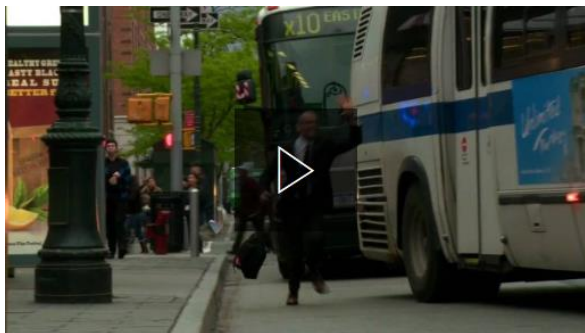# Rapid Storytelling | **Mark Protus**
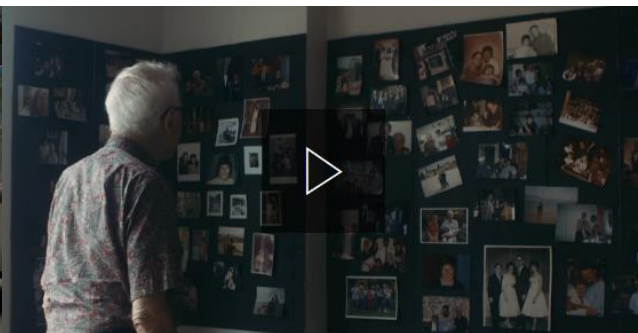
We are all storytellers

Stories have been shared for centuries.

Stories are often personal in nature and have an intent to entertain, educate, instill values, change behaviors, preserve culture, etc.

Good stories are: honest, contain some learning (or "ah-ha" moment), and when done well, transform lives and communities.

Capturing a moment

Leaving a legacy

Changing a belief

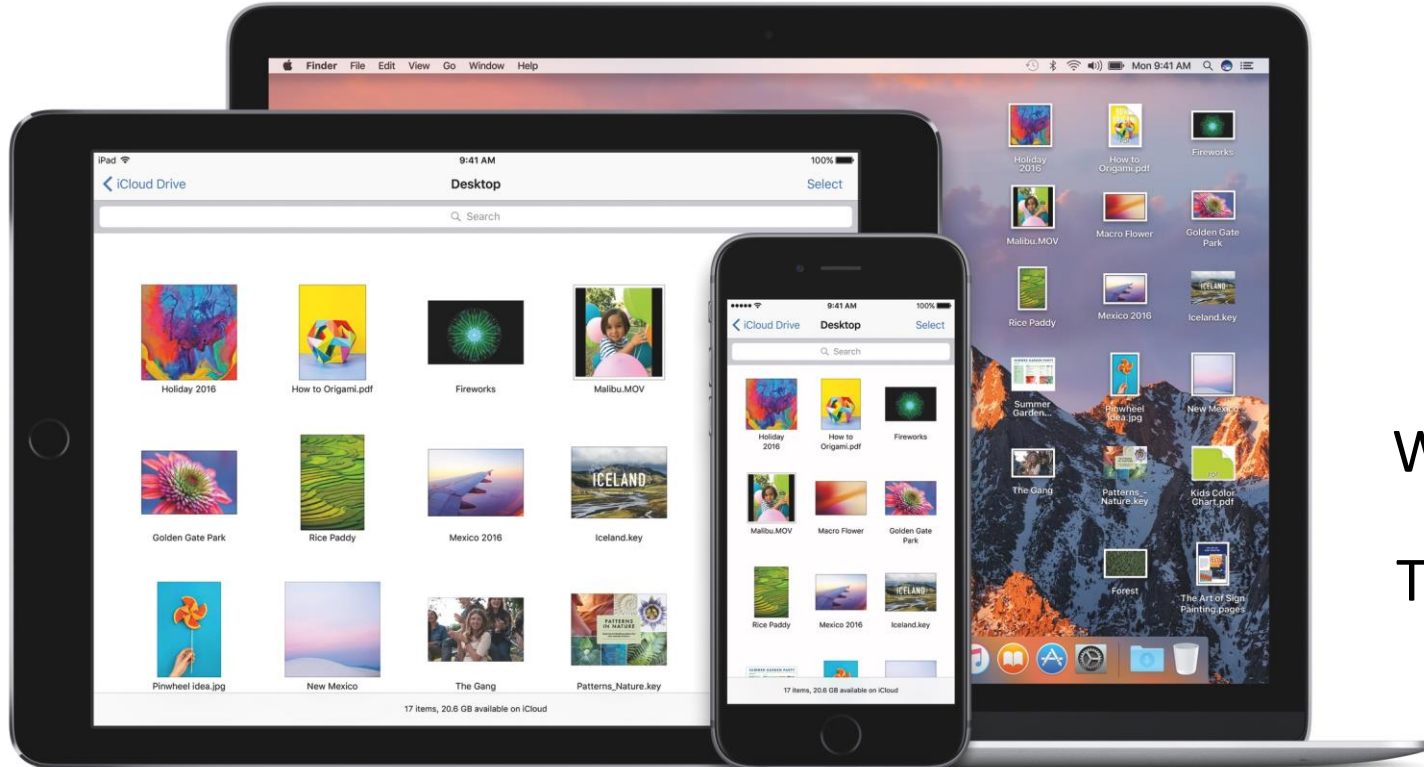# Challenges in a cloud-based service world

Product Lifecycles

Productivity

Cloud + Multiple devices

Limited Shifting time

Who are you talking to?

Experienced users vs new?

Fixed beliefs vs open?

Where are they?

Time/Attention?

Creativity isn't the problem …

Business Goal?

What is the
ONE
take away?

Agreement?

Rapid Prototyping

Storyboard example: Microsoft Exchange Your Career website

PowerPoint prototype example

Microsoft Hackathon: fail fast & iterate fast

Story Tone

Stupid Internal Microsoft Vista SP1 Video

"Rockin' Our Sales"
Bruce ServicePack and the Vista Street Band
Our Ecosystem Rocks!
Microsoft Quota Records

Serious?

Formal?

Humorous?

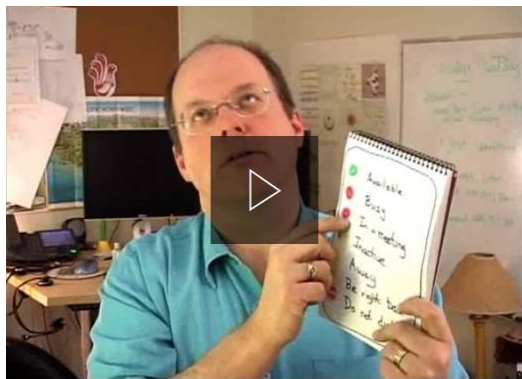# The Story Project

The Story Project

Accessibility at Microsoft

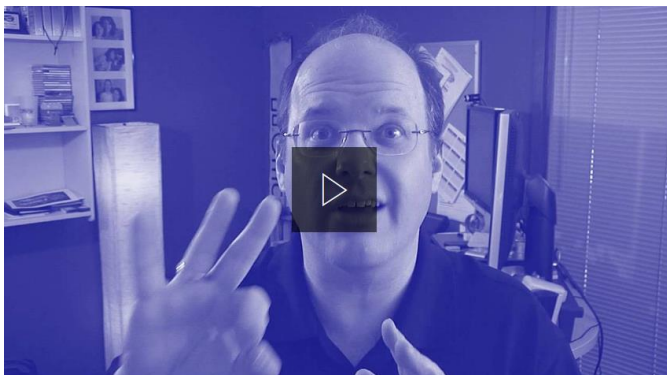# Evolution of a DYI Series

v1: Webcam DIY

v2: Real camera + homemade graphics

v3: Humor takes shape

v4: Screen captures, audio/video, more...

v5: Here we are today
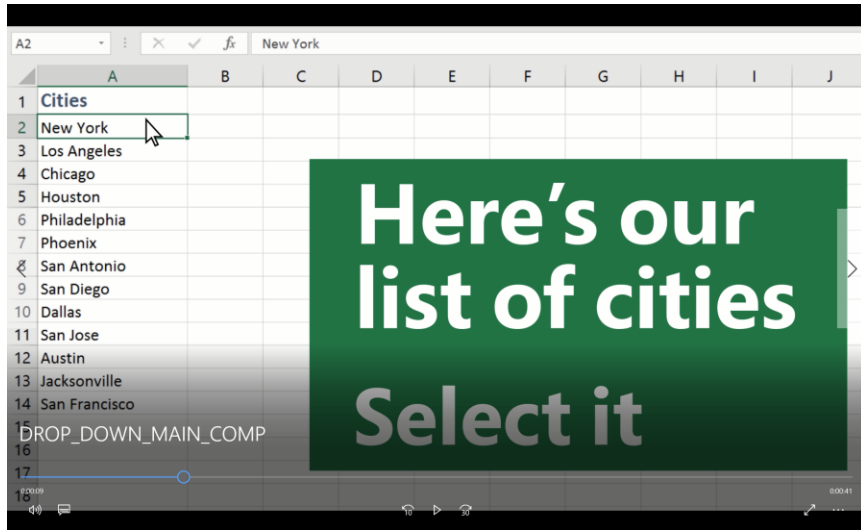
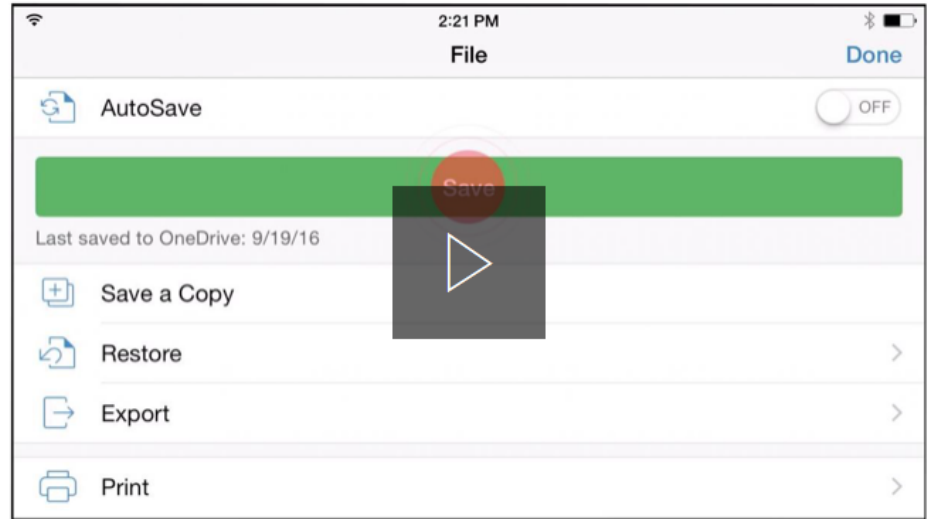# Series Introductions

Version 1

Version 2

Spot the difference?

Small bites …

Excel "Tasty" Video

Saving on Office for iPhone

New stories from existing assets

Customizable Sway

RESOURCES

- This presentation: https://aka.ms/marksway

- Drew Keller's Story Guide University: http://www.storyguide.net/howto.html

- Sample Script Templates

- About Sway: https://sway.com

- Office Training: https://aka.ms/officetc

- Questions, comments ... contact me via LinkedIn: https://www.linkedin.com/in/markprotus