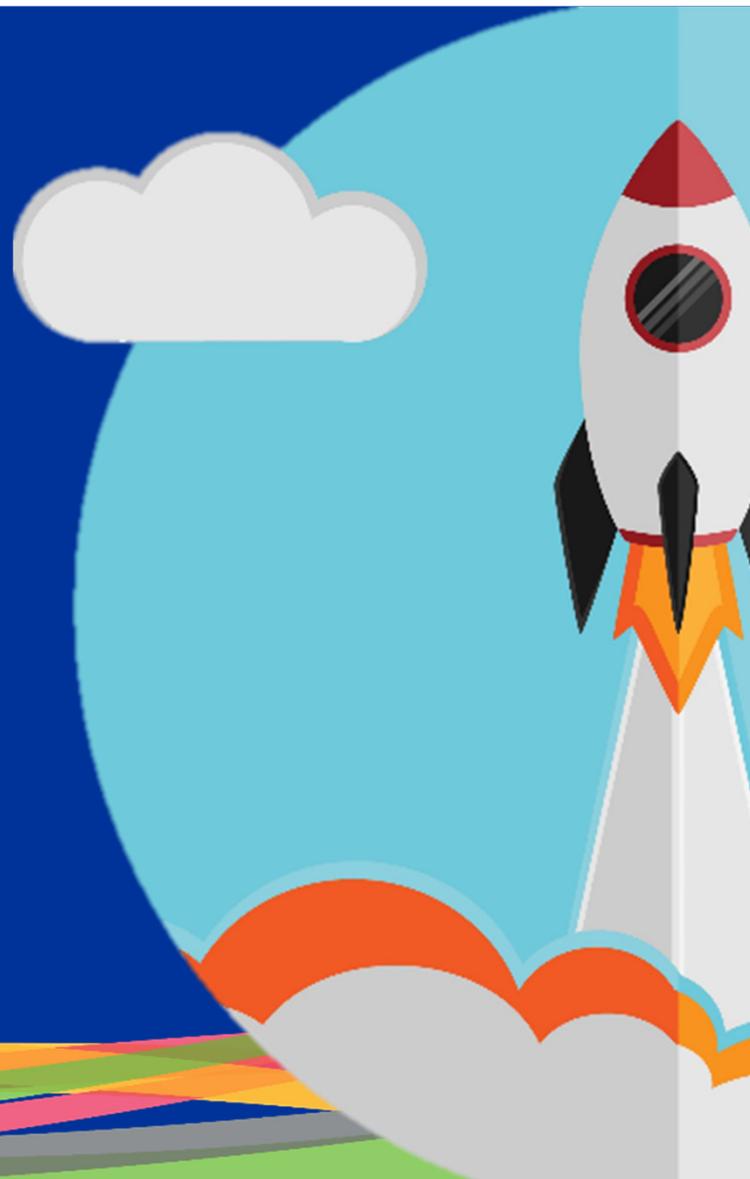




Communicating to **CONVINCE**



Application form **OPPORTUNITIES**

Summary

Microstory
Unique Selling Proposition

Rationale

Unique Selling Proposition
Framing

Strategies Impacts

Added value
Framing

Annex

Storytelling
Graphics/visuals



BATTERY

Ah 350

CCA 45

RC 65

Cn 20

VLRA/AGM technology

TYRES

205/65R15 95H

ER

BSL

E4

M&T





Photo: CEphoto, Uwe Aranas / Wiki

THINK
**Unique
Selling
Proposition**



WHY?

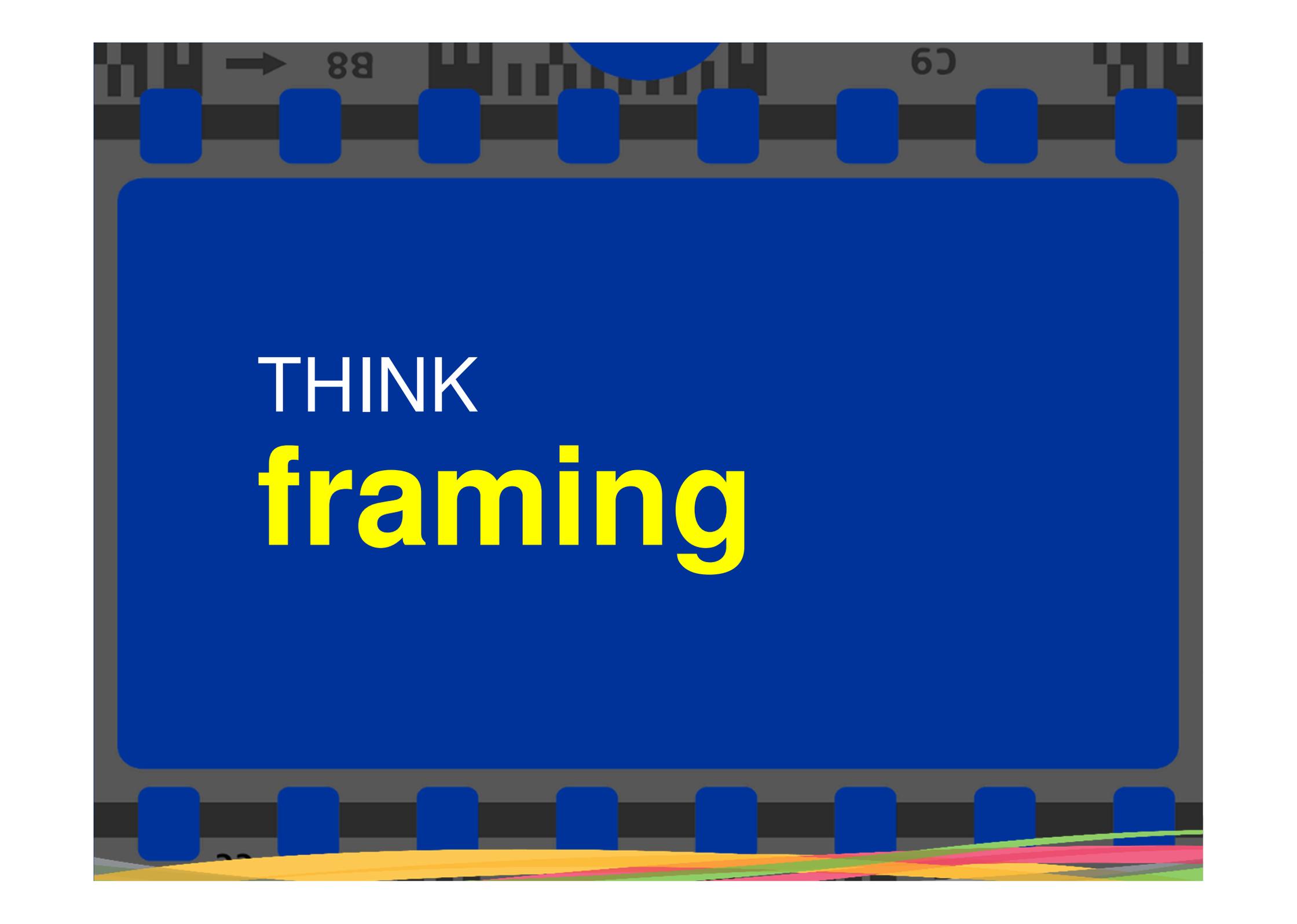
Sell your project idea

1. Partner A: Present your idea using your USP.
Partner B: Provide feedback.
2. Repeat step 1 with the roles reversed



6 minutes



The image features a dark grey film strip background with sprocket holes. A large, rounded blue rectangle is centered on the strip, containing the text 'THINK framing'. The word 'THINK' is in white, uppercase, sans-serif font, and 'framing' is in a larger, bold, yellow, lowercase, sans-serif font. At the bottom of the frame, there are colorful, overlapping wavy lines in shades of yellow, orange, red, and green. The film strip has some markings at the top, including an arrow pointing right, the number '88', and the number '69'.

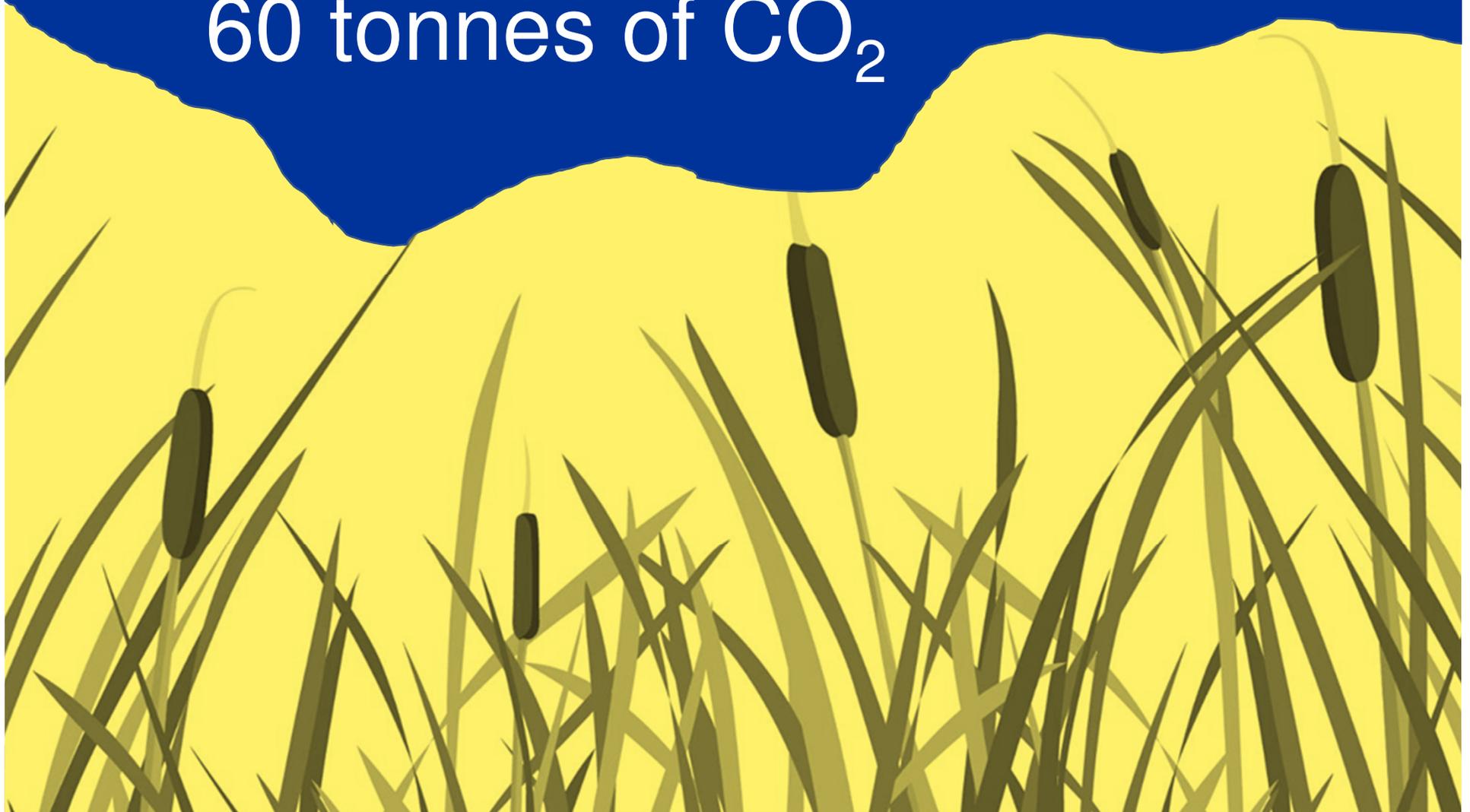
THINK
framing

90%
SUCCESS!

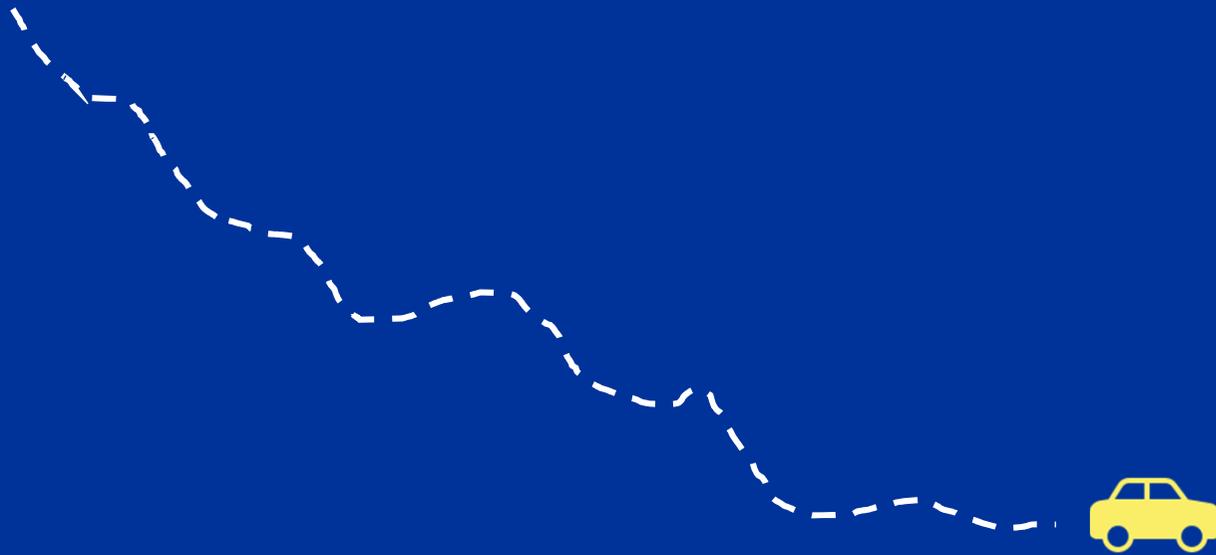
FAILS
1 in 10 times!



In a year, 1 hectare of
drained peatland releases
60 tonnes of CO₂



That's the equivalent of driving
500,000 km



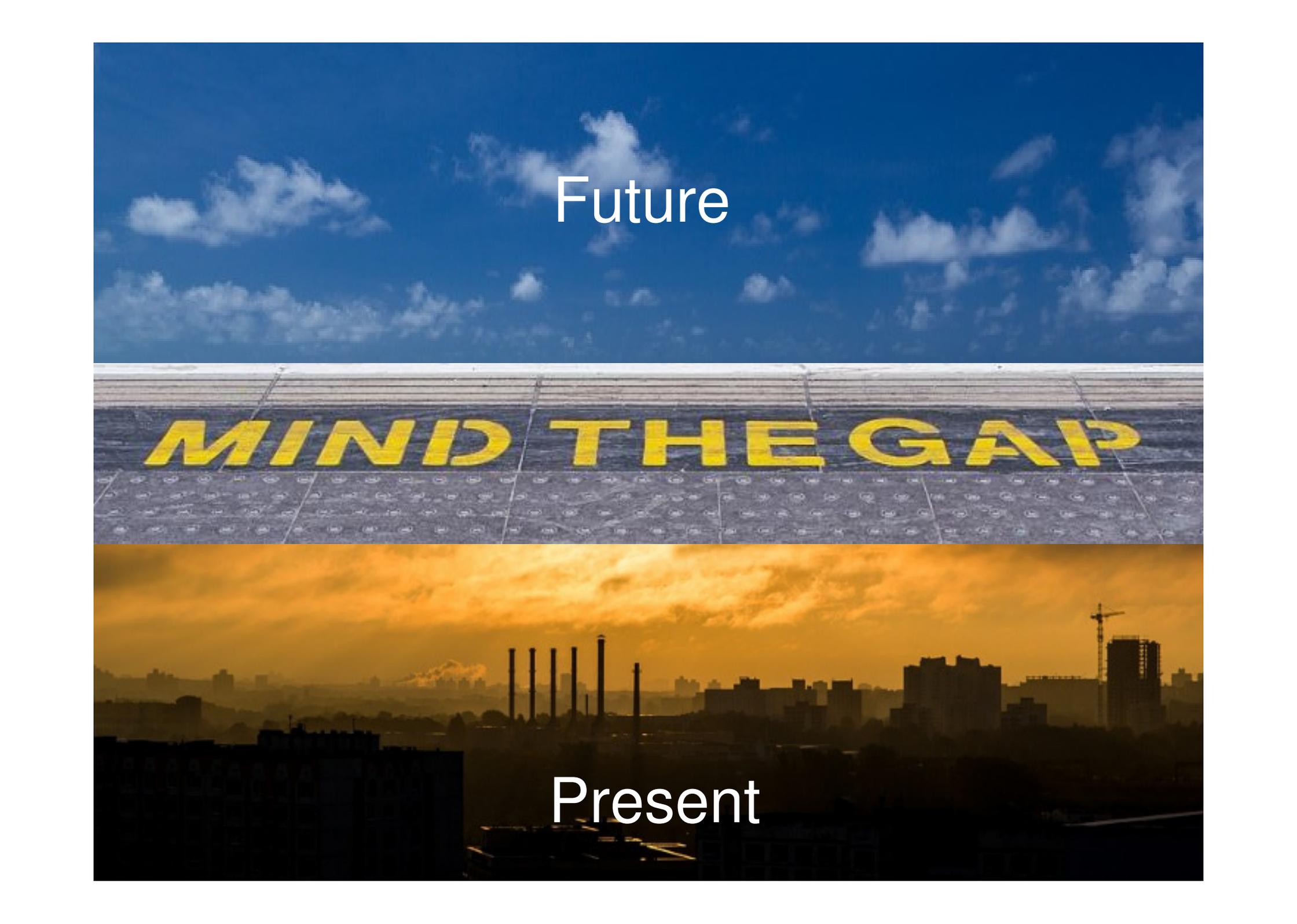
Source: CANAPÉ

A large, jagged iceberg floats in the middle of a dark blue ocean under a clear sky. The iceberg's surface is highly textured with vertical ridges and shadows. The water around the base of the iceberg is slightly white with small waves.

Talk about the

A large, jagged iceberg floats in the middle of a dark blue ocean under a clear sky. The iceberg's surface is highly textured with vertical ridges and shadows. The water around the base of the iceberg is slightly white with small waves.

BIGGER PICTURE



Future

MIND THE GAP

Present

Crime in Addison



**Spreading like a
VIRUS**



reform

**Preying like a
BEAST**



punishment

Thibodeau & Boroditsky / Stanford University 2011





Frame your idea

1. Consider how to frame your project using 'big picture' context, numbers, comparisons, or metaphors.
2. Partners present and discuss their ideas.



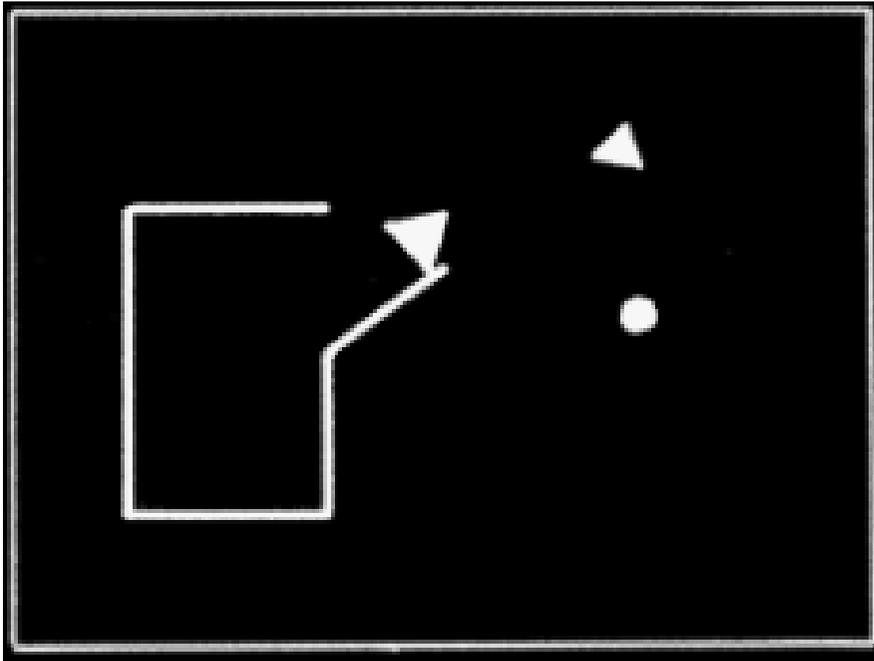
6 minutes



THINK storytelling



The Heider-Simmel illusion



Classic story structure



UDO: Use it, Don't Own It.



Tell your story

1. Tell your story to your partner. The partner provides feedback.
2. The partners swap roles & repeat step 1.



8 minutes



Application form **OPPORTUNITIES**

Summary

Microstory
Unique Selling Proposition

Rationale

Unique Selling Proposition

Strategies Impacts

Added value
Big picture

Annex

Storytelling
Graphics/visuals

”

**The best way to
predict the future
is to create it**

- Abraham Lincoln

