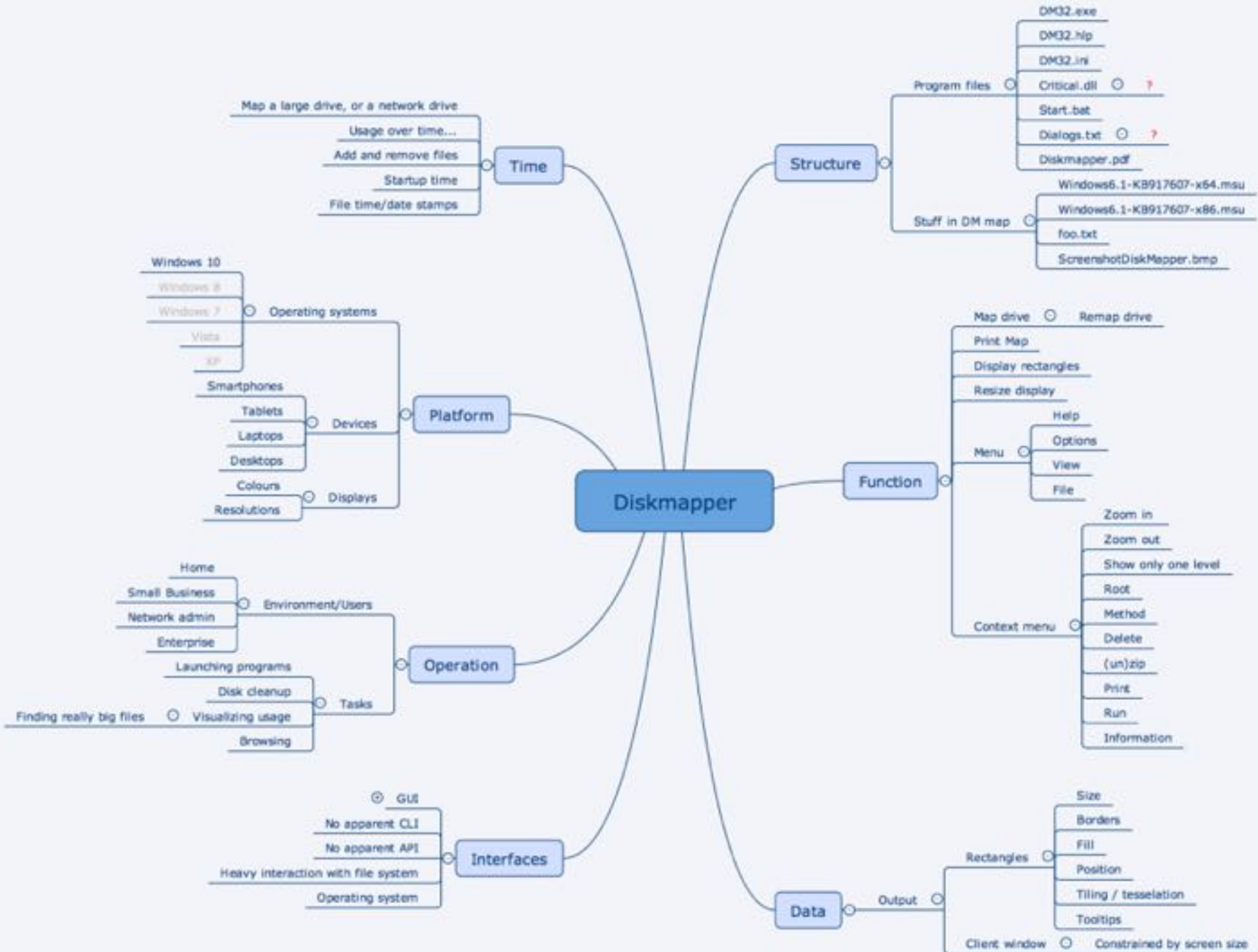
Test level	# Test scripts prepared	# Test scripts executed	# Open problems	Overall result
System Test	112	108	1	OK
Integration Test	45	42	0	OK
Acceptance Test	82	79	5	OK
<b>Total</b>	<b>239</b>	<b>229</b>	<b>6</b>	<b>OK</b>

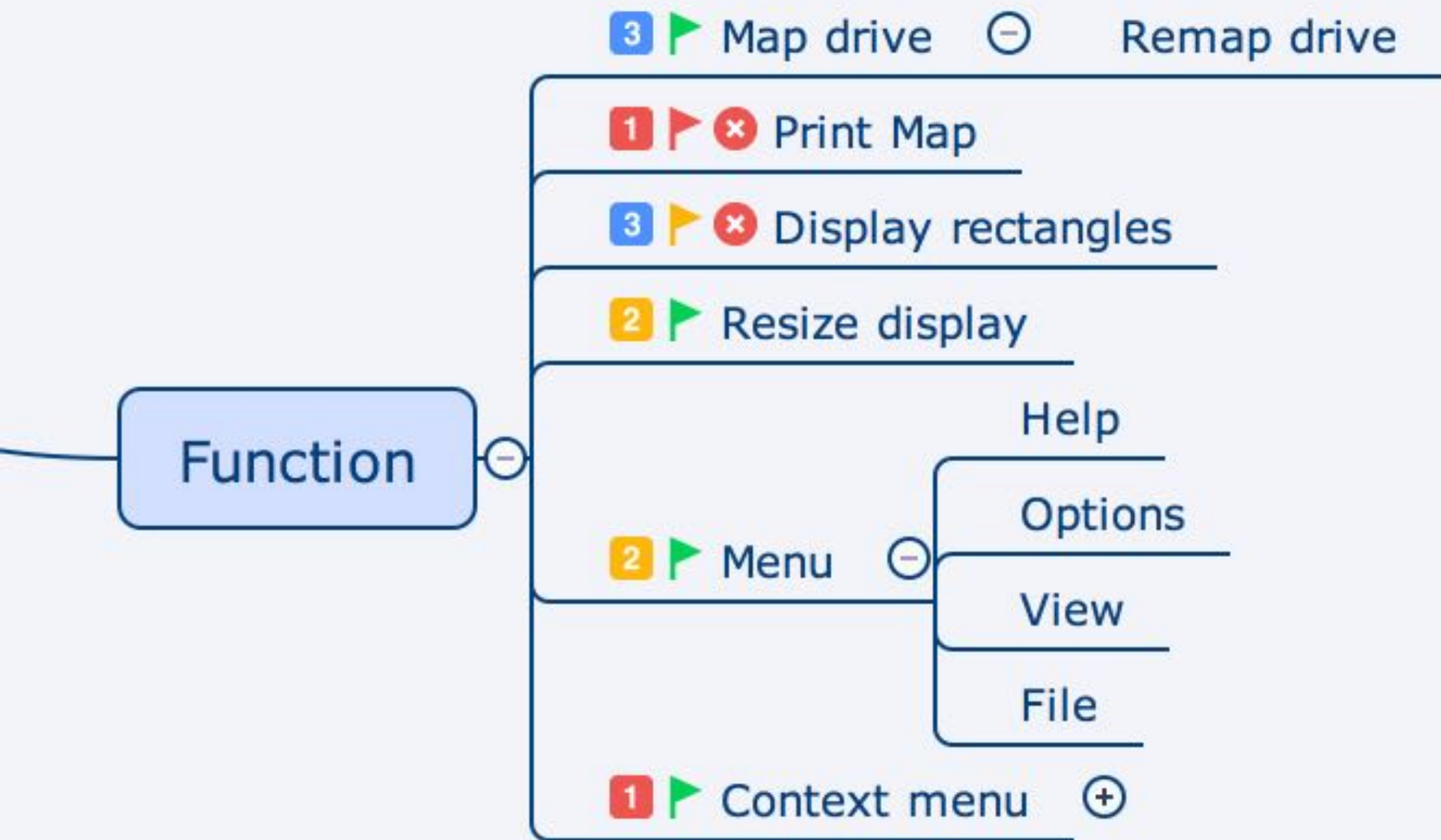
## Findings status & priority

Priority	New	Fixing	Ready for retest	Closed	Total
Blocking	0	0	0	5	5
High	0	0	0	13	13
Medium	0	2	0	30	32
Low	0	1	2	23	26
Cosmetic	1	0	0	47	48
<b>Total</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>116</b>	<b>124</b>

## Findings per part

	Req.	Design	Software	Infra	Test	Total
System part X	6	12	18	1	1	38
System part Y	8	7	26	0	2	43
System part Z	1	2	6	0	3	12
Interfaces	3	8	15	3	2	31
<b>Total</b>	<b>18</b>	<b>29</b>	<b>65</b>	<b>4</b>	<b>8</b>	<b>124</b>





# Story meetings





# Stories in your work

- Demo & sprint reviews
- Personas
- Risks
- Bugs & familiar problems
- Tests/charters
- Consulting

# More stories in your work

- User stories & user desires
- Testing stories
- Storymapping
- Mission & vision
- Complex systems
- ...



# Stories in your work

You can use stories everywhere to  
create understanding on an  
emotional level!

(Remember IT is not about technology but  
about communication)



# Exercise: tell a story





While problems can be summarized in a formula or an algorithm, it takes a story to understand a dilemma.

-- Bob Johansen



# Final piece of advice

- Storytelling is natural and easy
- So... tell your stories
  - Testing
  - Projects
  - But also **your** stories
- Be a storyteller!



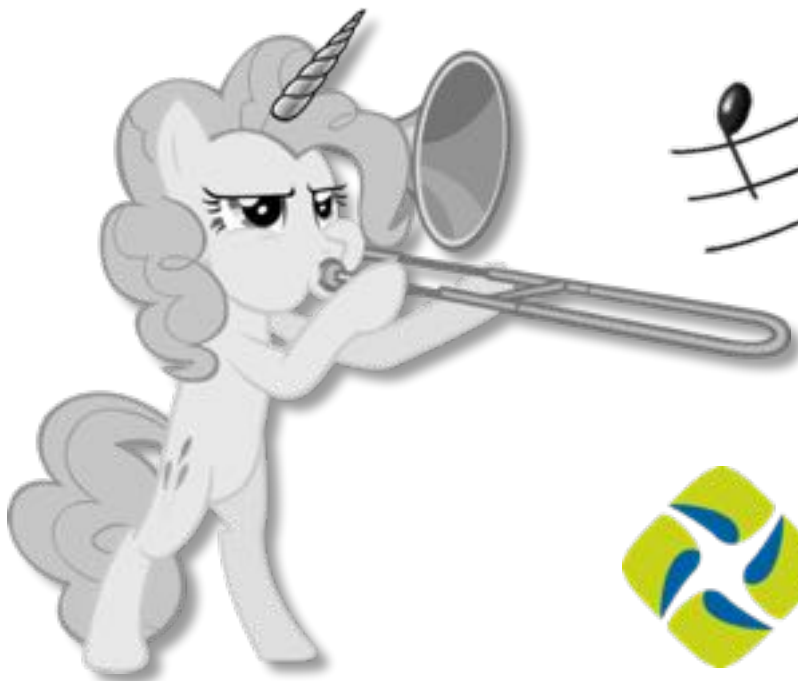


Questions?



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TESTING DAYS



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