Why is Story Telling Important?





Stories are **easier to understand** – especially if they are logically organized and visually appealing.





Stories are more easily remembered and retained.





Something that is more easily understood and memorable, is more likely to **inspire action and have meaningful and actionable impact.**



A Roadmap to Effective Market Research Storytelling





Where to start? Always ask yourself 'What is this research effort trying to answer?' 'What are the pain points? What are we trying to learn? Keeping this in the forefront will drive the story.



What kind of story am I telling? This will also inform your story's narrative. Some stories (e.g., concept test) are easier to tell as the story line and the direction to take is more obvious.

In telling a story, what should I be on the lookout for?

- Big meaningful gaps = more tension and a likely story.
- Opportunities to satisfy an unmet need.

Avoid trying to get through everything in the world hoping that a story will emerge!

As you craft the story always ask "and therefore...?" "so what?" This helps ensure that you are connecting the dots for the reader, making the implications more applicable to them.





Ultimately, the story has to be easy to understand and relevant to the audience to inspire action.

