



AHA Team Training

What's Your Story? How to Craft Narratives Using Human-Centered Design that Inspire Your Audience

March 8, 2023

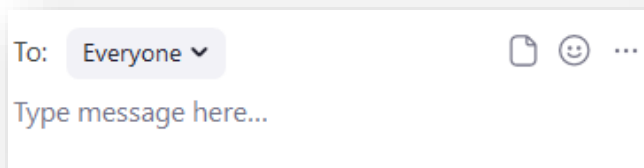


AHA CENTER FOR HEALTH

INNOVATION

Rules of Engagement

- **Audio for the webinar can be accessed in two ways:**
 - Through your computer
 - Or through the phone (*Please mute your computer speakers)
- **Q&A session will be held at the end of the presentation**
 - Written questions are encouraged throughout the presentation
 - To submit a question, type it into the Chat Area and send it at any time
- **Other notable Zoom features:**
 - This session is being recorded, the chat will not be included in the recording
 - Utilize the chat throughout the webinar. To chat everyone, make sure your chat reflects the picture below:



Continuing Education Credit

To receive 1.0 CE credit hour for this webinar, you must:

- **Create a Duke OneLink account.** You only need to create an account once – you may use it for all future webinars. Instructions will be chatted in and/or you may find them in your registration confirmation email.
 - Step 1: Register for a OneLink account
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- **Text **BAGWOY** to (919) 213-8033 after 1:00 pm ET today – 24-hour window**

In support of improving patient care, the Duke University Health System Department of Clinical Education and Professional Development is accredited by the American Nurses Credentialing Center (ANCC), the Accreditation Council for Pharmacy Education (ACPE), and the Accreditation Council for Continuing Medical Education (ACCME), to provide continuing education for the health care team.

Upcoming Team Training Events

Courses & Workshops

In-person TeamSTEPPS Master Training Courses

- April 10-11 at Northwell (New Hyde Park, NY)
- April 27-28 at UCLA (Los Angeles, CA)
- May 9-10 at Tulane (New Orleans, LA)
- May 24-25 at Houston Methodist (Houston, TX)
- June 21-22 at MetroHealth (Cleveland, OH)

Virtual TeamSTEPPS Master Training Course from April 20-June 8

Custom TeamSTEPPS Advisory Services at Your Organization

- 2-day TeamSTEPPS Master Training Courses and comprehensive TeamSTEPPS programs
- [Learn more](#)

Upcoming Team Training Events (Continued)

Bonus Webinars

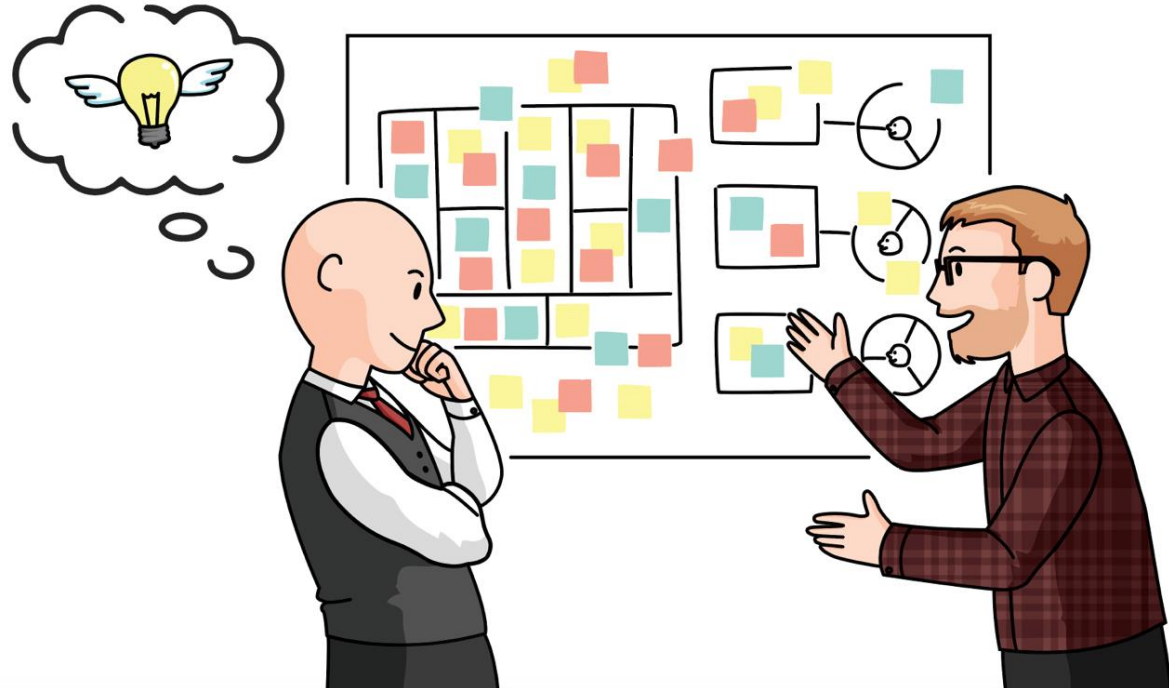
Creating a Value Proposition for TeamSTEPPS: How Your Frontline and Your Bottom Line Can Both Win –

March 14 at 12:00 pm CT

- Learn how to utilize data to draw the value case for team training with their leadership
- Recognize the impact of the team dynamic on an organization's bottom line
- Recognize how TeamSTEPPS tools and concepts drive a culture of resilience and retention
- Preview innovative curriculum changes to timeless tools

Hospitalization as a Teachable Moment: Plant-Based Options on Patient Trays – April 26 at 12:00 pm CT *(Sponsored by the Physicians Committee for Responsible Medicine)*

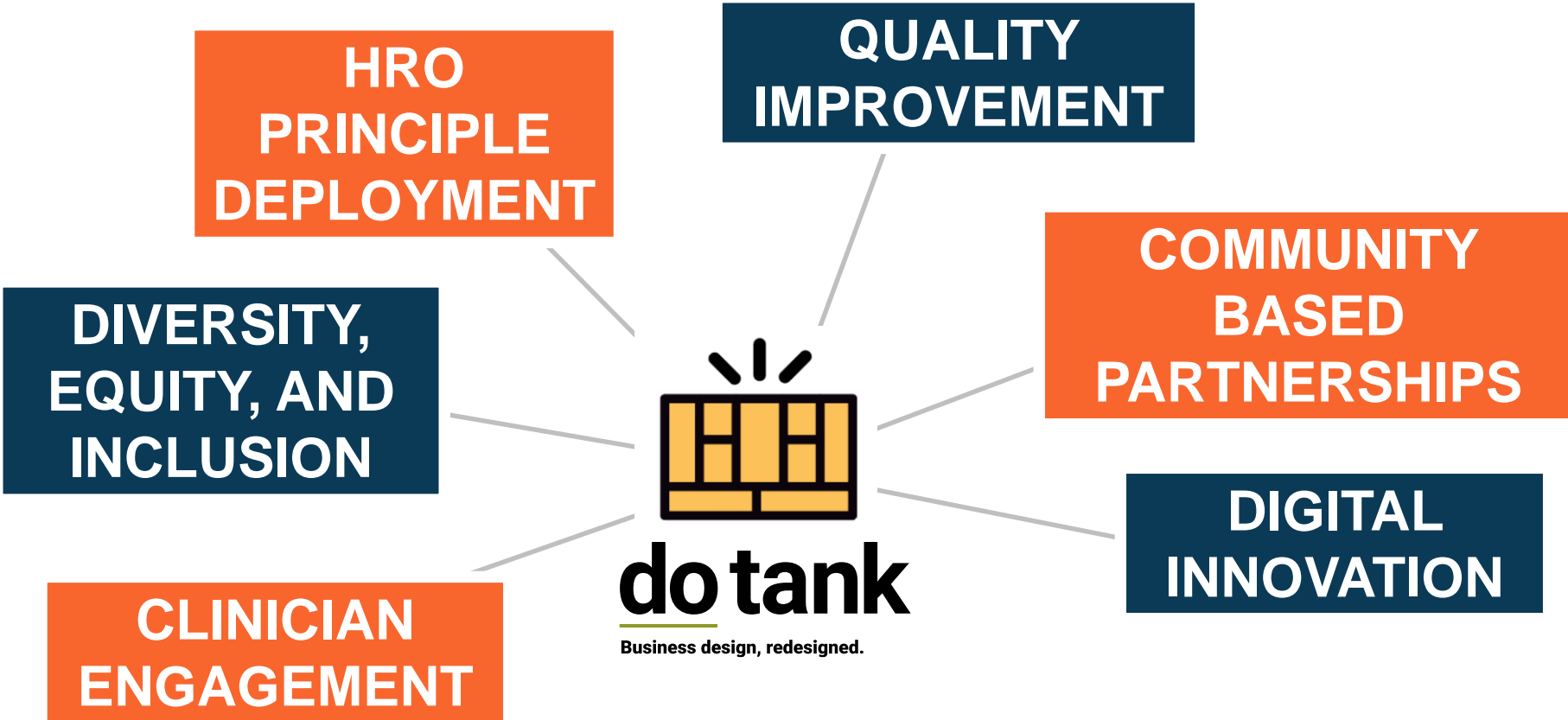
What's Your Story?



do tank

Business design, redesigned.

Storytelling is part of all the work that we do



AGENDA

1

Setting the Scene – Intro from and an overview of our goals for the webinar

2

The Story – Overview of structure & principles of crafting a story

3

The Telling – Thinking about how to effectively communicate your idea and tailor your story to your audience

4

Your Example– Introduce a template to use to structure your pitch



DESIGNING YOUR STORY

Think about the partnership that you are a part of and how it aims to make a difference in the communities that you serve. What is the vision and purpose? What challenges have you faced? What data and feedback has emerged?

Use this template to explore the key plot points, narrative flow, compelling imagery, and data that will contribute to a great story. Start by really understanding your audience - this will help you build something that is custom designed for them and increase your story's chance of resonating. Then move through the 'chapters' to architect a journey that will appeal to the 'head, heart, and eyes'.

TITLE:

WHO IS YOUR AUDIENCE?



THE PROBLEM



THE BIG IDEA



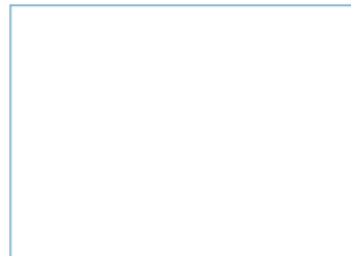
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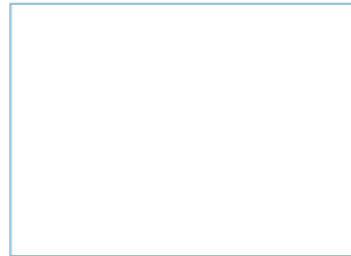
KEY TAKEAWAYS
& ADVICE



PAINS



GAINS



**This is fast paced, and you
won't complete everything**



**Please feel free to pitch questions
and comments in the chat**





Setting the Scene

“The mistake people make is thinking the story is just about marketing. No, the strategy is the story. If you make your story better, you make your strategy better.”

— Ben Horowitz





Simplify complex conversations



Convince people of a point of view



Build trust

The whole point is to influence change



Secure resources and buy-in



Educate people on how to use technology

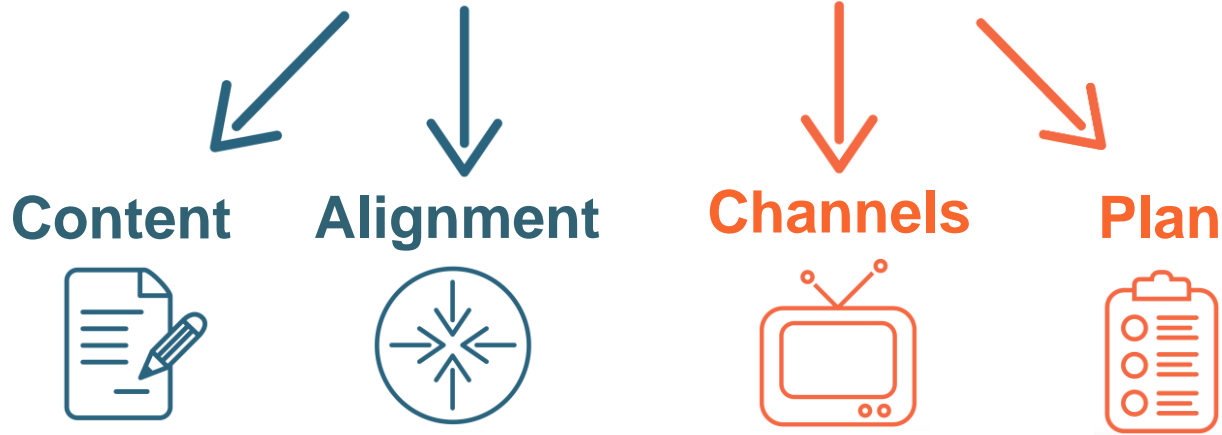


Align people and teams





Story + Telling



“**Storytelling**” helps you refine your strategic plan and fortify your team culture. It accelerates your work and helps you reach your goals.



The Story

All our stories – visual or verbal – must be tuned to:

Head



Heart



Eyes



STRATEGY!

$$axo=0 \quad (z=x) \quad \left[\frac{y}{8} S(2p \cdot 3) \right] \quad axo=0 \quad (z=x)$$

$$(b+1) \rightarrow \cos\left[\frac{3\pi}{14}\right] \quad ab=ba \quad (b+1) \rightarrow \cos\left[\frac{3\pi}{14}\right] \quad ab=ba$$

$$\int \frac{x}{\sqrt{(1-x^3)}} \quad X + \cos \quad axbxc = (axb) \times c \quad \int \frac{x}{\sqrt{(1-x^3)}} \quad X + \cos \quad axbxc = (axb) \times c$$

$$\text{Log}[1-x] \left(\frac{1-x^{1/2}}{1+x^{1/2}} \right)^2 (x + \sin\left(\frac{\pi}{14}\right)) \quad \text{Log}[1-x] \left(\frac{1-x^{1/2}}{1+x^{1/2}} \right)^2 (x + \sin\left(\frac{\pi}{14}\right))$$

$$axbc(b+c) \quad (1-x^y) \sum_{i=2}^{\infty} \% \quad axbc(b+c) \quad (1-x^y) \sum_{i=2}^{\infty} \%$$

$$3 > -4 \left\{ \frac{xx+yy}{xy} a^4 ? \frac{5}{4} \cdot \frac{9}{4} \right. \quad 3 > -4 \left\{ \frac{xx+yy}{xy} a^4 ? \frac{5}{4} \cdot \frac{9}{4} \right.$$

$$\infty * \left\{ \frac{xy \sin\left[\frac{\pi}{14}\right]}{\sqrt{2}} \right. \quad \infty * \left\{ \frac{xy \sin\left[\frac{\pi}{14}\right]}{\sqrt{2}} \right.$$

$$\sqrt{\frac{1}{3}} ab \quad SH \supset P \quad MS \quad (1) \quad \frac{ab}{4n-3} p \quad + \frac{ab}{7^n+3^b} \quad \sqrt{\frac{1}{3}} ab \quad SH \supset P \quad MS \quad (1) \quad \frac{ab}{4n-3} p \quad + \frac{ab}{7^n+3^b}$$

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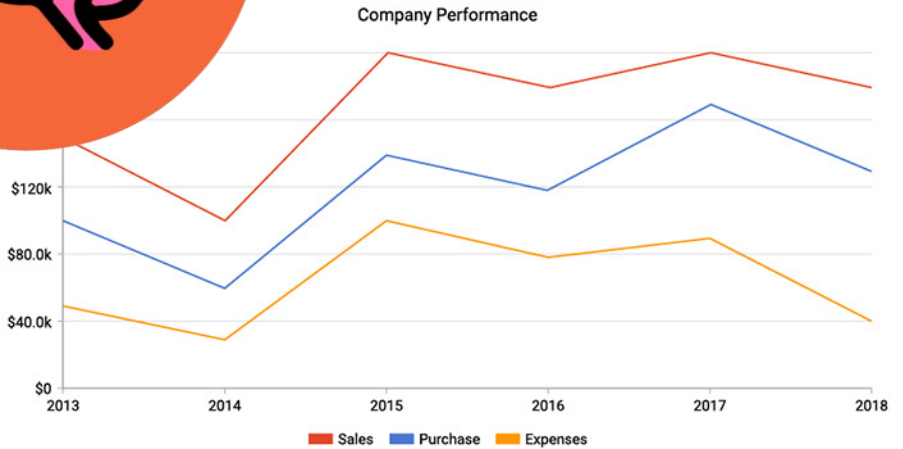
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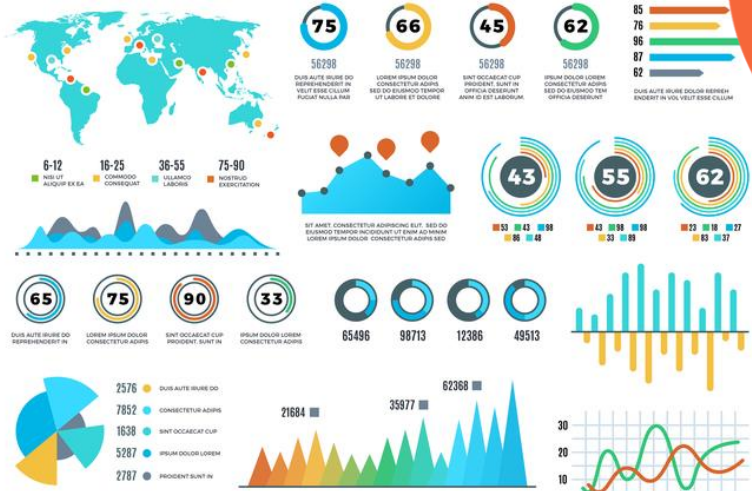
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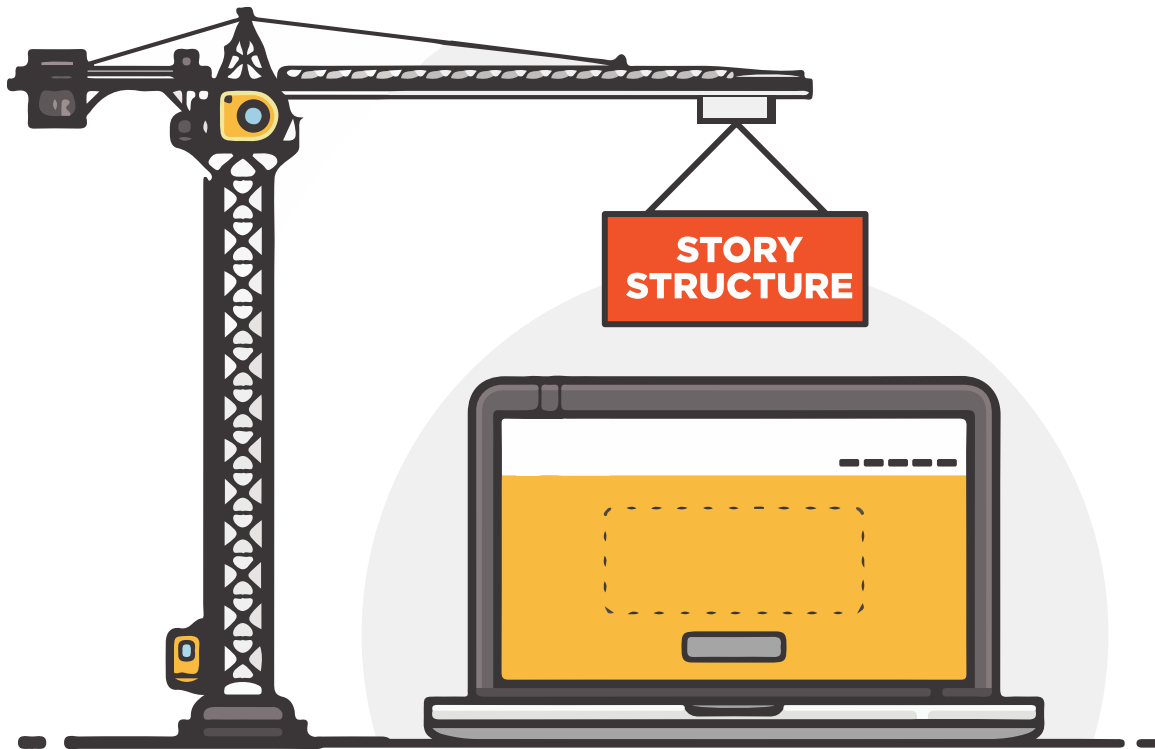
$$\sqrt{\frac{1}{3}} ab \quad SH \supset P \quad MS \quad (1) \quad \sqrt{\frac{1}{3}} ab \quad SH \supset P \quad MS \quad (1)$$







Your stories should have a coherent structure



A classic pitch

1. Setting
the Scene

2. The
Problem/C
hallenge

3. The
("customer"
-centric)
value
proposition

4. How It
Works

5. Critical
Assumptions

6.
Proposed
Next
Steps

7. The
Ask

Here's a leaner version to get you started!

THE PROBLEM

THE BIG IDEA

IMPACT

KEY TAKEAWAYS
& ADVICE



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The Telling

Be intentional in your plan

WHO IS THE AUDIENCE?

WHAT IS IN IT FOR THEM?

WHAT DO WE WANT THEM TO DO?

IN SERVICE OF WHAT?





AUDIENCE AND EMPATHY MAP

Stories should be rooted in **Empathy and Human Understanding**



‘Telling the story’

often requires a nuanced plan
that reaches different audiences
in different ways



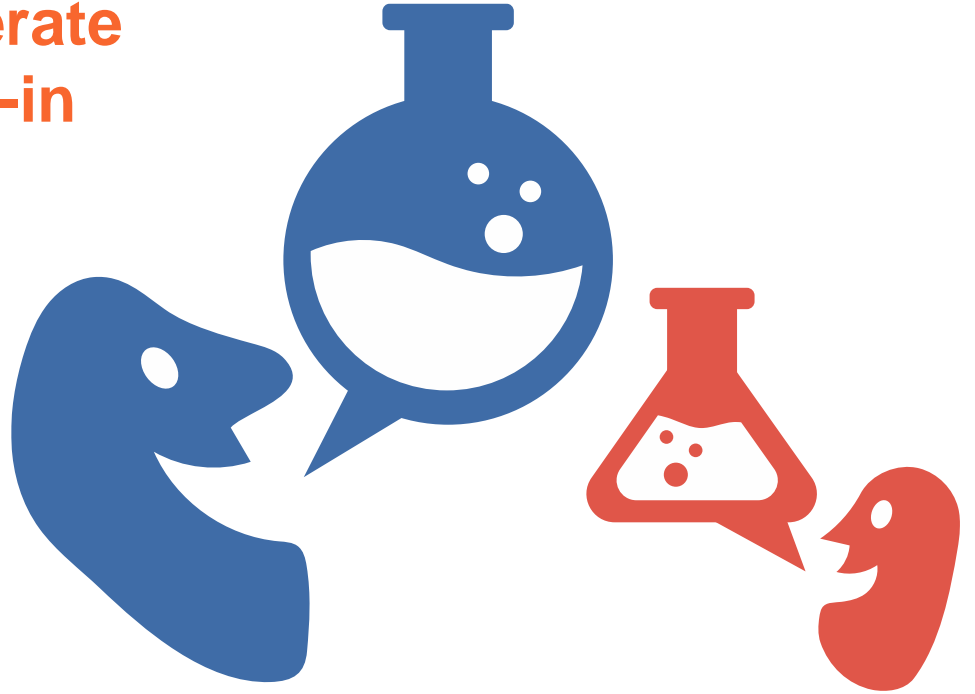
The Counterintuitive choice...

Invite your critics and skeptics to arrive at the party early



‘Testing your story’

can be a great way to get
feedback....but also generate
early excitement and buy-in





Simplify complex conversations



Convince people of a point of view



Build trust

The whole point is to influence change



Secure resources and buy-in



Educate people on how to use technology



Align people and teams





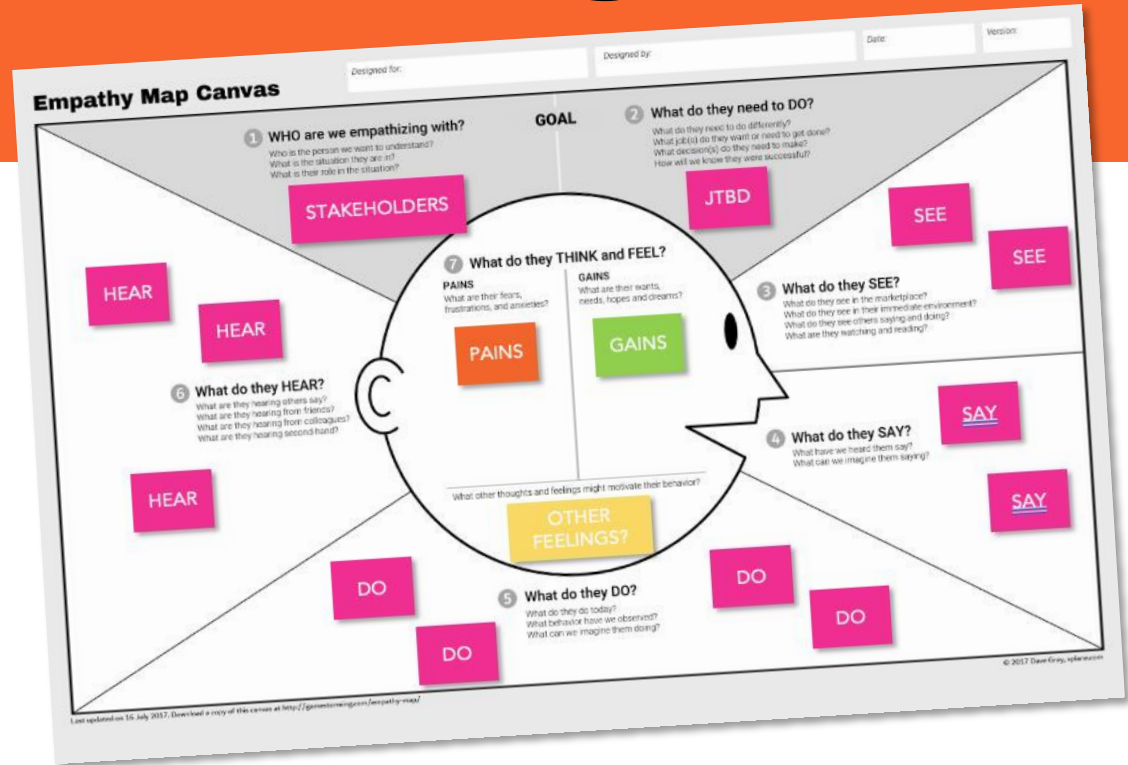
HCD Visual Canvas

Tools that can help!

Empathy Mapping

CANVAS

Use this canvas
to understand
your audience



Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The diagram is a large rectangle containing a stylized profile of a person's head facing right. The head is divided into several sections by lines, each corresponding to a numbered question. The top of the head is shaded gray. The sections are:

- 1 WHO are we empathizing with?**
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
- 2 What do they need to DO?**
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?
- 3 What do they SEE?**
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
- 4 What do they SAY?**
What have we heard them say?
What can we imagine them saying?
- 5 What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?
- 6 What do they HEAR?**
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?
- 7 What do they THINK and FEEL?**
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

At the bottom of the head, there is a horizontal line with the text: "What other thoughts and feelings might motivate their behavior?"

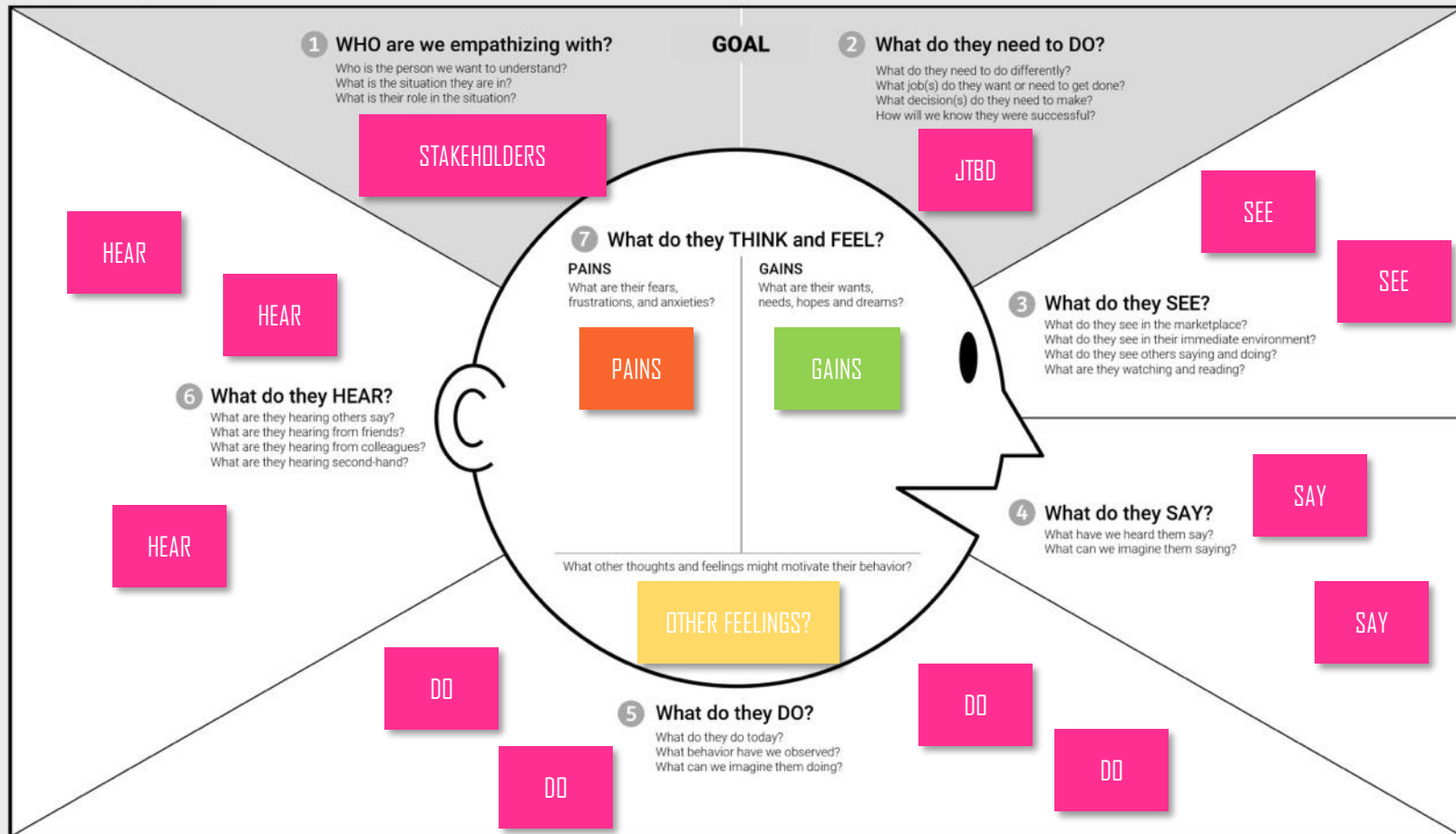
Empathy Map Canvas

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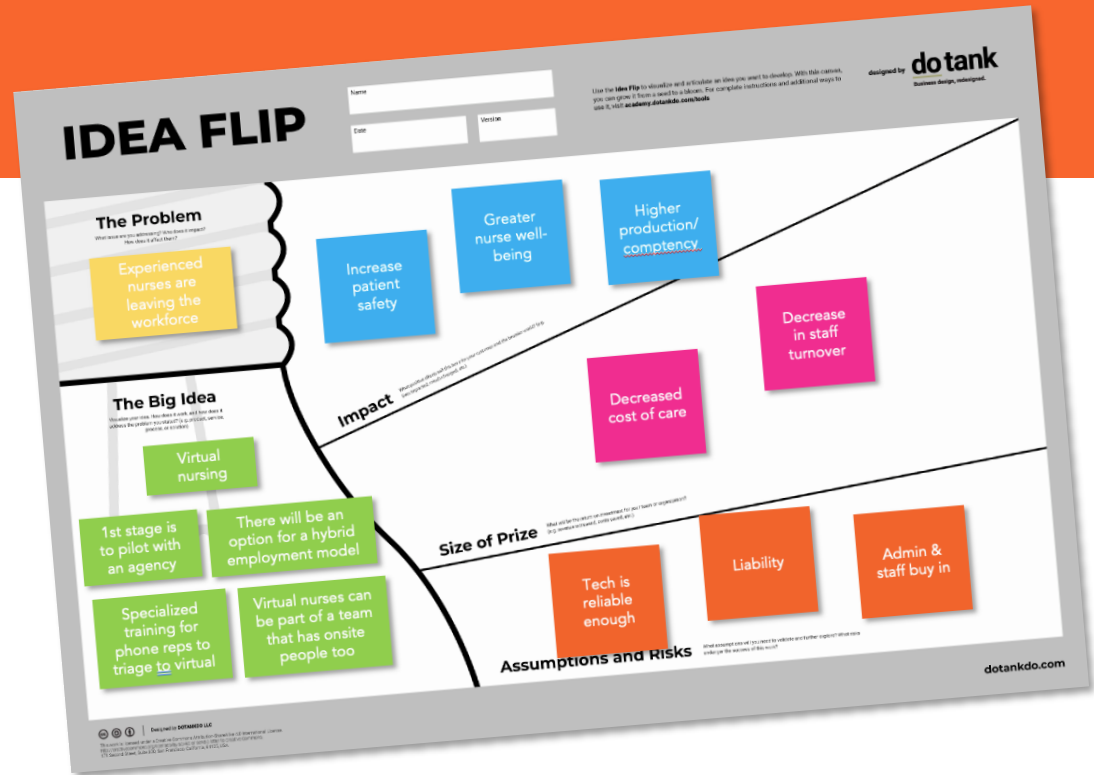
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Version:



Idea Flip CANVAS

Use this canvas
to understand
your audience



IDEA FLIP

Name	
Date	Version

Use the **Idea Flip** to visualize and articulate an idea you want to develop. With this canvas, you can grow it from a seed to a bloom. For complete instructions and additional ways to use it, visit academy.dotankdo.com/tools

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The Problem

What issue are you addressing? Who does it impact?
How does it affect them?

The Big Idea

Visualize your idea. How does it work, and how does it address the problem you stated? (e.g. product, service, process, or solution)

Impact

What positive effects will this have for your customer and the broader world? (e.g. lives impacted, minds changed, etc.)

Size of Prize

What will be the return on investment for your team or organization? (e.g. revenue increased, costs saved, etc.)

Assumptions and Risks

What assumptions will you need to validate and further explore? What risks endanger the success of this work?



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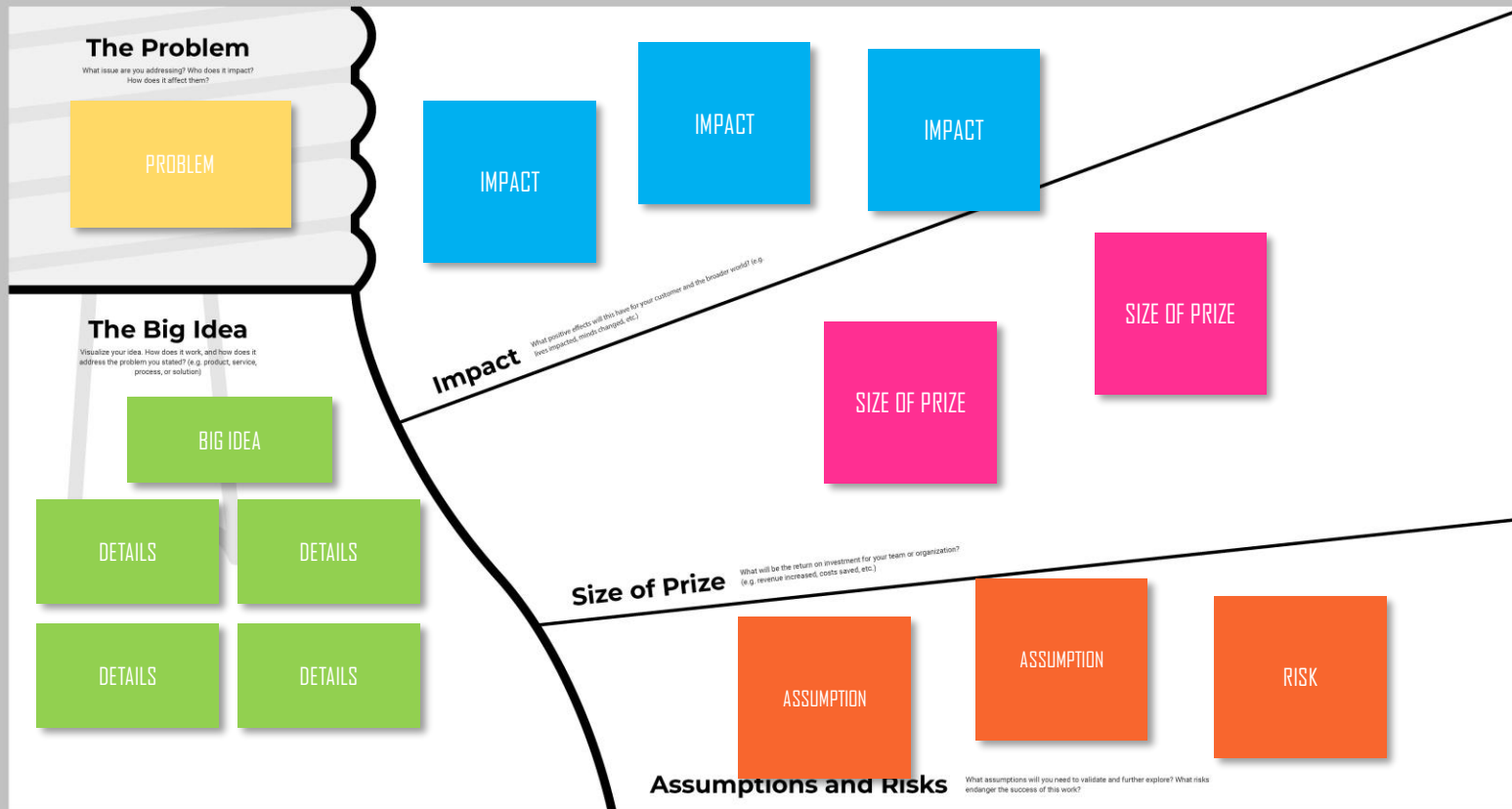
dotankdo.com

IDEA FLIP

Name	
Date	Version

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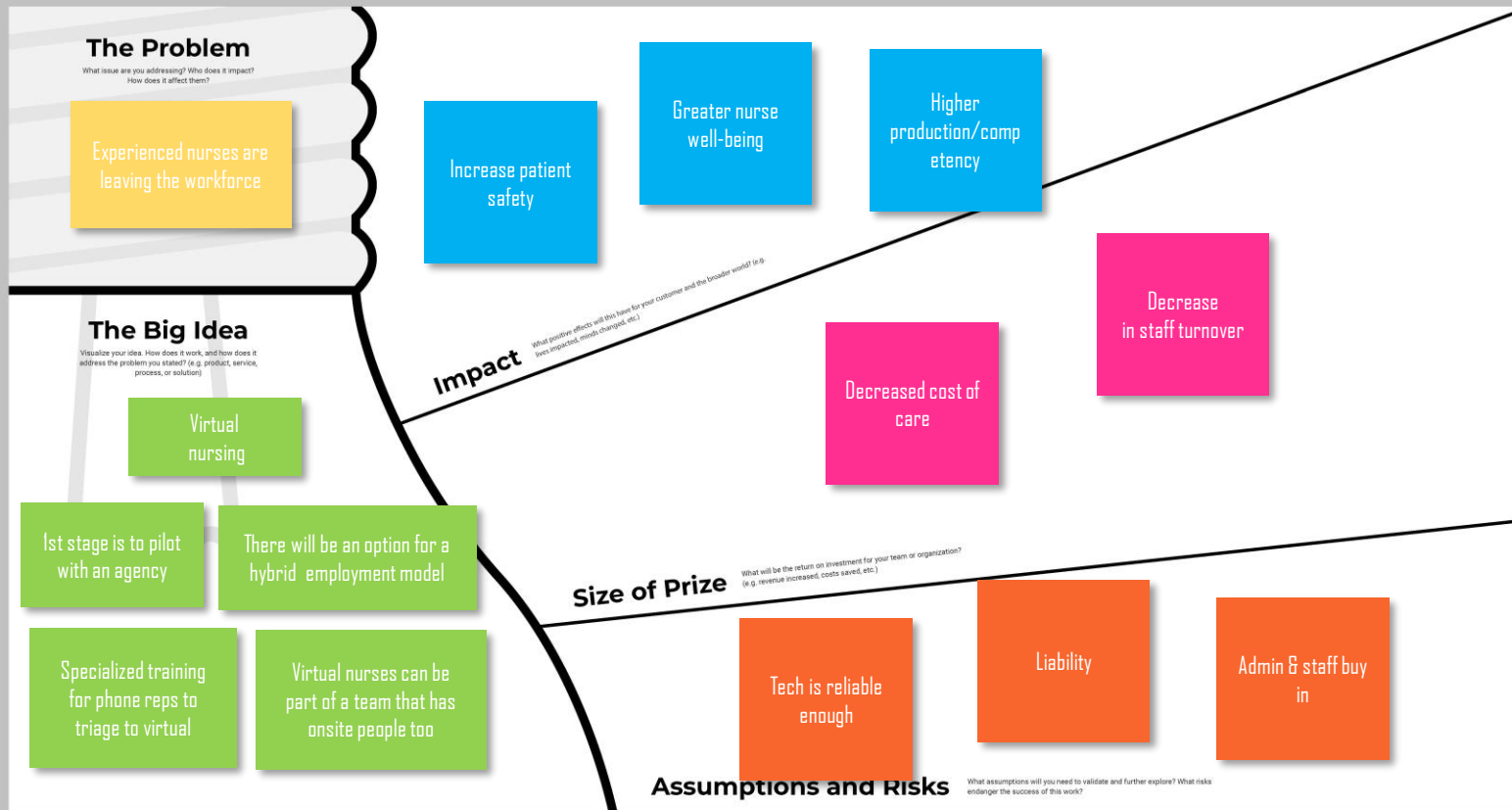
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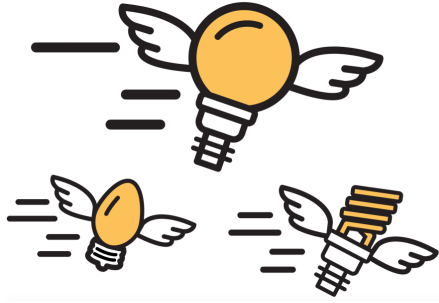
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**LET'S CHECK OUT
AN EXAMPLE...**



Uber Cab

Next-Generation Car Service

Problem: Cabs in 2008



Most use aging & inefficient technology

- Radio dispatch, no 2-way communication
- Most common car, Ford Crown Victoria = 14mpg



Hailing is done by hand or phone

- No GPS coordination between client/driver
- Significant fare-seeking or “dead-time”

The Problem

Problem:

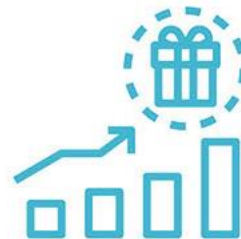
Taxi-monopolies reduce quality of service



Medallions are expensive,
and drivers underpaid.



Medallions cost ~\$500k,
drivers make 31k



No incentive/accountability
for drivers/clients

Digital Hail can now make street hail unnecessary

Solution: UberCab Concept

- A fast & efficient on-demand car service
- Market: Professionals in American cities
- Convenience of a cab in NYC + experience of a professional chauffeur. But in SF and NYC
- Latest consumer web & device technology
- Automate dispatch to reduce wait-time
- Optimized fleets and incented drivers
- The "NetJets of car services"

The Big Idea

How it works:

1-Click Car Service



Must be a member to use the service

Professional and trustworthy clientele



Not hailed from street

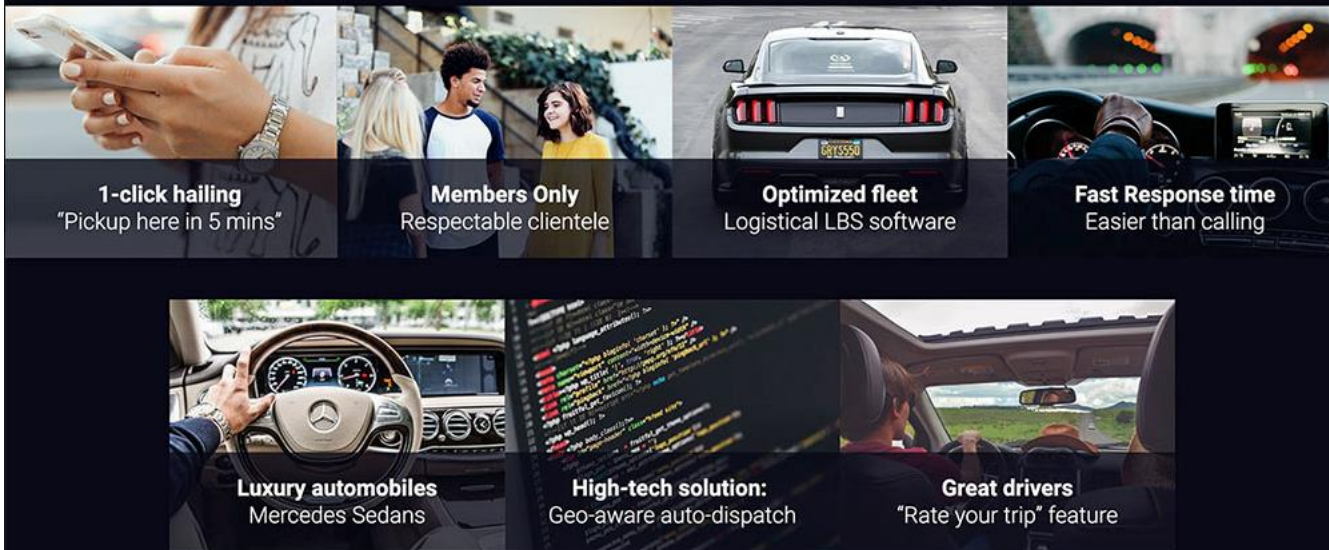
So no medallion licenses are required, since clients are service members & use digital-hail



Guaranteed Pick-up (unlike a yellowcab) *Mobile app will match client & driver. See photos of each other*

The Big Idea

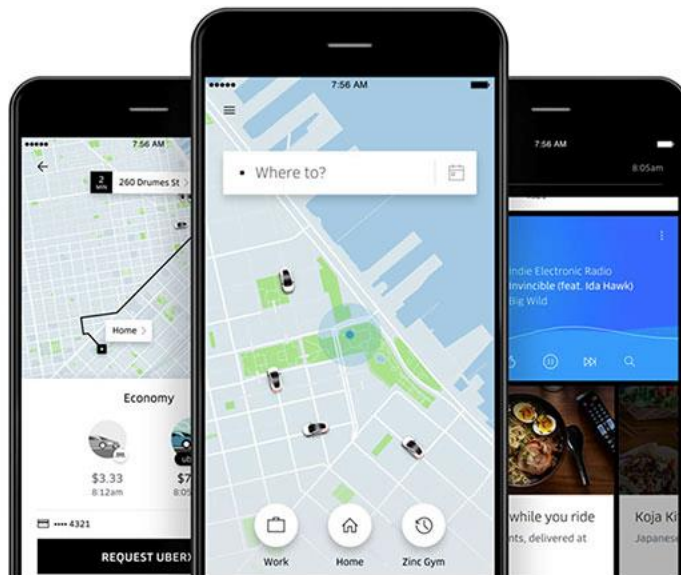
Key Differentiators



The Big Idea

Product: UberCab.com

- Book Trips, show Fleet status, trip history
- Pre-specify locations with labels + coordinates to enable easy texting of pickup location
- Google Maps integration: Lat/long for "home", "bob-work", "alice-apt"



Use-Cases



Fast local transport
where parking isn't
easy



Trips to/from
restaurants, bars &
shows



Airport pickup/dropoff
(pre-scheduled)



Working while
commuting (wifi in
cars)

User Benefits

- Cabs don't guarantee pickup, can take 45 mins
- Cab aren't as safe or clean as limos
- Car services require 1-3 hours notice
- Car services transfers average over \$60 + tax
- UberCab would be faster & cheaper than a limo, but nicer & safer than a taxicab



Impact



Overall Market

\$4.2B

Annually and growing

22%
of revenues

Top 4 players combined

Future Optimizations



Pay premium for on-demand service



Get here now" costs more than "tomorrow at 5pm"



Discounted rates for Sun-Tues multi-hour bookings



More accurate GPS technology

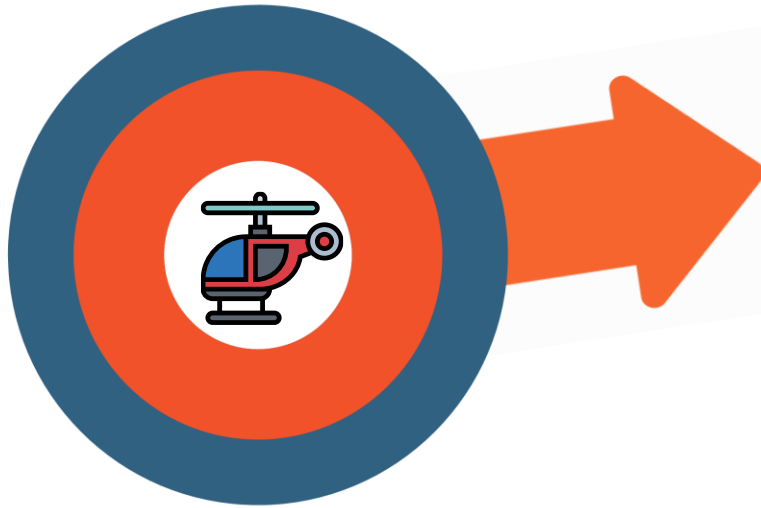


Cheaper cars by buying used



Less expensive hybrid vehicles (Prius)

The SHIFT. How often do you think about your communities, colleagues, leadership, audience?



PRODUCT CENTRIC



STAKEHOLDER CENTRIC

TITLE: [REDACTED]

WHO IS YOUR AUDIENCE? [REDACTED]

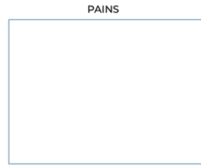
DESIGNING YOUR STORY

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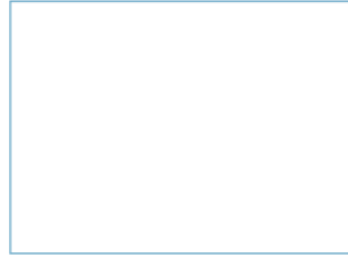
TITLE: [REDACTED]

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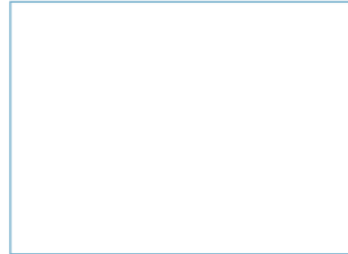


Designed by **do tank**

PAINS



GAINS



Designed by **do tank**

HC



THE PROBLEM






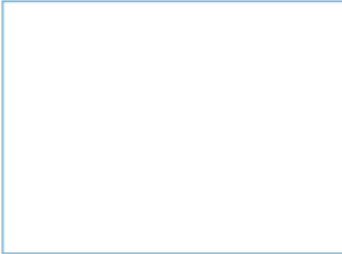






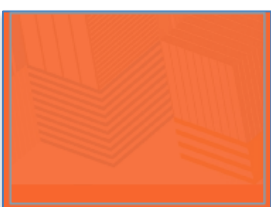



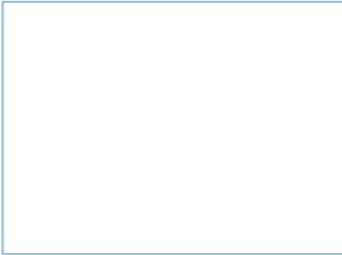
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TITLE: _____

WHO IS YOUR AUDIENCE? _____

	THE PROBLEM	THE BIG IDEA	IMPACT	KEY TAKEAWAYS & ADVICE	PAINS
					
					
					

All our stories – visual or verbal – must be tuned to:

Head

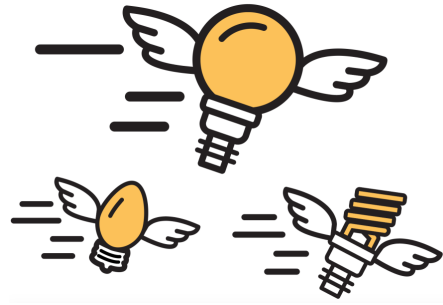


Heart



Eyes





THE BIG IDEA

DESIGNING YOUR STORY

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THE PROBLEM

THE BIG IDEA

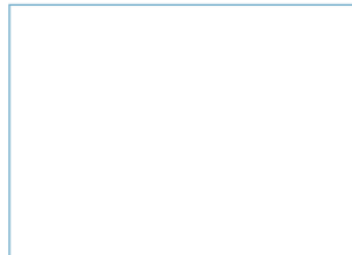
IMPACT

KEY TAKEAWAYS
& ADVICE

PAINS



GAINS





IMPACT

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WHO IS YOUR AUDIENCE?

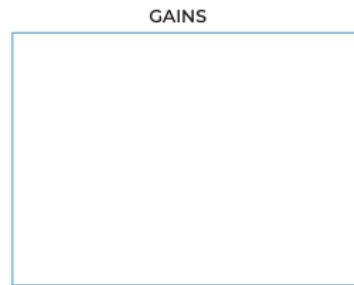
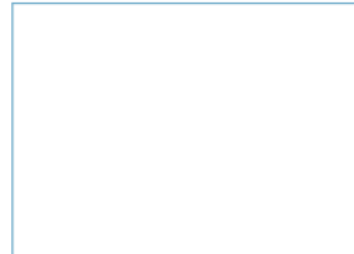
THE PROBLEM

THE BIG IDEA

IMPACT

KEY TAKEAWAYS
& ADVICE

PAINS





KEY TAKEAWAYS AND ADVICE

DESIGNING YOUR STORY

Think about the partnership that you are a part of and how it aims to make a difference in the communities that you serve. What is the vision and purpose? What challenges have you faced? What data and feedback has emerged?

Use this template to explore the key plot points, narrative flow, compelling imagery, and data that will contribute to a great story. Start by really understanding your audience - this will help you build something that is custom designed for them and increase your story's chance of resonating. Then move through the 'chapters' to architect a journey that will appeal to the 'head, heart, and eyes'.

TITLE:

WHO IS YOUR AUDIENCE?

THE PROBLEM



THE BIG IDEA



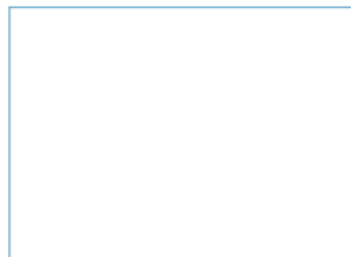
IMPACT



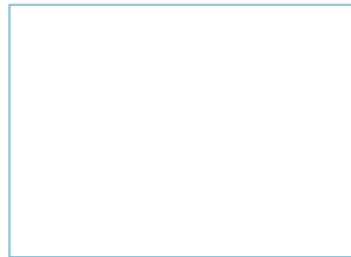
KEY TAKEAWAYS
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PAINS



GAINS



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TITLE:

WHO IS YOUR AUDIENCE?

Potential funders

THE PROBLEM



The need to objectively assess ocular AEs during Tivdak treatment.

THE BIG IDEA

OCT to quantitatively measure ocular AEs in trial.

IMPACT

KEY TAKEAWAYS & ADVICE

Incorporate OCT into a subset of Tivdak trial.

PAINS



The pain of taking a drug through multiple stages of trial only to see it fail, or become very narrowly adopted

People want to see. Nobody wants to lose their vision, or have their eyes in constant pain.

The story told by the quantitative data collected

GAINS



A fail rate statistic graphic

OCT images vs slit lamp image.

1, 2, 3 bullet points of next steps

Some tips and tricks



**“Before you leave
the house, look in
the mirror and take
one thing off.”**

— Coco Chanel



Pay attention to pace.

Pick spots to slow down, raise the volume, etc.



Make your audience feel like an insider

& relate to the things that they know



Please, please don't just read your slides to your audience. Try to avoid slides that have a ton of text – text and loads of information are best delivered in a different format...a pre-read or a one pager that you hand out. You will want to be conscious of the format that is best suited for what you are trying to achieve. With PowerPoint, our general advice is to have visually simple slides that anchor the point that you are trying to convey...but the actual context and meaning is delivered via the commentary that you verbalize. Again, please don't just read your slides to the audience – it ain't great storytelling.

Include data & numbers

even back of the napkin stuff –
wherever you can



Google image search

is a great resource for PPT. Select larger file sizes and transparent backgrounds for logos.

The screenshot shows the Google Images search interface. The search bar contains the text "Awesome cats in awesome hats". The search results are filtered by "Large" size. A dropdown menu is open over the "Large" filter, showing options: "Any size", "Large" (selected), "Medium", and "Icon". Below the filters, there are several image thumbnails with labels: "funny", "wallpaper", "names", "cute", "shirt", and "dr seuss". The main search results are displayed as a grid of six items, each with a thumbnail image and a caption:

- Mini Straw Sombrero Mexica...
- French Beret Hat and Scarf, Beret...
- Cat Lion Headgear Funny Pet Dress U...
- NACOCO Cowboy Dog Costume with...
- Sun Hat for Cats, Preakness Cat Ha...
- Gray Beret Hat for your Cat

**Find a library of basic,
relevant icons that you can use (check out the
Noun Project!)**

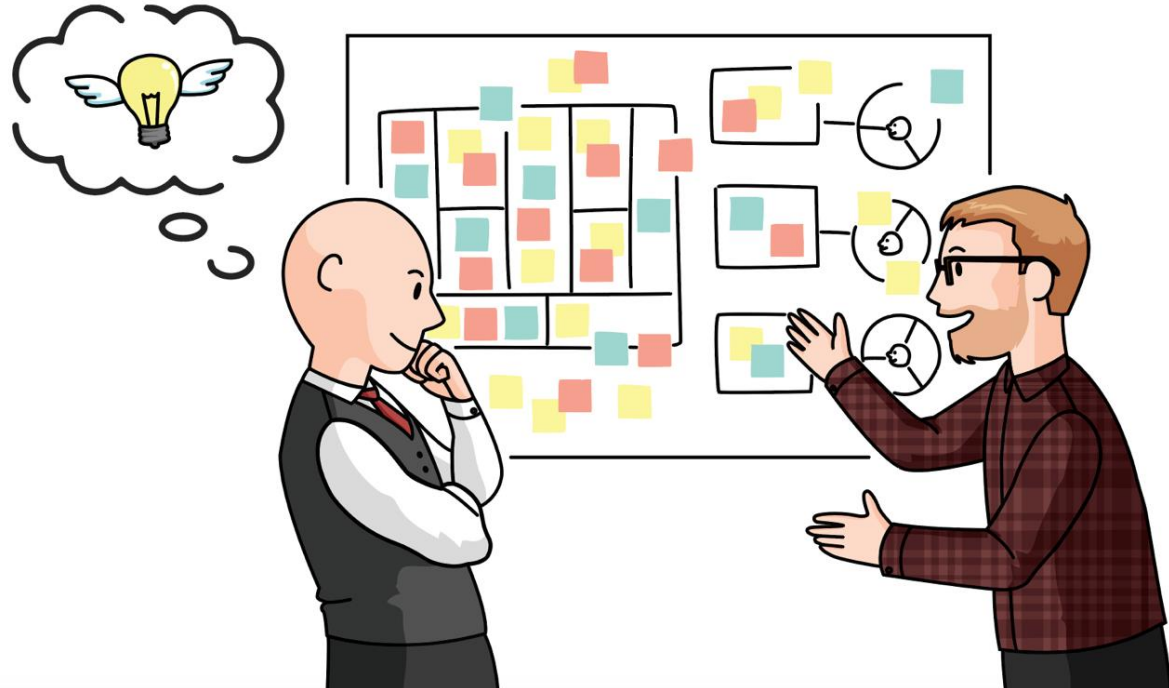


If you would like to learn more or discuss, you can reach us at

alex.spiroff@dotankdo.com

adam.kholrus@dotankdo.com

What's Your Story?



do tank

Business design, redesigned.

Final Reminders

- **Evaluation**

- Please complete the evaluation form that appears on your screen once the webinar ends

- **Continuing Education**

- Create a Duke OneLink account if you have not done so
 - Instructions can be downloaded from the Files pod or your registration confirmation email
- Text **BAGWOY** to (919) 213-8033 within 24 hours



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