

**”Dio ha inventato l’ uomo
perché gli piacciono le sue storie”**

Elie Wiesel











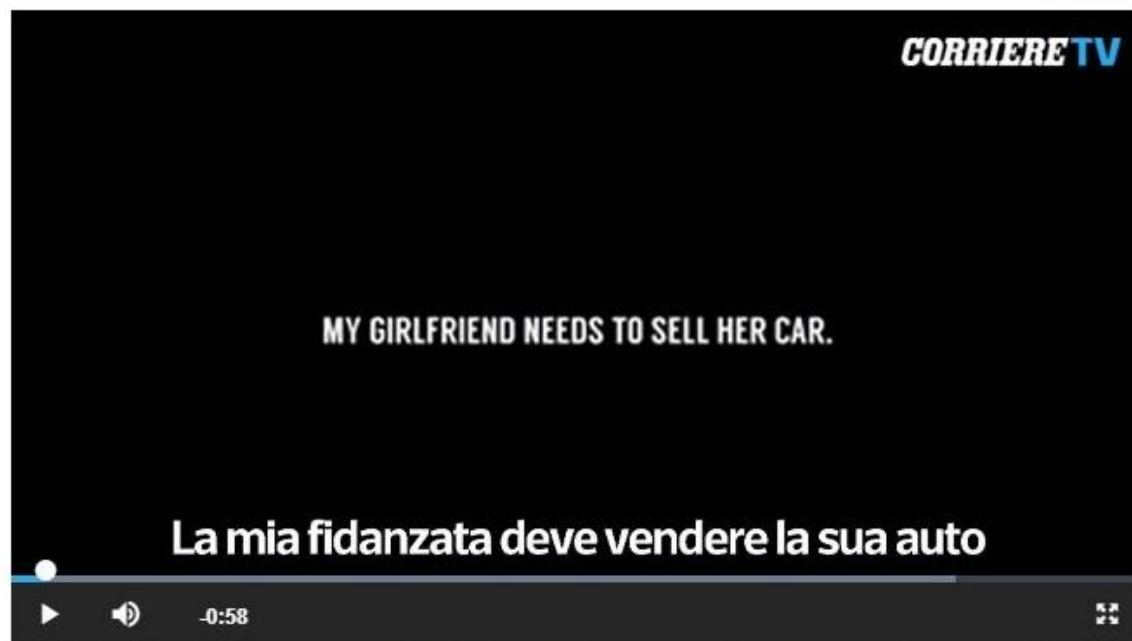
**Le storie
cambiano
il comportamento
delle persone**



**Le storie
cambiano
il comportamento
delle persone**

CORRIERE TV / DAL MONDO

Vende l'auto usata su Ebay e gira uno spot capolavoro



03 NOVEMBRE 2017

EMBED

| <iframe framespacing='0' frameborder='no' scrolli

LINK

EMAIL



La fidanzata gli chiede un aiuto per liberarsi dell'automobile del 1996 su Ebay, lui gira uno spot e raccoglie rilanci per 50mila dollari | *Corriere TV*

Lei gli chiede una mano per vendere la sua vecchia Honda del 1996 su Ebay, prezzo di partenza 499 dollari. Lui gira uno spot pubblicitario per la vecchia auto così bello che le offerte online sorpassano i 50 mila dollari. L'autore del video che è diventato virale si chiama Max Lanman, è un regista e uno scrittore e la fidanzata grazie a lui ora si potrà comprare un'auto ultimo modello.





dati

vs

storie



WORLDWIDE
Horse
PO

\$ 0,99

\$ 62,95

\$ 129

\$ 8000





OMEGA

SPECTRE

007

IN CINEMAS



JAMES BOND'S CHOICE

dati

vs

storie

dati

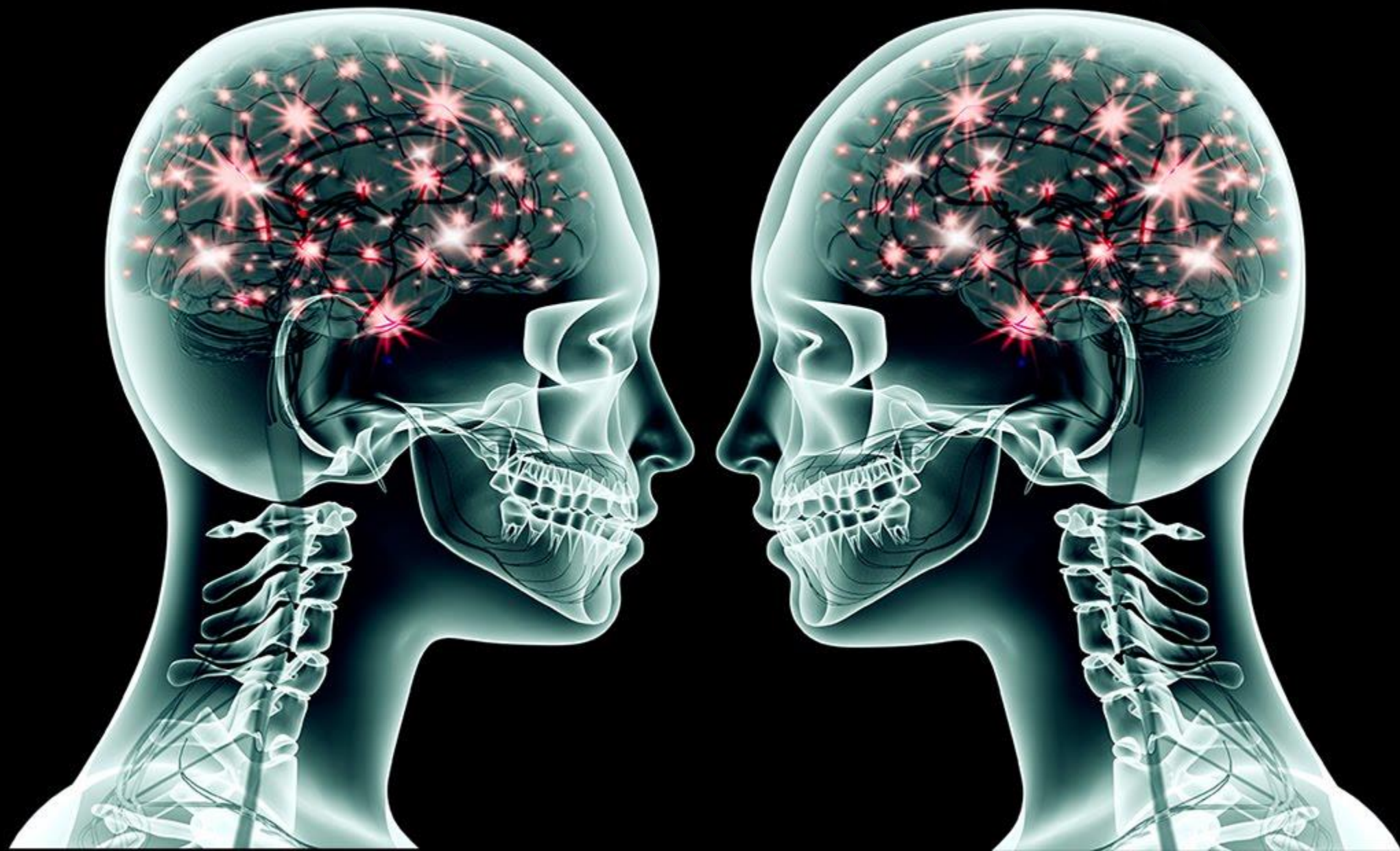
vs

storie

**Usiamo le storie da millenni,
ma come agiscono
sul nostro cervello
lo studiamo da pochissimo tempo**



SEP 04 1988
PM 9:24:43







**”STORIES ARE JUST
DATA WITH A SOUL”**

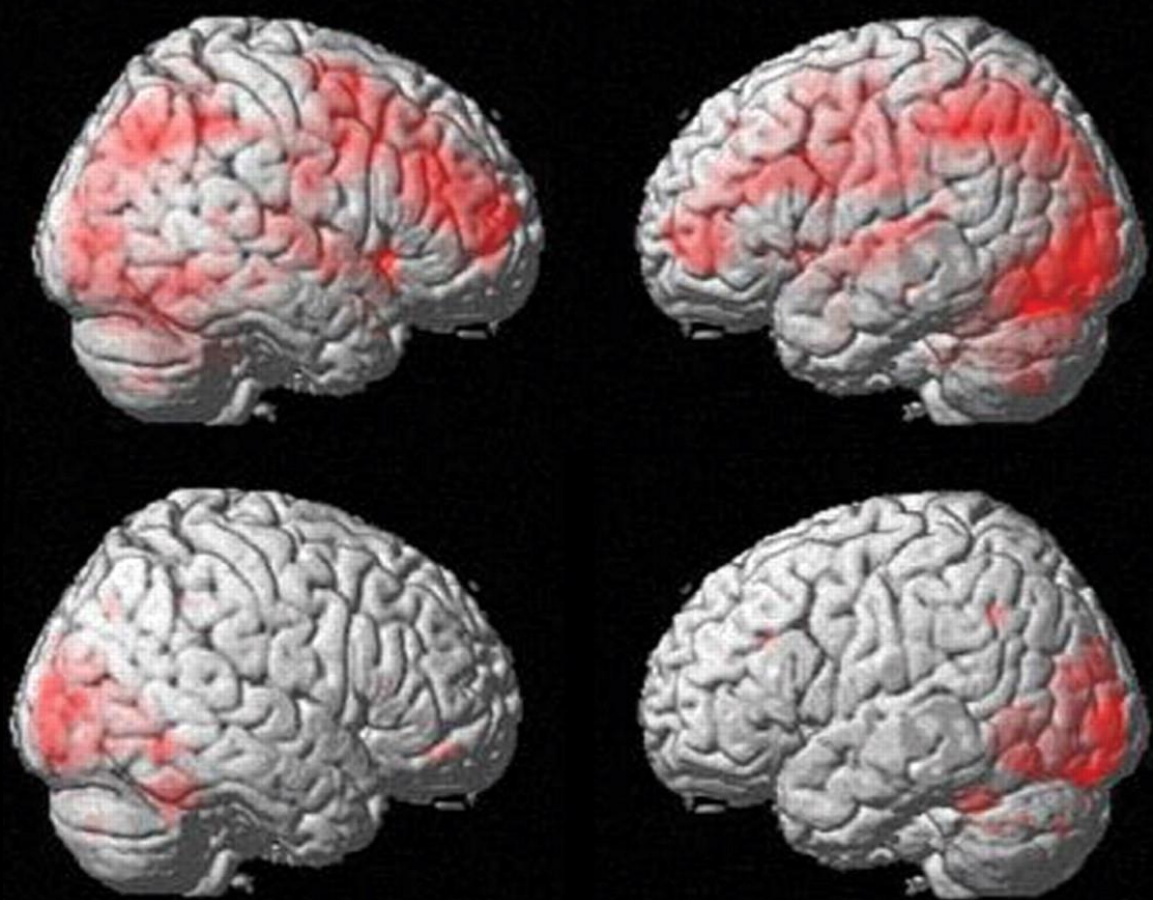
Prof. Brenè Brown, University of Huston

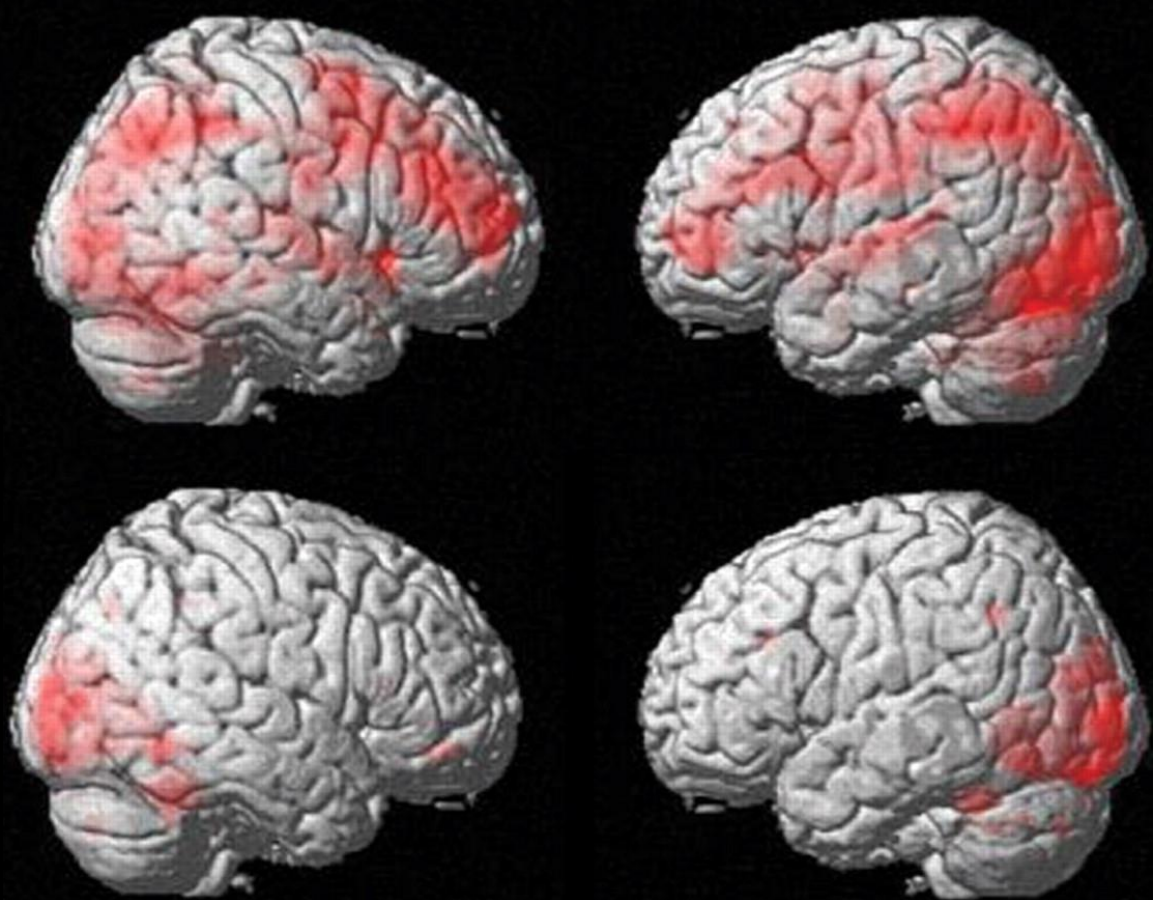


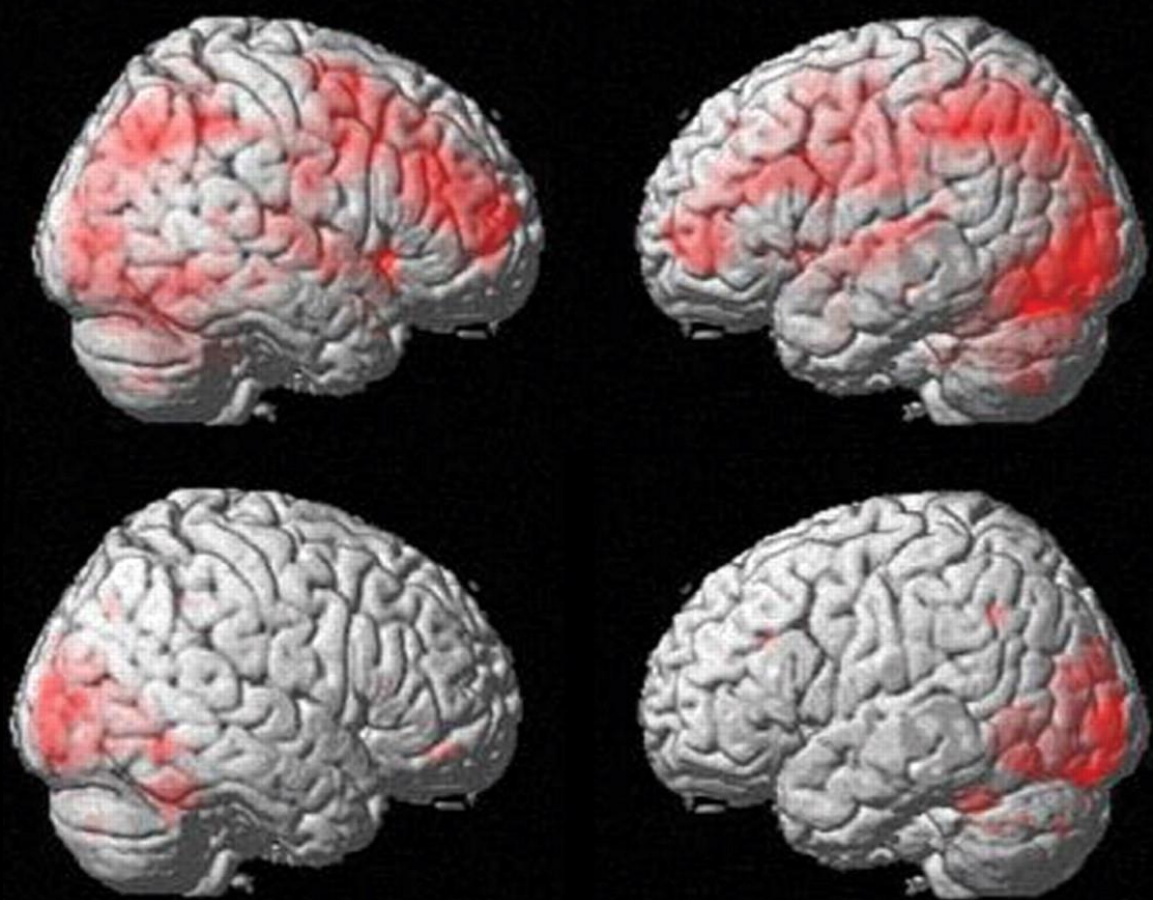
0 mm 00:00
Patient Name: _____
Patient ID: _____
Exam: _____
Patient Weight: 80
Patient Position: _____
Landmark: _____



GE Healthcare









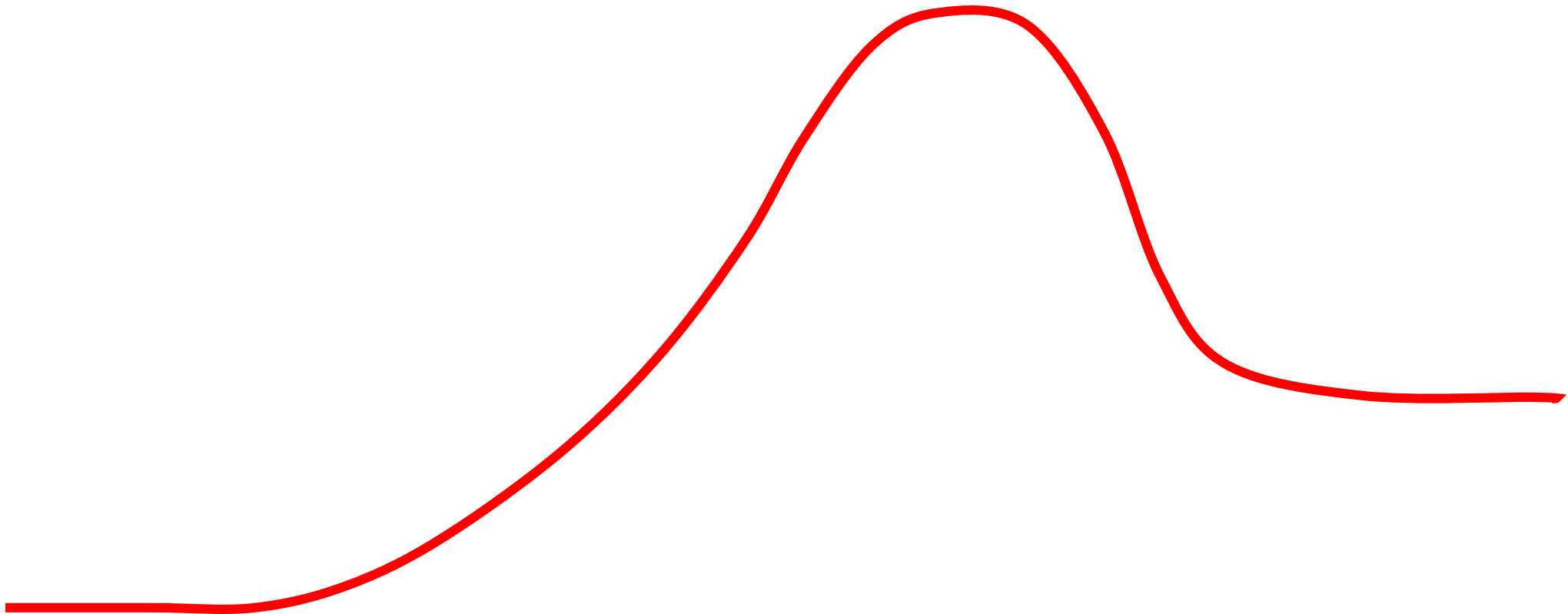
We are the
storytelling animal.

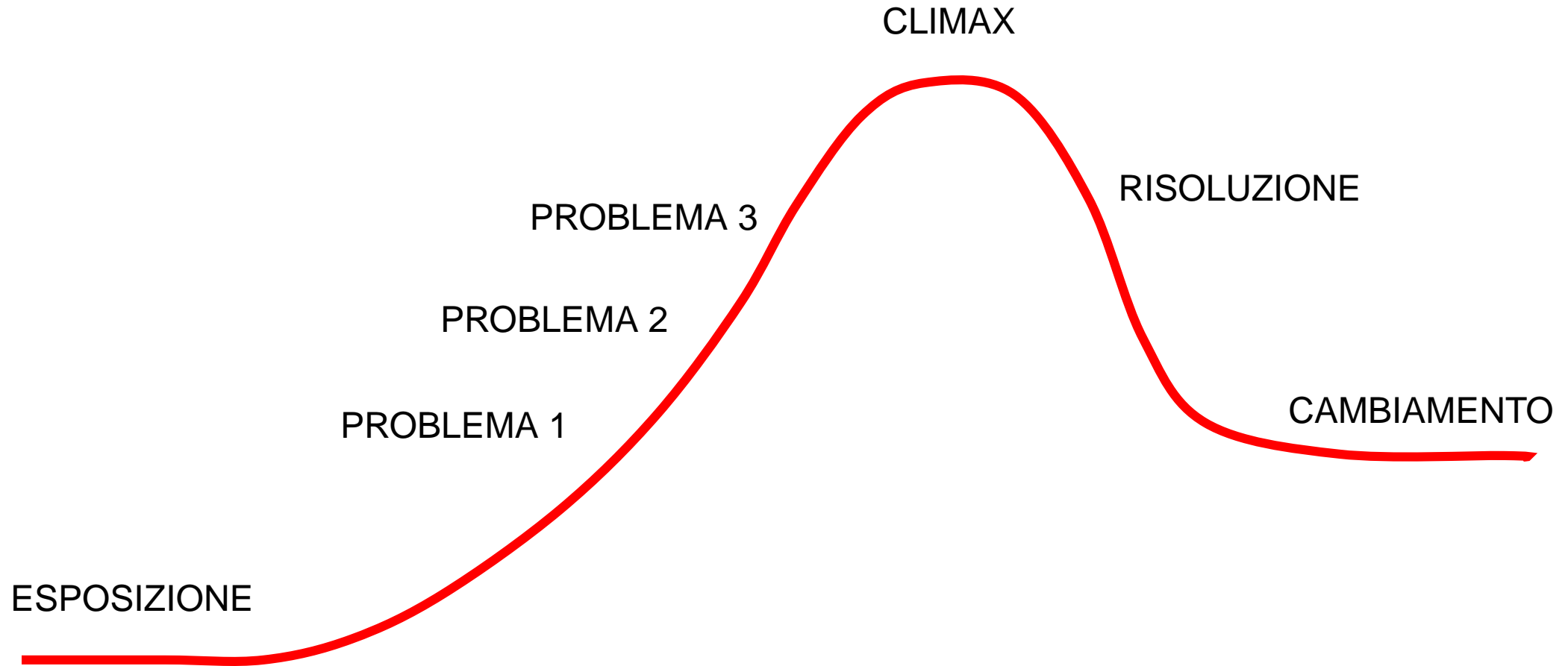
Salman Rushdie

quote fancy

**SIAMO TUTTI
NARRATORI**

LA STRUTTURA DI UNA STORIA



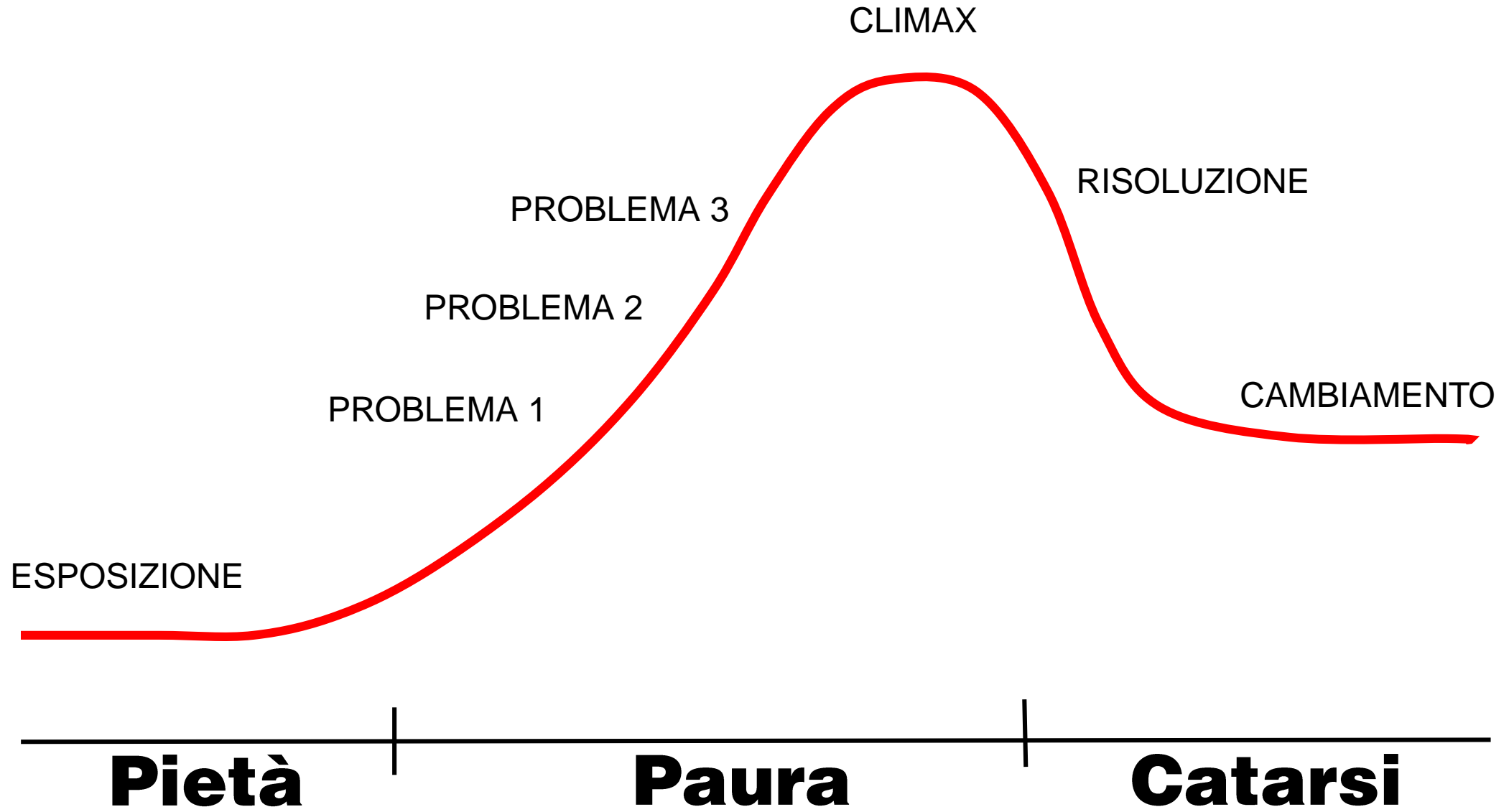


PIETÀ

PIETÀ

PAURA

PIETÀ
PAURA
CATARSI



ESPOSIZIONE

PROBLEMA 1

PROBLEMA 2

PROBLEMA 3

CLIMAX

RISOLUZIONE

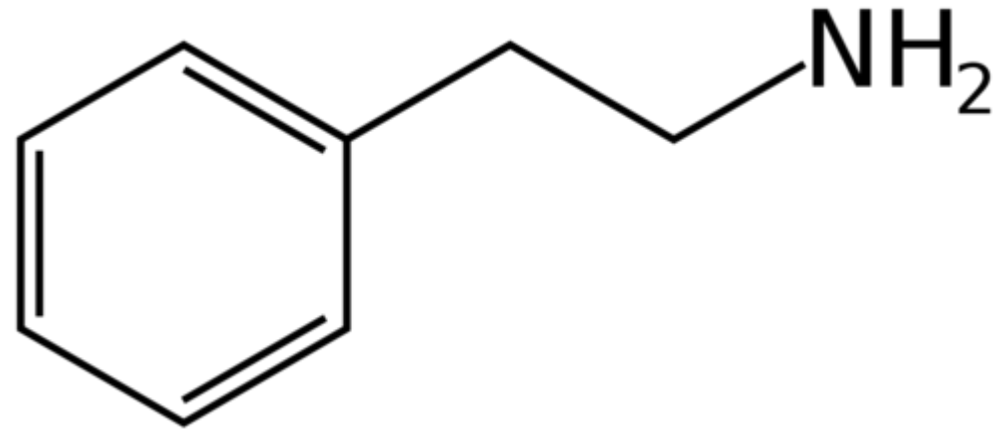
CAMBIAMENTO

Pietà

Paura

Catarsi

Feniletilamina



IL VIAGGIO DELL'EROE

PIETÀ
PAURA
CATARSI

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perciò

testa

testa

testa

testa

testa

cuore

testa

cuore

pancia

Exposition

Conflict & Climax

Resolution

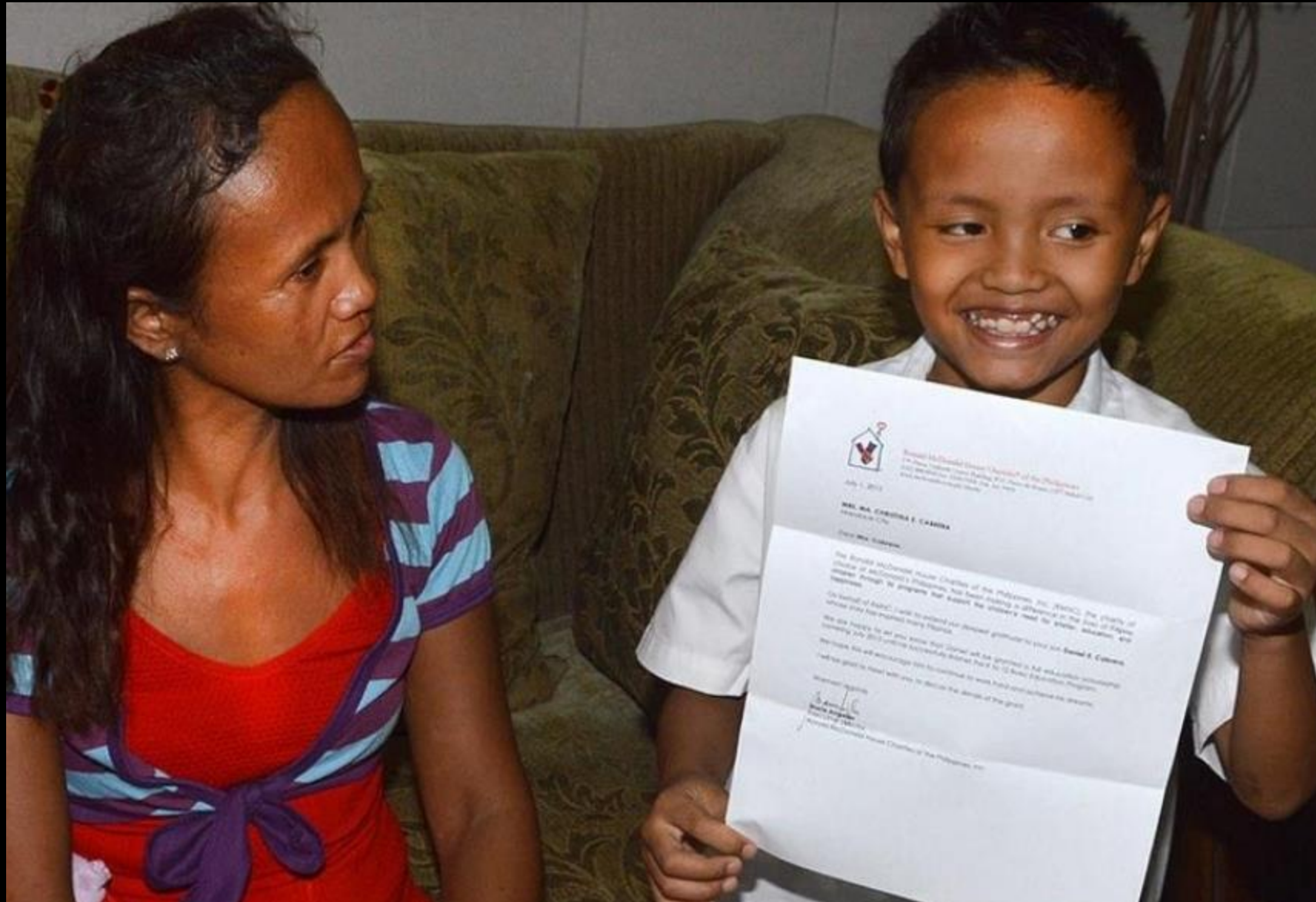
Story



IL VIAGGIO DELL'EROE

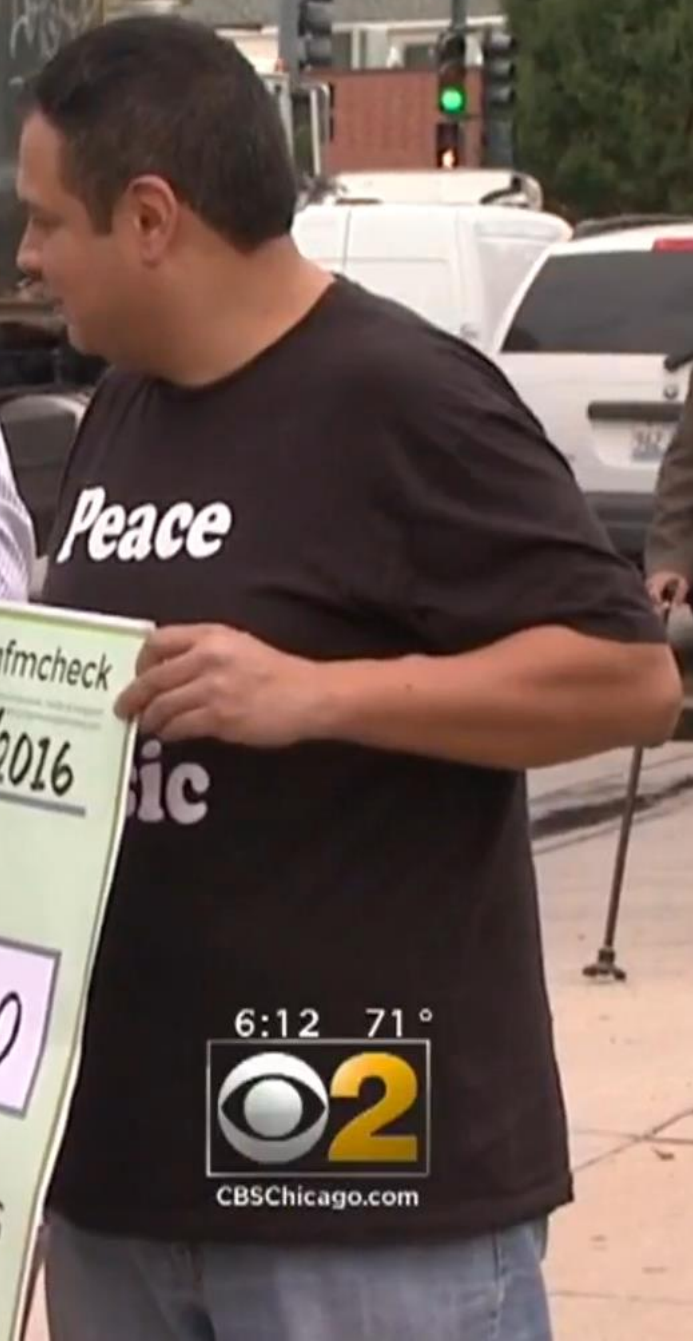
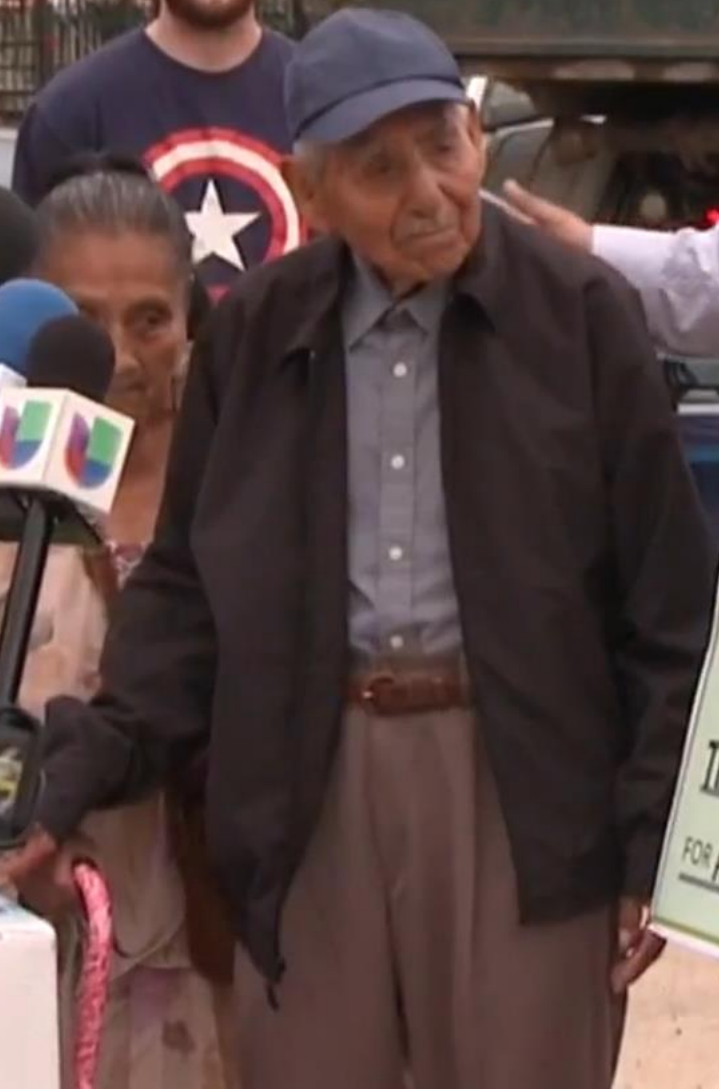









2016




 #gfmcheck
 DATE 9/21/2016
 TO Fidencio Sanchez \$ 384,290
 Three-hundred eighty-four thousand two hundred ninety DOLLARS
 FOR A lifetime of hard work
gofundme.com/

**Le storytelling
non è sempre
raccontare delle
storie**

**è creare dei mondi in
cui i nostri
interlocutori siano
coinvolti
emotivamente**

People will forget what you say. They will forget what you do, but they will never forget how you make them feel.

MAYA ANGELOU





Ken Robinson:

Do schools kill creativity?

TED2006 · 19:24 · Filmed Feb 2006

60 subtitle languages

View interactive transcript



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Ken Robinson: Bring on the learning revolution!



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63,019,924 views

Sir Ken Robinson makes an entertaining and profoundly moving case for creating an education system that nurtures (rather than undermines) creativity.

TED Talks are free thanks to our partners & advertisers


Interactive transcript

Ken Robinson's reading list



Ken Robinson
Author/educator

Creativity expert Sir Ken Robinson challenges the way we're educating our children. He champions a radical rethink of our school systems, to cultivate creativity and acknowledge multiple types of intelligence. [Full bio](#)

A man with short, light-colored hair and glasses is shown from the chest up. He is wearing a dark blazer over a light blue button-down shirt. He has a slight smile and is looking towards the camera. The background is dark and out of focus, with a white wall and a blue object visible on the left side.

il loro talento. Mi affascina come le persone

**Le storie
sono il nostro modo
per ricordare**





Text / Fonts

Let's not abuse text, baby.

Difficult to process verbal & oral info at same time.

Limit no. of fonts (When in doubt - Helvetica)

Text
No. of words on a slide

Type can influence message (Show some word - cloth fonts) Sans - serif preferred for presenting things for business

Text
People can process one message at a time - they'll either read it later or listen to you.

Fonts
- Create some joke - alignment

Slide w/ a lot of text - idea for a game w/ audience

Font size \geq monitors

Images

Using pictures for impact & clarity

IMAGES
- Support narrative, not as decoration
- Full - bleed
- Don't blurry
- Resolution
- Cropping
- Reduce Puffer (avoid too)
- Avoid common mistakes w/ images

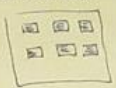
Meaning
Hear - 10%
Hear & see - 65%

Mistake - logos/images w/ white borders on dark background

Images have meaning - show examples w/ I into text

Visuals are our most powerful sense (stats)

Visuals
Story from first Gen. Class

Bad & Good Example

Images
Rule of thirds (show w/ text)

Color

Color
- Emotional response (examples)
- Use color w/ purpose (maps)
- Attention to sets of colors
- Kuler (screenshot)

Color
- Harmonic & Gold rule - templ - 50/50
- Filler

Consistent Color
Builds brand, enhances clarity, shows professionalism

DATA

Unique ways of presenting data - (When cannot produce 5x US - show recent trends - BA videos

Mistake - All head (stats) & no heart (story, image) (cancer cancer stats)

Provide comparisons (TWO - all the energy used in the US - in 10 years... - BA video, first in sec

DATA
- clarity of meaning
- D.E. between reports & presentation
- Sign to note
- Reduce, name, compare

"Data slides aren't really about the data. They're about the meaning of the data."
- Always
- layout - better after class

DATA
- clarity of meaning
- D.E. between reports & presentation
- Sign to note
- Reduce, name, compare

Mistakes to Avoid (Clarity)

Remove clutter (e.g. logos)

Wrong question - "How many bullets?" or " " " slides" - Focus on overall presentation & key message.

Build slide from scratch - template, logo, bottom bar, graph labels, random points, credits - What's the main pt?

What if life was like PPT - road signs, warning signs, etc... (sent, too much text)

One message per slide - slides are free.

Big problem - Too much text! Structure talk around key points then report on key details

Logos - watch cable TV & do opposite (A Report) - Comment from Quartz

Attention Span / Memory

Attention span - 10-minute pt. stretch (check - how into attention span slide) brackets out/attention, 33

Attention span is ideal talk length (chart)

3 second rule \neq slides as glance method

Now you know the basics of design
← time to get ready for your talk...

Questions - what do you love about great presentation? Do like about bad ones?

Simplicity

JIMLIFY
The greater the clarity, the better your audience

Be not - with to your presentation

Relevance / Feedback / Cost Impact

To improve - ask for feedback & relevance
You can improve - 3 Grades example

Resources "I want more!"

Websites for photo resources (Flickr, iStock, Shutterstock - NOT Google!)
Keep learning & Exploring (show, remember, talk) - watch good talks
Video examples of great presentations (TED, YouTube, etc...)

Closing

Closing pt. - Powerful finish - what's the change you want?
Presentations can define or organize what do your slides say? - 11 slides in past photography (see slide 20)
Change to go - what do you want to do?

Ask what benefit there to the session today - not about me, but them

Be not - with to your presentation

Be not - with to your presentation

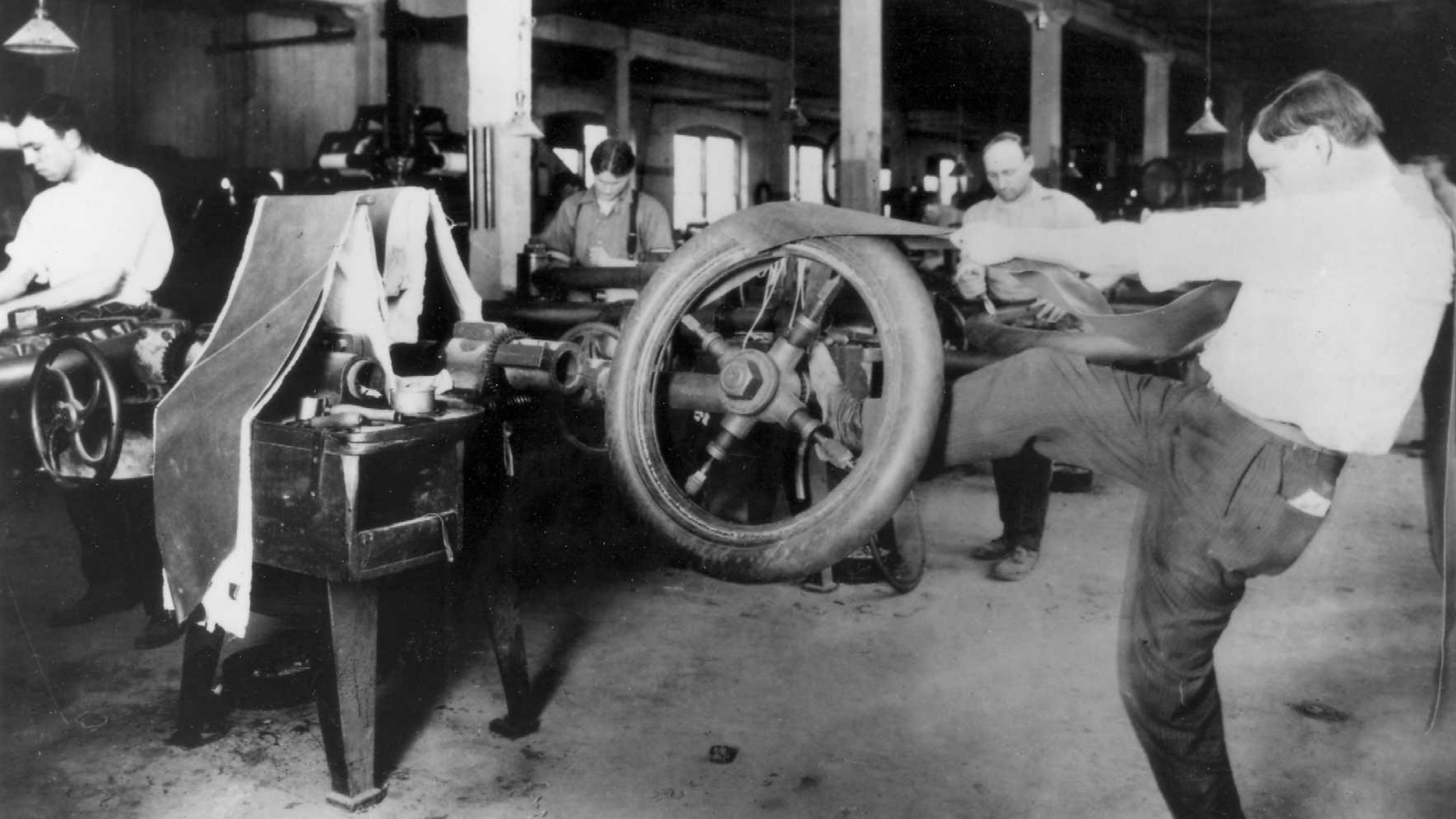


DO NOT USE METAL OR FOIL
HEAT ONE ITEM AT A TIME
PLEASE READ INSTRUCTIONS
PLEASE BUTTER AND TOAST BREAD FIRST
REMOVE FOOD WHEN BUBBLING OCCURS

READY

- 1 PASTRY, ROLLS
PIZZA SLICES, BISCUITS
- 2 HOT DISHES, COLD CUTS
SANDWICHES,
HAM & CHEESE
- 3 HAMBURGER
CHEESEBURGER
HOT SANDWICHES
- 4 STEAK SANDWICH
STEAK SANDWICH
- 5
- 6

LITTON INDUSTRIES



[OUR COMPANY](#) | [HISTORY](#)

THE CHARLES GOODYEAR STORY

Read about Goodyear's namesake, Charles Goodyear, and the accidental discovery that led to the vulcanization process.



In midsummer of 1834, a bankrupt hardware merchant from Philadelphia, Charles Goodyear, walked into the New York retail store of the Roxbury India Rubber Co., America's first rubber manufacturer. He showed the store manager a new valve he had devised for rubber life preservers. The manager shook his head sadly. The company wasn't in the market for valves now; it would be lucky to stay in business at all.

He showed Goodyear why: rack on rack of rubber goods which had been melted to malodorous glue by the torrid weather. In the company's factory at Roxbury, Mass., he confided, thousands of melted rubber articles were being returned by outraged customers. The directors had met in the dead of night to bury \$20,000 worth of stinking rejects in a pit.

The "rubber fever" of the early 1830s had ended as suddenly as it had begun. At first everybody had wanted things made of the new waterproof gum from Brazil, and factories had sprung up to meet the demand. Then abruptly the public had become fed up with the messy stuff which froze bone-hard in winter and turned glue-like in summer. Not one of the young rubber companies survived as long as five years. Investors lost millions. Rubber, everyone agreed, was through in America.



Portrait of Charles Goodyear by G.P.A. Healey.

**COSA RENDE INTERESSANTE UNA
STORIA DI SCIENZA ?**

COSA RENDE INTERESSANTE UNA STORIA DI SCIENZA ?

Novità

COSA RENDE INTERESSANTE UNA STORIA DI SCIENZA ?

Novità

Passione

COSA RENDE INTERESSANTE UNA STORIA DI SCIENZA ?

Novità

Passione

Storie personali

COSA RENDE INTERESSANTE UNA STORIA DI SCIENZA ?

Novità

Passione

Storie personali

Scoperte accidentali

COSA RENDE INTERESSANTE UNA STORIA DI SCIENZA ?

Novità

Passione

Storie personali

Scoperte accidentali

Misteri

COSA RENDE INTERESSANTE UNA STORIA DI SCIENZA ?

Novità

Passione

Storie personali

Scoperte accidentali

Misteri

Avventura

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Controintuitività

Conflitti e controversie

COSA RENDE INTERESSANTE UNA STORIA DI SCIENZA ?

Novità

Passione

Storie personali

Scoperte accidentali

Misteri

Avventura

Controintuitività

Conflitti e controversie

Cosa accadrebbe se



QUANDO UNA STORIA FUNZIONA?

Mi sono riconosciuto nella storia ?

QUANDO UNA STORIA FUNZIONA?

Mi sono riconosciuto nella storia ?

Mi sono immedesimato nel percorso narrato ?

QUANDO UNA STORIA FUNZIONA?

Mi sono riconosciuto nella storia ?

Mi sono immedesimato nel percorso narrato ?

Ho assorbito gli stessi valori ?

QUANDO UNA STORIA FUNZIONA?

Mi sono riconosciuto nella storia ?

Mi sono immedesimato nel percorso narrato ?

Ho assorbito gli stessi valori ?

Ho vissuto le stesse emozioni del protagonista ?

QUANDO UNA STORIA FUNZIONA?

Mi sono riconosciuto nella storia ?

Mi sono immedesimato nel percorso narrato ?

Ho assorbito gli stessi valori ?

Ho vissuto le stesse emozioni del protagonista ?

Sono uscito trasformato dal racconto ?

LE STORIE DEVONO

**Parlare agli interlocutori dei loro
BISOGNI DESIDERI O PROBLEMI**

LE STORIE DEVONO

**Mettere in scena personaggi
credibili, vicini, simili,
CHE CADANO E SI RIALZINO**

LE STORIE DEVONO

ESSERE SEMPLICI

LE STORIE DEVONO

FARE RISUONARE

**“PowerPoint presentations may be state-of-the-art,
but stories are state-of-the-heart. They connect us.”**

Peter Guber, Mandalay Entertainment

marco castellazzi

marcoshuttle@yahoo.com