

**SESSION:** The Winning Story – Capturing the Stories that Differentiate Your Product  
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### Key Takeaways

Are we hardwired for stories?

- Yes – we tend to interpret even random things as stories (based on “Theory of Mind” study performed by Smith College)
  - Humans are predisposed towards empathy

What makes a good story?

- “Act I: Get your hero up a tree. Act II: Throw rocks at him. Act III: Bring him down” –Robert McKee, screenwriting instructor to 26 Academy Award winners and 125 Emmy Award winners
  - This is a basic story structure that seems to resonate with people across geographies and cultures

Where do stories fit?

- Design phase – interact with potential clients to understand their challenges, problem, issues, etc. – in essence they’re helping you create your product’s story
- Marketing phase – publish what you learned in the design phase in the form of case studies, client testimonials, etc.; revise the story based on what you learn during the support phase
- Support phase – helps validate whether your “stories” are true and resonate with the customers

### Resources

- ***Storytelling for User Experience: Crafting Stories for Better Design***, by Whitney Quesenbery with Kevin Brooks
- ***“The Secrets of Storytelling,”*** by Jeremy Hsu. Scientific American Mind, August/September 2008
- ***“Creating Preference,”*** by Terry R. Bacon
- ***Story***, by Robert McKee
- ***The Hero with a Thousand Faces***, by Joseph Campbell