

# Improve your story

SLAM 2023 Interact



[charlelie@75percent.eu](mailto:charlelie@75percent.eu)

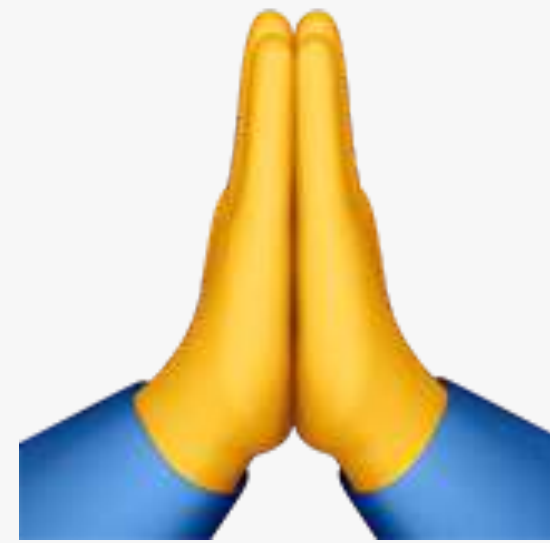


[www.curseofknowledge.io](http://www.curseofknowledge.io)



<https://www.linkedin.com/in/charleliejourdan/>





Stoyan

Rosa

Nebojsa

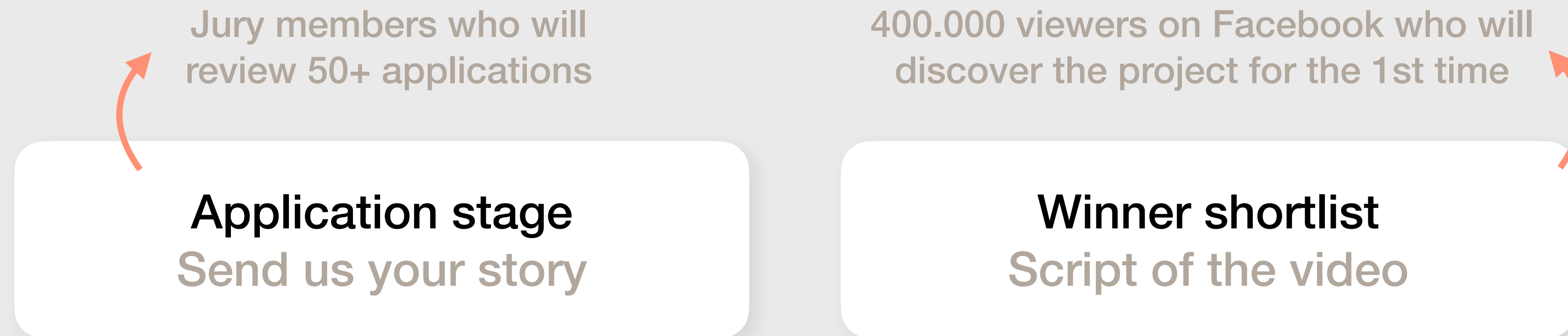
Interact

**Chat:** who has joined a previous SLAM competition?  
Yes / No

**Application form**

<https://www.interact-eu.net/#o=node/4197>

# Why do we use a story?

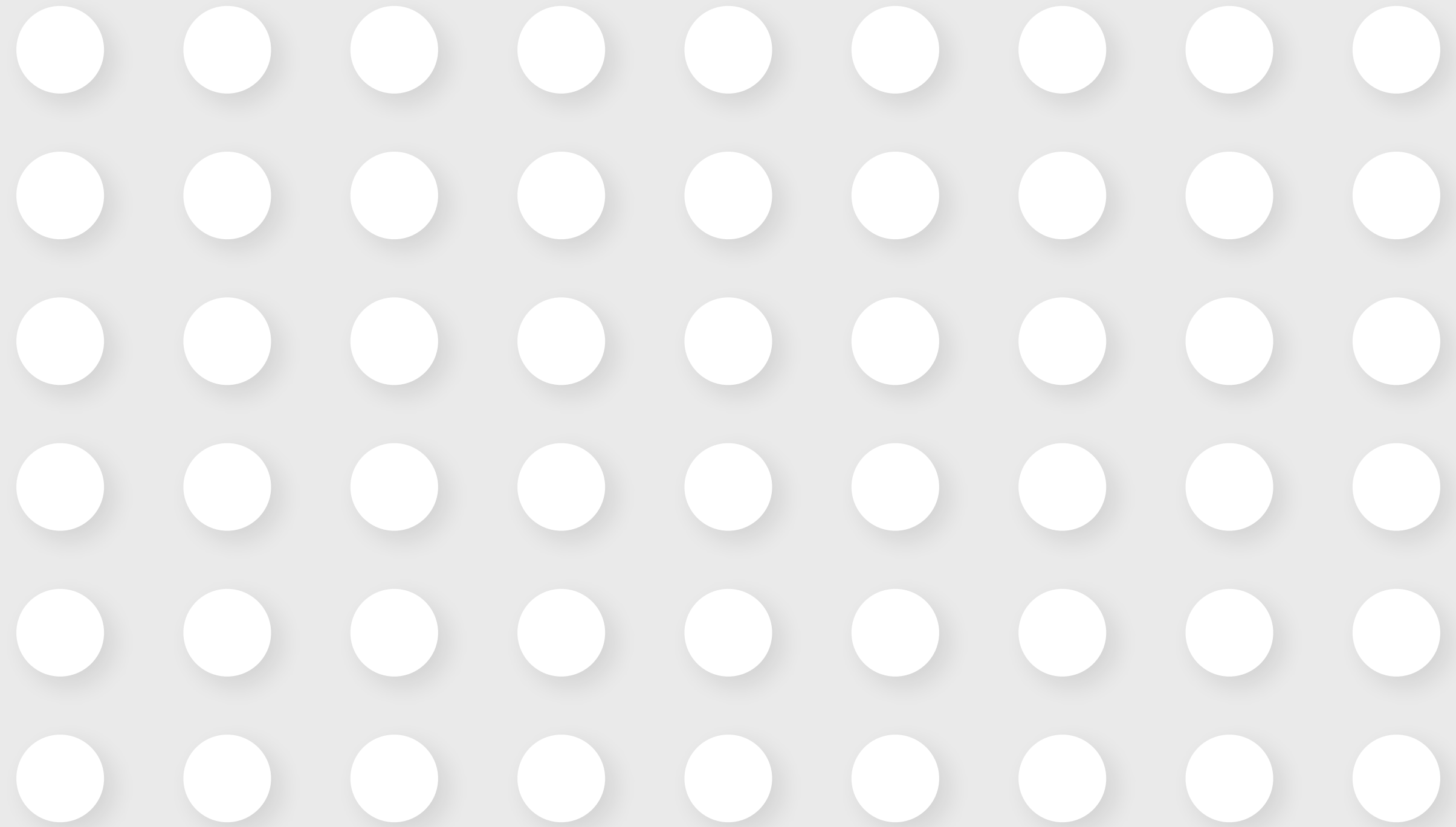


Someone who did not worked on the project can:

- **understand** it,
- be **convinced** by your solution
- and **inspired** to remember it

**Story**

telling



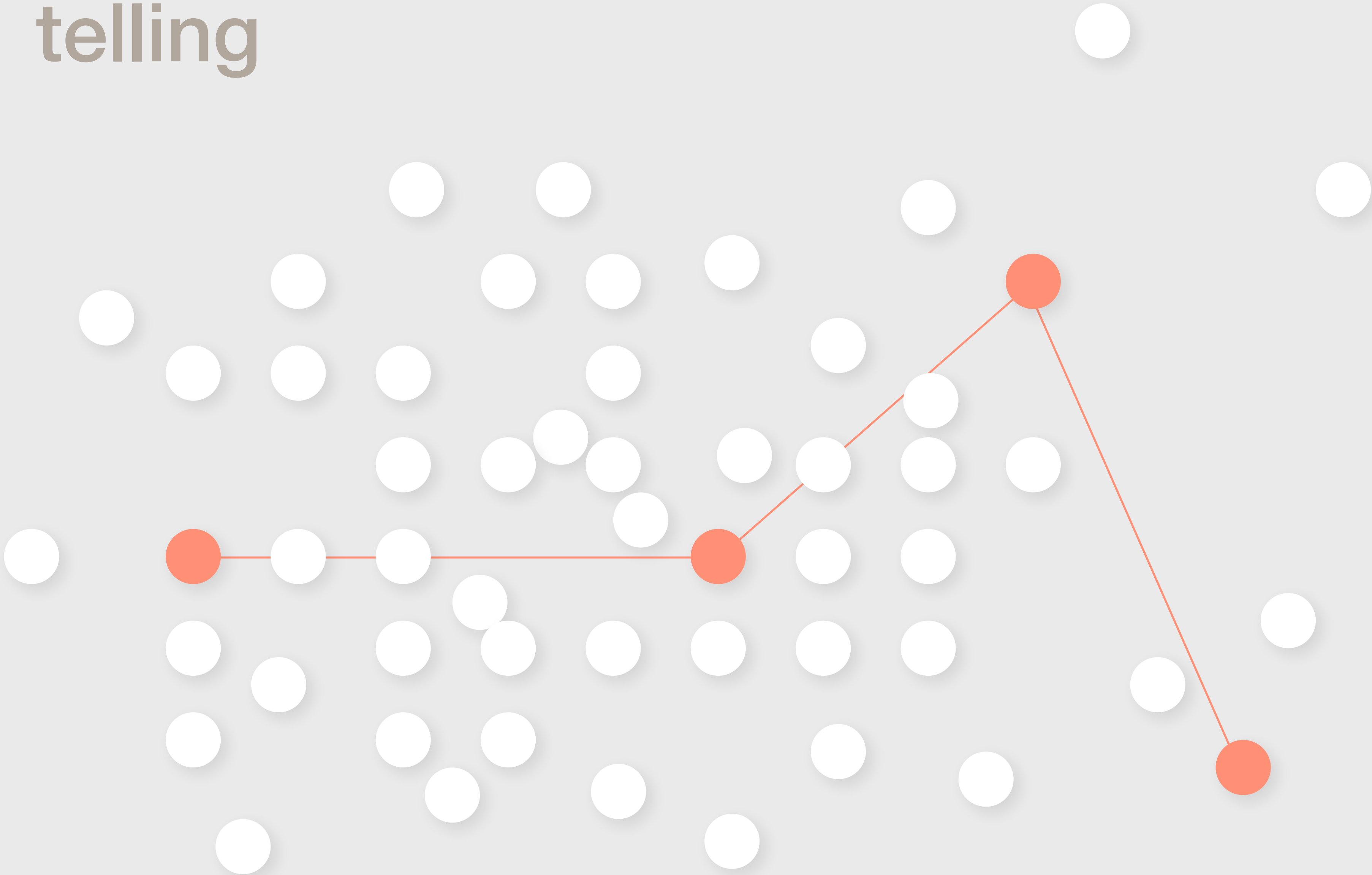
**Story**

telling



**Story**

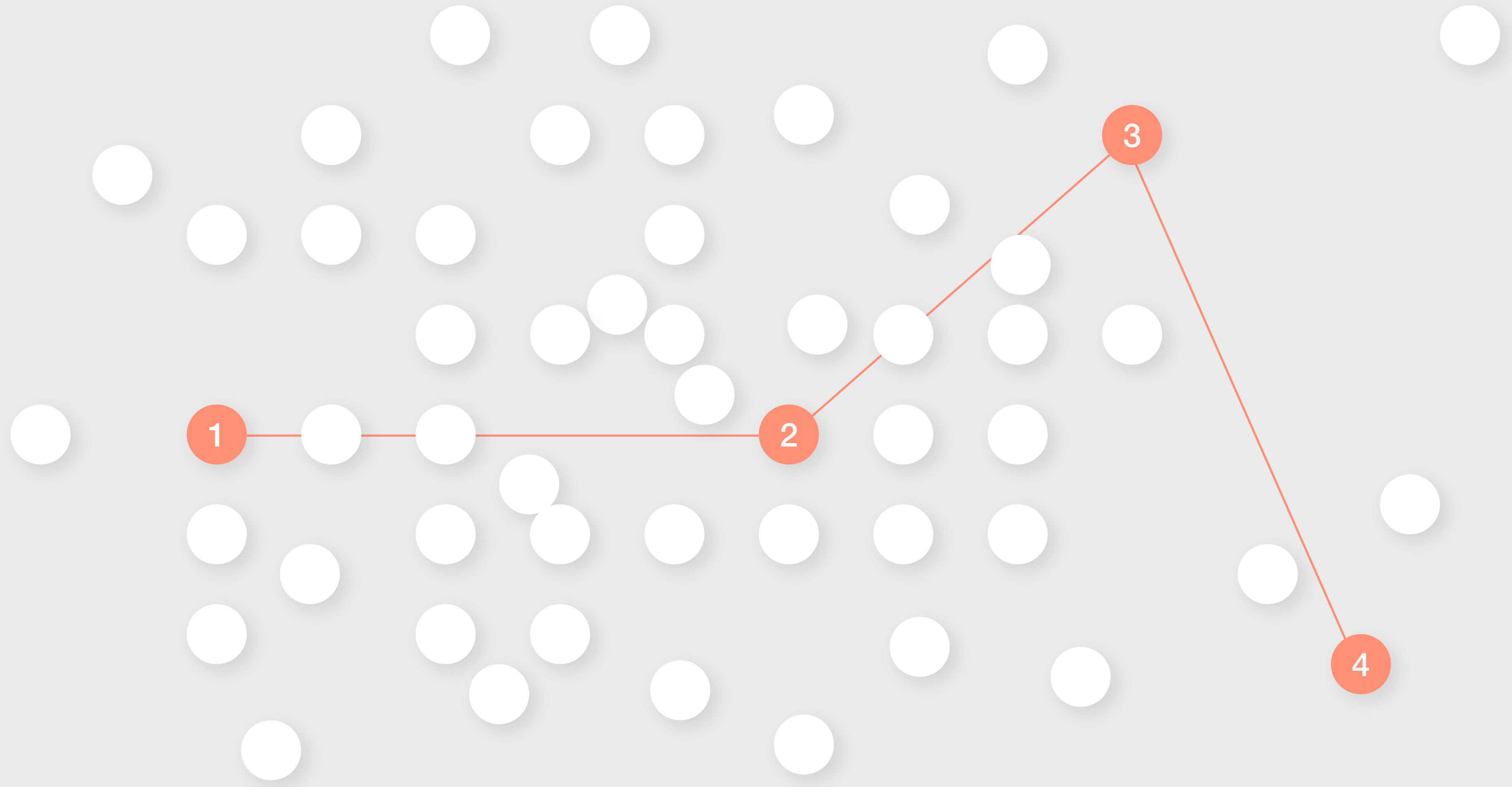
telling





# Story

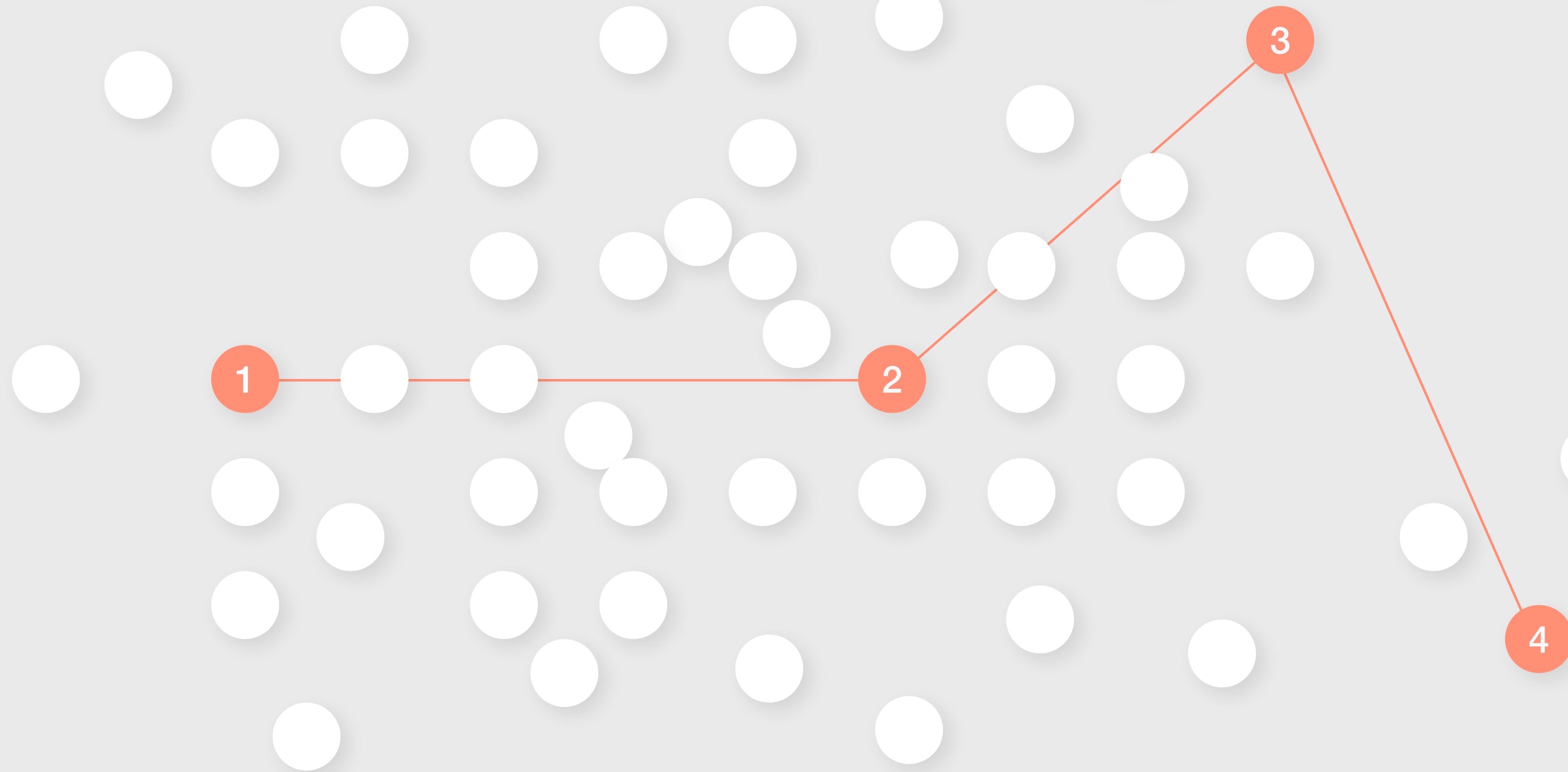
# telling





# Story telling

1. finding what is worth telling
2. connecting it so someone else can also understand





## MODULE 1

# TOO MUCH INFORMATION

1. We need to understand the context first
2. Using a logical formula is guiding the other person
3. How to use the Powerpoint to write your story



## EXAMPLE

a 3 million euros project's that missed its chance

# Powerpoint

1. Context

2. Real Problem

3. Expectations

4. Solution

5. How it works 1

6. How it works 2

7. How it works 3

8. Proof it works

9. Vision

10. Brand

# Powerpoint

## 1. CONTEXT

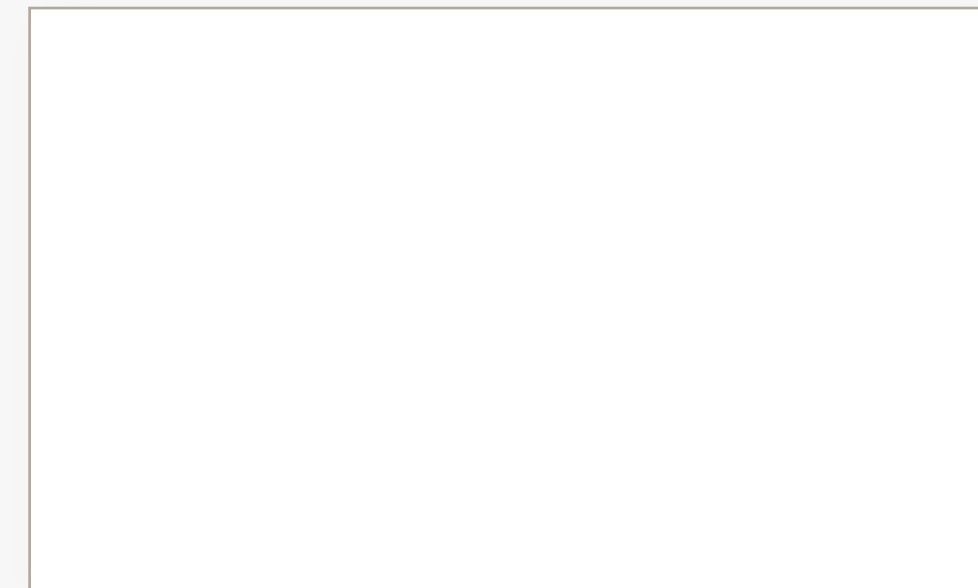
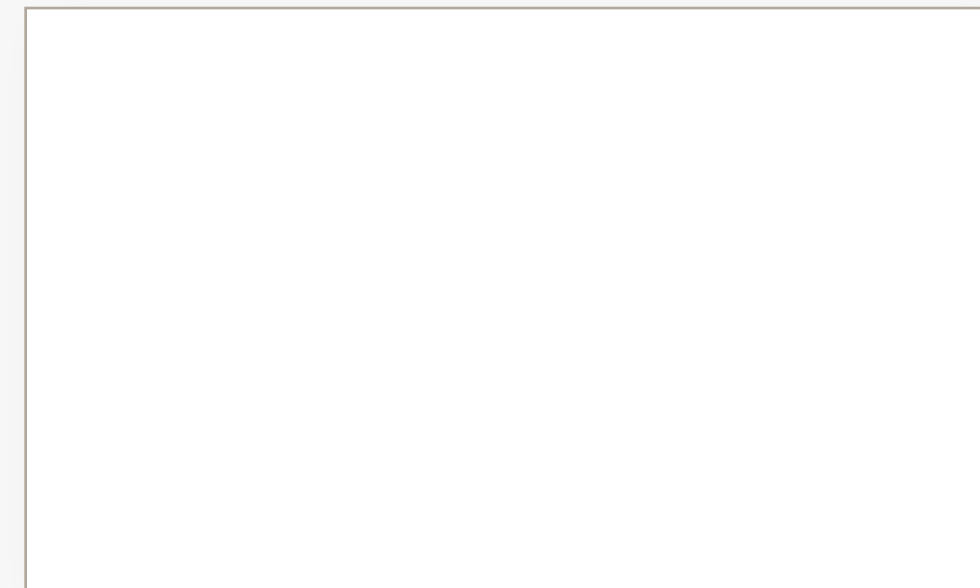
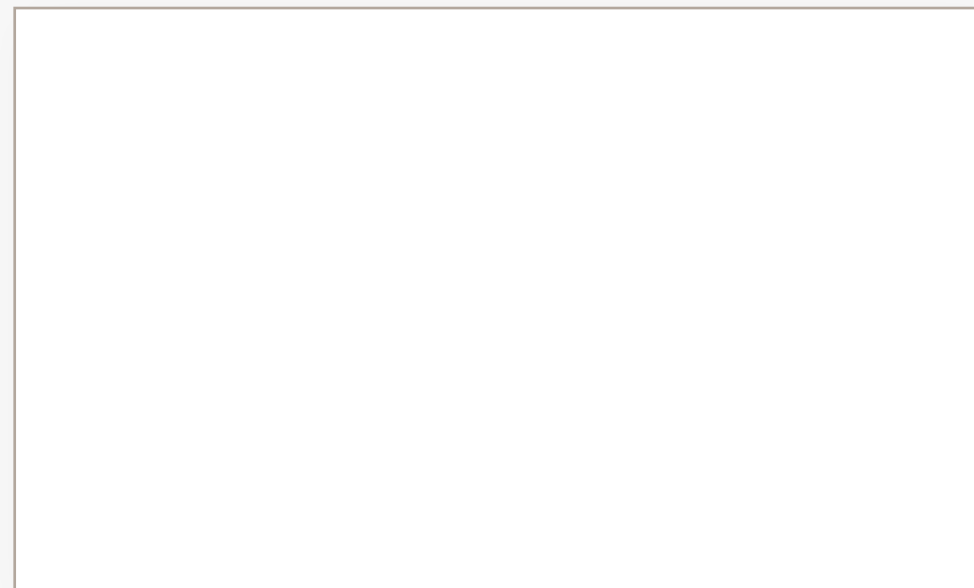
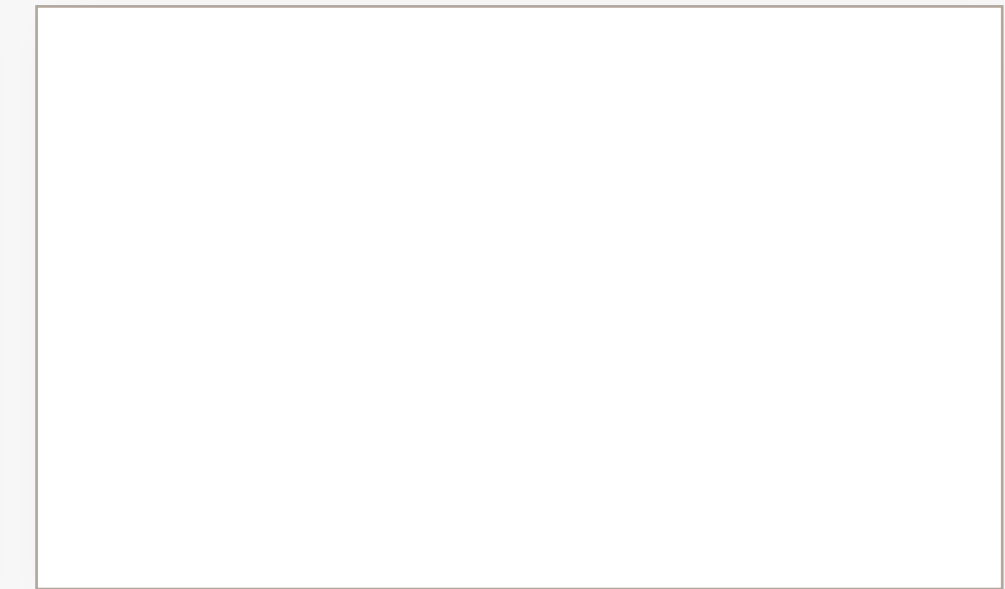
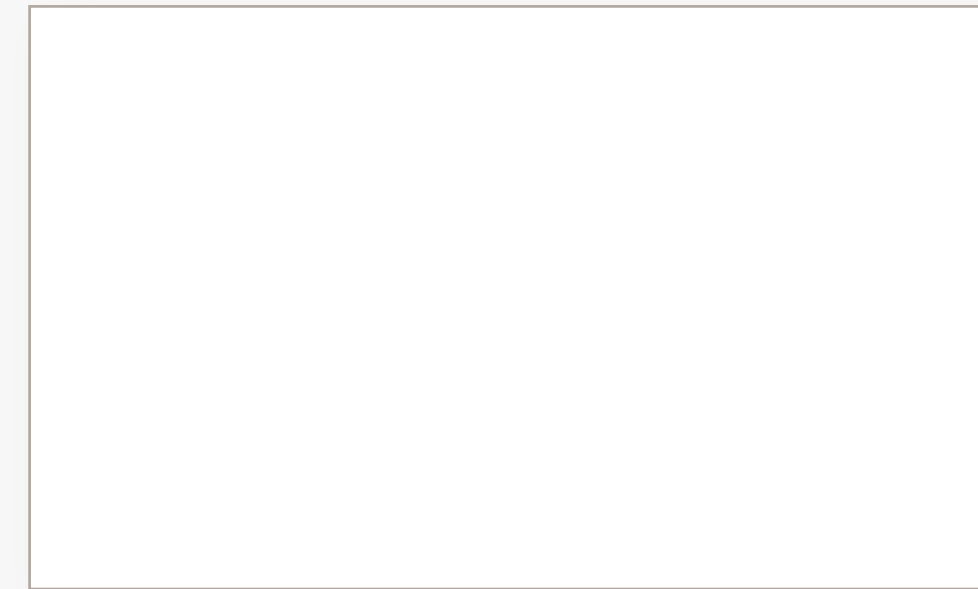
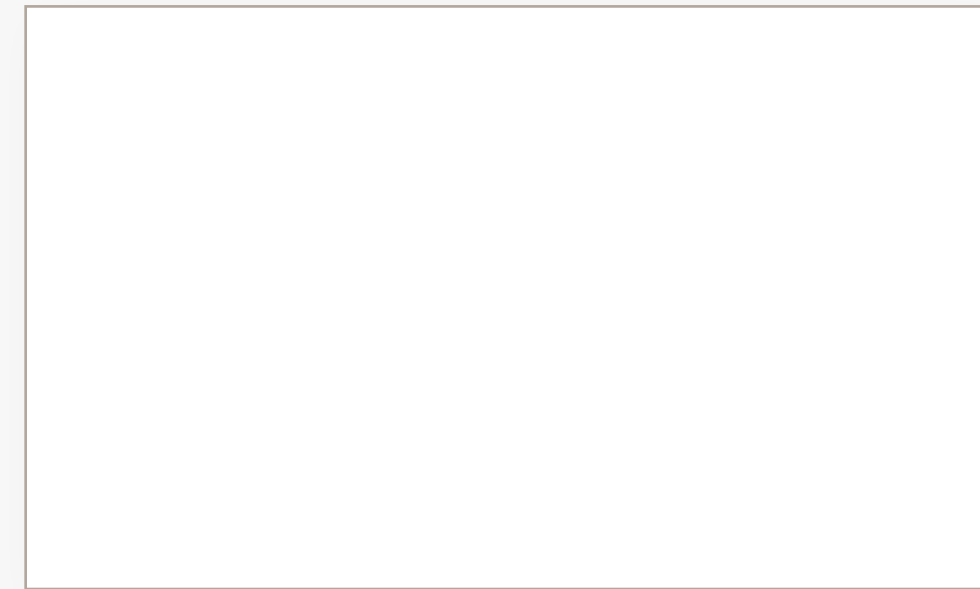
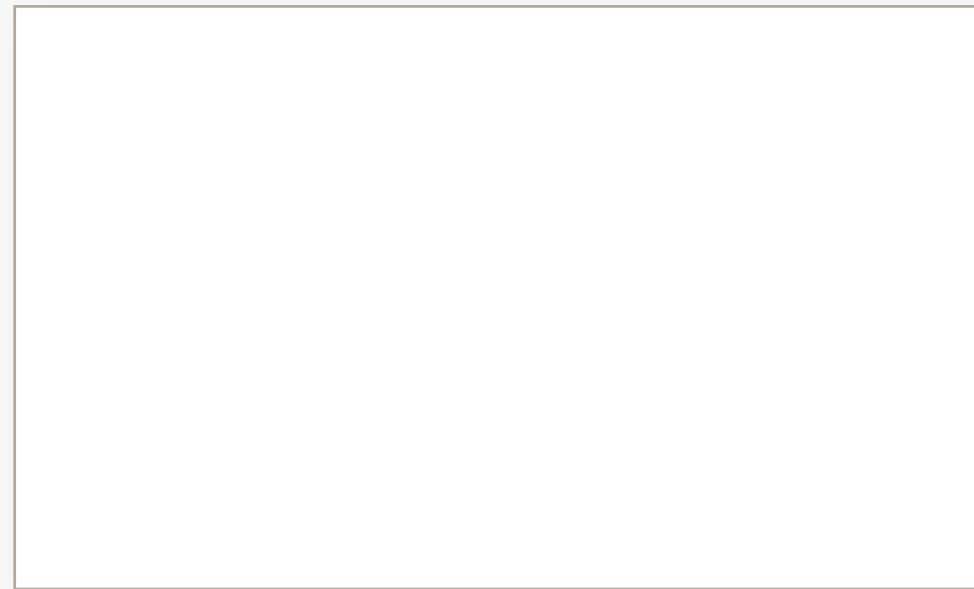
Climate change is affecting the living conditions on our planet

## 2. REAL PROBLEM

But local authorities lack data to forecast how the change will affect specifically their region.

## 3. EXPECTATIONS

Could we help them obtain specific impact reports about their situation?



# Powerpoint

Climate change is affecting the living conditions on our planet

But local authorities lack data to forecast how the change will affect specifically their region.

Could we help them obtain specific impact reports about their situation?

## 4. SOLUTION

## 5. HOW IT WORKS 1

## 6. HOW IT WORKS 2

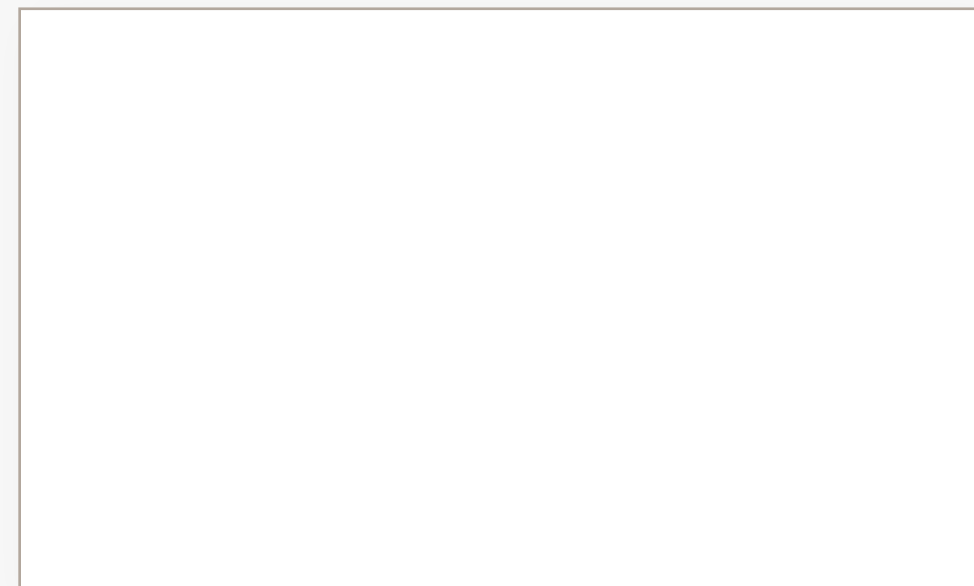
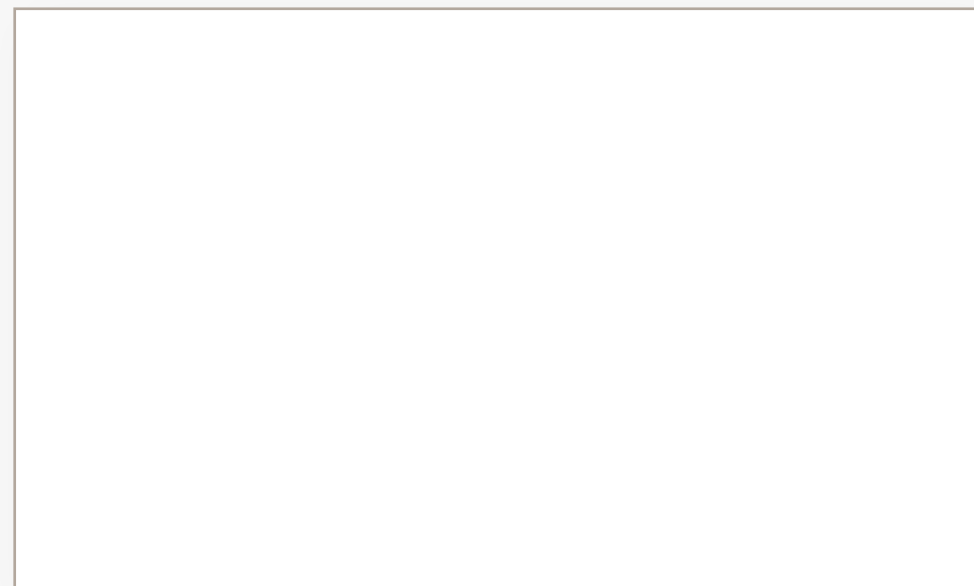
## 7. HOW IT WORKS 3

We launched a data portal where users can download scenarios for their own region.

We started by compiling all climate data and geo localise this info using Open Maps - in Europe.

We then created a dashboard to access data of a specific region in a visual manner

And users could download and print a custom report on the most likely scenarios for their region.



# Powerpoint

Climate change is affecting the living conditions on our planet

But local authorities lack data to forecast how the change will affect specifically their region.

Could we help them obtain specific impact reports about their situation?

We launched a data portal where users can download scenarios for their own region.

We started by compiling all climate data and geo localise this info using Open Maps - in Europe.

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And users could download and print a custom report on the most likely scenarios for their region.

## 8. PROOF IT WORKS

in the last 6 months, our reports were downloaded over 2000+ times, and we were invited to join the European Convent of Mayors to present the solution we put in place

## 9. VISION

By making complex data easier to relate to for regional players, we help solve climate change, one report at a time.

## 10. BRAND

We are the institute for regional climate research, a consortium of 12 universities from Italy, Austria and Germany.

# YOUR PRESENTATION

The next slides show an example and propose you to write your own sentence



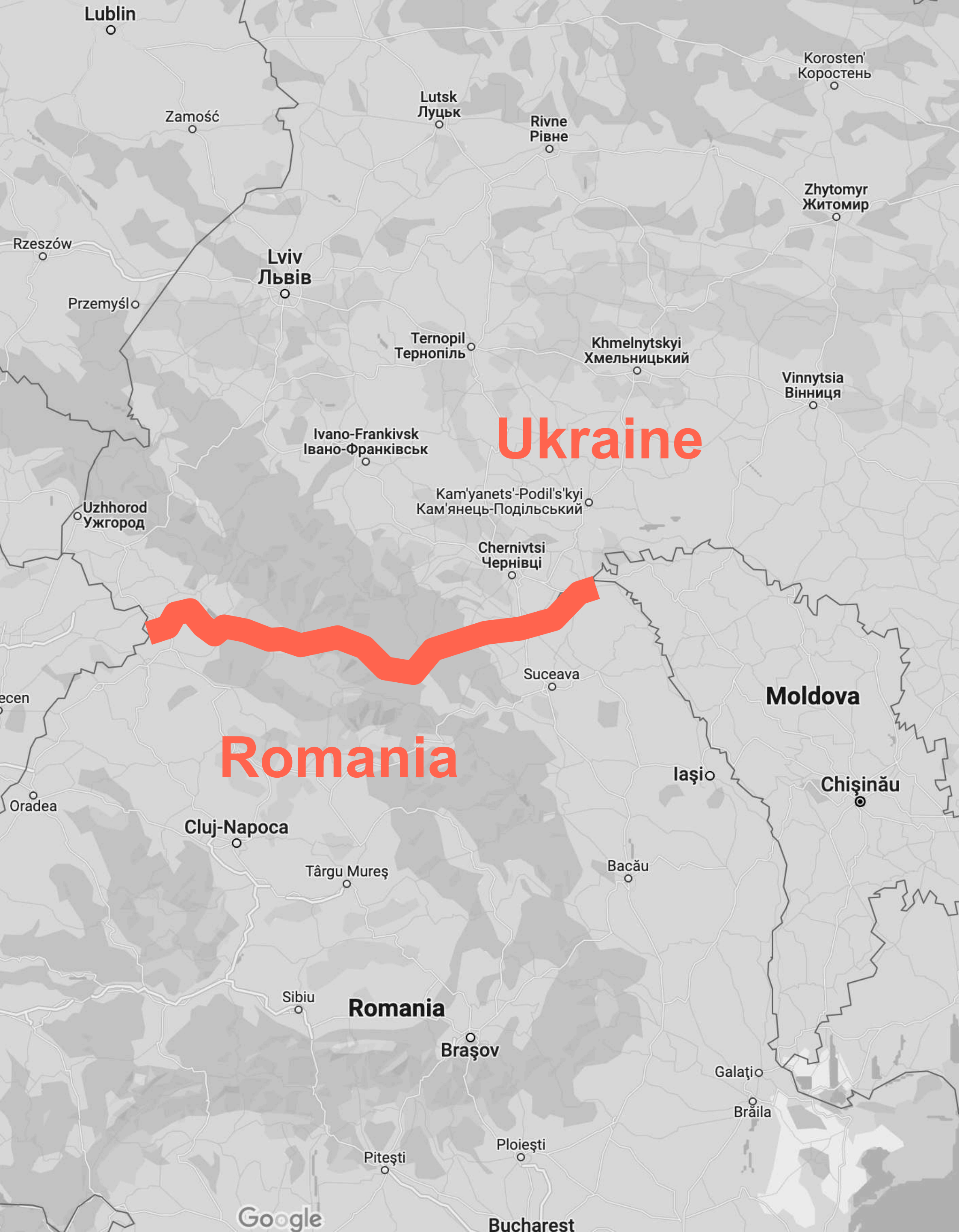


Ukraine

Romania

The education system as we know it in **Romania and Ukraine** is no longer the most effective way to prepare for **life after school**.





The **education system** as we know it in **Romania and Ukraine** is no longer the most effective way to prepare for **life after school**.



~~The secondary level **education system** as we know it in the border region of the Northern part of **Romania and Southern part of Ukraine** is no longer the most effective way to prepare students in vocational school for a **profession**.~~

For a ministry of Education who wants to try to be innovative, it can be very hard to find the proofs that a new approach is possible.

They want to make sure that students actually benefit from more hands-on training, instead of classic teaching.

Could we launch a pilot project with some more innovative schools to try a different approach, without having to change their entire curricula.

And get the data that would help the Ministry of Education make decisions.



We launched a **pilot project** - of **innovative pedagogy** - that included **labs, hands-on approach to learning** and special curricula for students in the border region.

# MISTAKES / LESSONS LEARNED

1. Don't leave the project alone when telling his story - they might lack perspective (they are too involved in their own jargon / project)
2. It's not even a **story** - it's a project application form
3. The story is not **specific** enough
4. Digging into the **details** too fast
5. Add too many "**sub-logics**" in the story step  
(branching out to too many different ideas)
6. Compressing too many keywords in the same sentence  
(sentences are short but very abstract)
7. Making the sentence too long, with too many adjectives
8. Too many **graphical elements** on the same slide
9. Don't mix stock database images and real images from the project -  
**UNLESS** they are similar in style (documentary picture / newspaper style)

# TOOLS

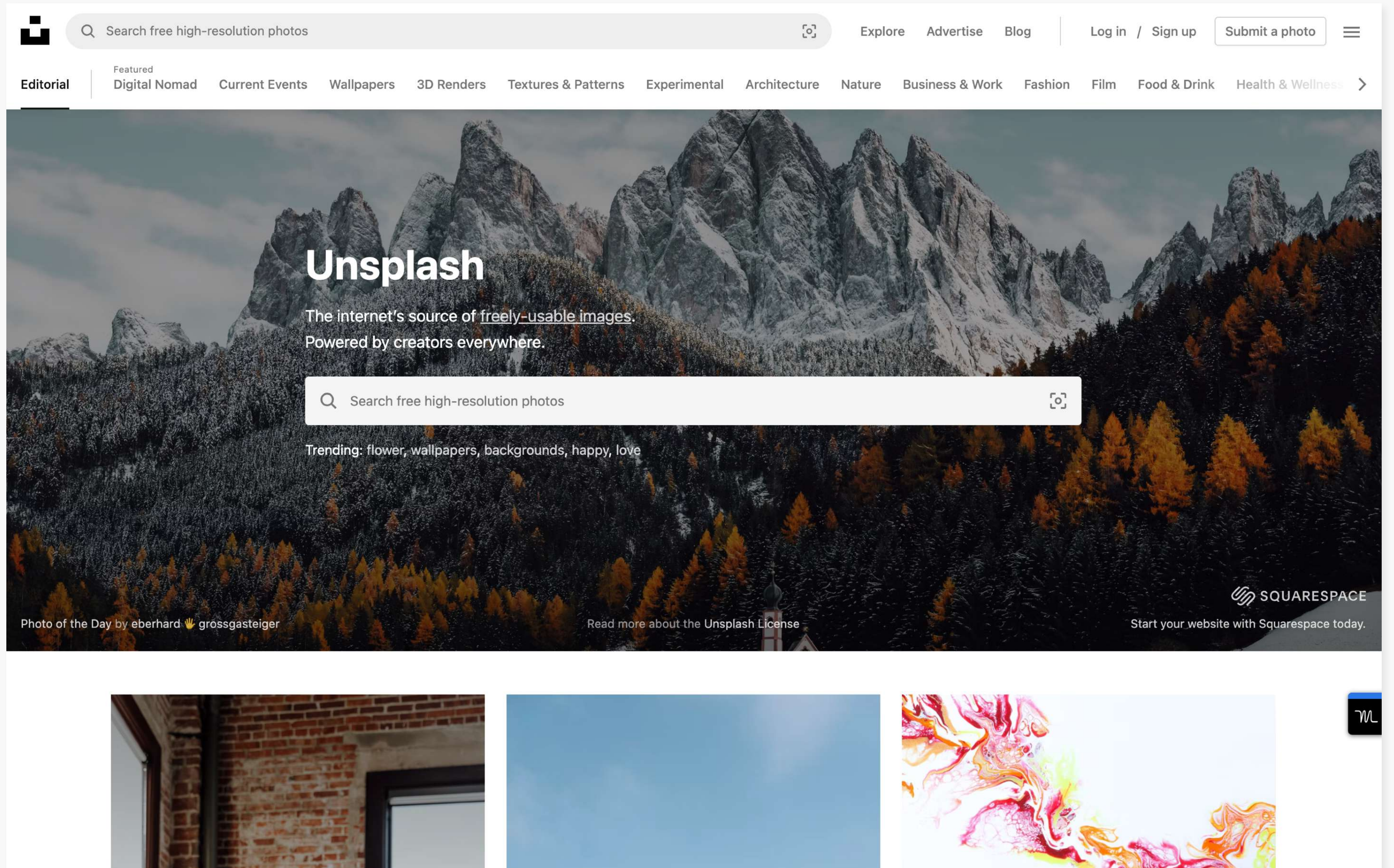
Use these tools to test and improve your story



<https://unsplash.com/>

Unsplash is currently the most extensive free stock pictures library on the market.

You don't need to add credits to the pictures you use, but it's better if you do, so the creator is acknowledged





<https://cloud.google.com/text-to-speech>

# Real-time feedback using **AI voices**

Testing your story is always helping you make it better.

First because you will realise that some things you know yourself, might not translate well to other people who are less knowledgeable,

and secondly because you can re-write fast, and test fast to improve your story.

The screenshot shows the Google Cloud Text-to-Speech product page. At the top, there is a navigation bar with the Google Cloud logo, links for 'Why Google', 'Solutions', 'Products', 'Pricing', and 'Getting Started', a search icon, 'Docs', 'Support', a 'Language' dropdown menu, and a 'Console' link with a user profile picture. Below the navigation bar, the page title 'Cloud Text-to-Speech' is displayed, followed by 'Contact Us' and 'Get started for free' buttons. A 'JUMP TO' section is visible. The main heading is 'Text-to-Speech', with a sub-heading 'Convert text into natural-sounding speech using an API powered by Google's AI technologies.' and a 'Try it free' button. A list of benefits includes: 'Improve customer interactions with intelligent, lifelike responses', 'Engage users with voice user interface in your devices and applications', and 'Personalize your communication based on user preference of voice and language'. A 'BENEFITS' section follows, with three columns: 'High fidelity speech' (Deploy Google's groundbreaking technologies to generate speech with humanlike intonation...), 'Widest voice selection' (Choose from a set of 220+ voices across 40+ languages and variants...), and 'One-of-a-kind voice' (Create a unique voice to represent your brand across all your customer touchpoints...).

Google Cloud

Why Google Solutions Products Pricing Getting Started

Search Docs Support Language Console

Cloud Text-to-Speech

Contact Us Get started for free

JUMP TO

## Text-to-Speech

Convert text into natural-sounding speech using an API powered by Google's AI technologies.

Try it free

- ✓ Improve customer interactions with intelligent, lifelike responses
- ✓ Engage users with voice user interface in your devices and applications
- ✓ Personalize your communication based on user preference of voice and language

BENEFITS

<h3>High fidelity speech</h3> <p>Deploy Google's groundbreaking technologies to generate speech with humanlike intonation. Built based on DeepMind's speech synthesis expertise, the API delivers voices that are near human quality.</p>	<h3>Widest voice selection</h3> <p>Choose from a set of 220+ voices across 40+ languages and variants. Pick the voice that works best for your user and application.</p>	<h3>One-of-a-kind voice</h3> <p>Create a unique voice to represent your brand across all your customer touchpoints, instead of using a common voice shared with other organizations.</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Gartner

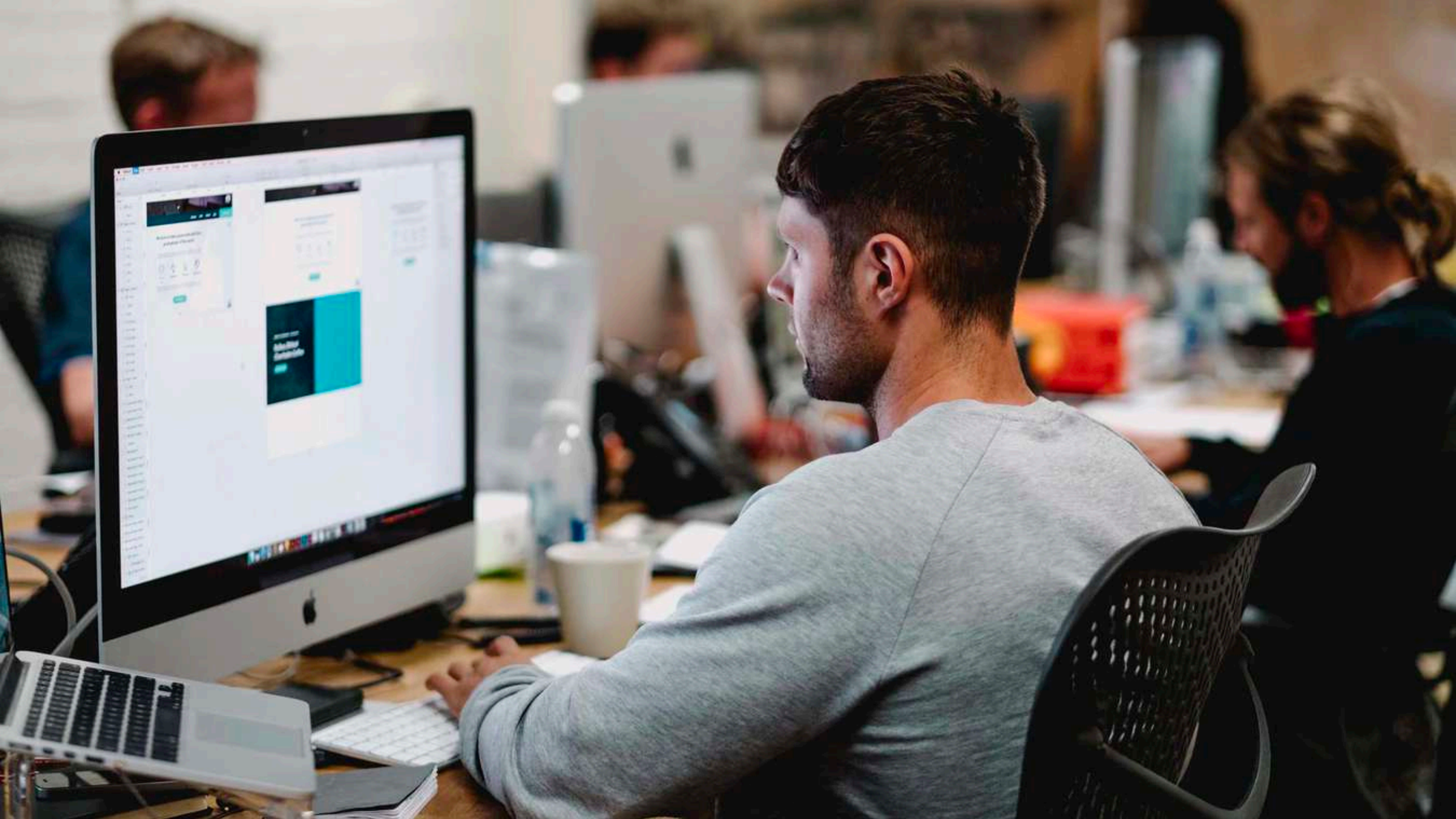
Google Cloud named a Leader in the 2020 Magic Quadrant for Cloud AI Developer Services

Learn more

# DESIGN A SLIDE

The next slides are examples showing different layouts, using the same text







fullscreen context image  
+ black overlay for readability  
+ bottom left corner titling - justified left  
+ colour highlight

Technical projects often feel  
like a **non-stop flow** of  
information but it looks like  
nothing tangible is really done



- fullscreen context image
- + bottom right corner titling - justified left
- + colour highlight
- + line-by-line text overlay
- + drop-shadow on overlay
- + note the space between lines

Technical projects often feel like  
a **non-stop flow** of information  
but it looks like nothing tangible  
is really done



A man in a grey shirt is seen from the side, sitting at a desk in a busy office. He is looking at a large computer monitor. The desk is cluttered with a laptop, a keyboard, a mouse, and a white mug. In the background, other people are working at their desks, creating a sense of a busy, collaborative environment. The lighting is soft and focused on the man and his workstation.

Technical projects often feel like  
a **non-stop flow** of information

but it looks like nothing  
tangible is really done

- fullscreen context image
- + upper left corner titling - justified left
- + break text animation - justified right
- + colour highlight
- + line-by-line text overlay
- + drop-shadow on overlay
- + note the space between lines
- + note the break in the sentence



fullscreen context image  
+ centred text - centre alignment  
+ colour highlight  
+ note the need to break the  
sentence over 2 slides

Technical projects often feel  
like a **non-stop flow** of  
information



(next slide)

- fullscreen context image
- + centred text - centre alignment
- + colour highlight
- + note the need to break the sentence over 2 slides

**but it looks like nothing  
tangible is really done**





side 1/3 context illustration  
+ right side large text  
+ colour highlight  
+ large font for design purpose  
+ text justified left

Since March 2020,  
almost **25%** of all  
search on our website  
are related to the  
word COVID or  
Coronavirus.

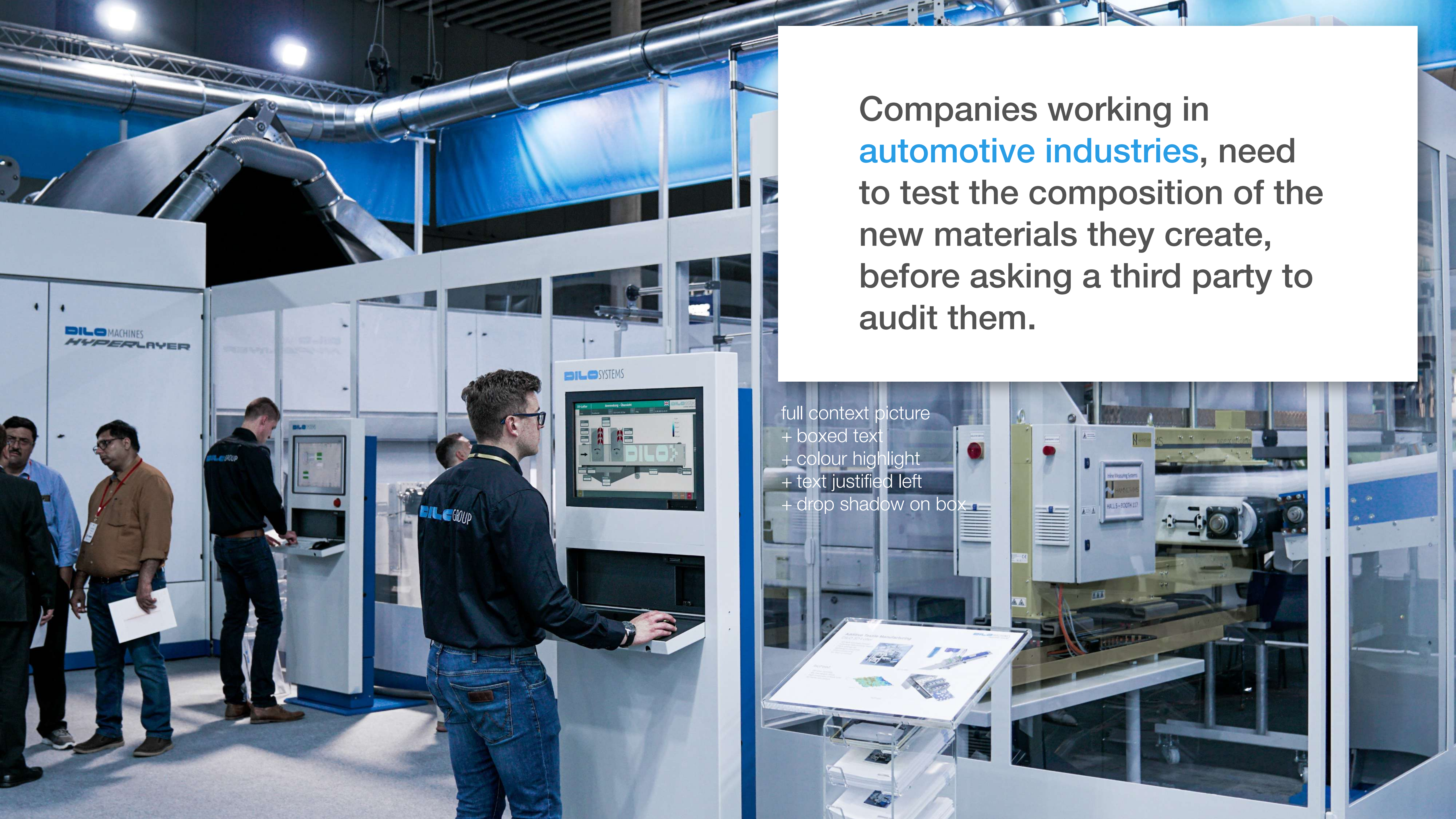


side 2/3 context illustration  
+ left side small text  
+ colour highlight overlay  
+ text justified left

Companies working in automotive industries, need to test the composition of the new materials they create, before asking a third party to audit them.







Companies working in **automotive industries**, need to test the composition of the new materials they create, before asking a third party to audit them.

full context picture  
+ boxed text  
+ colour highlight  
+ text justified left  
+ drop shadow on box



BX

Sofia 2





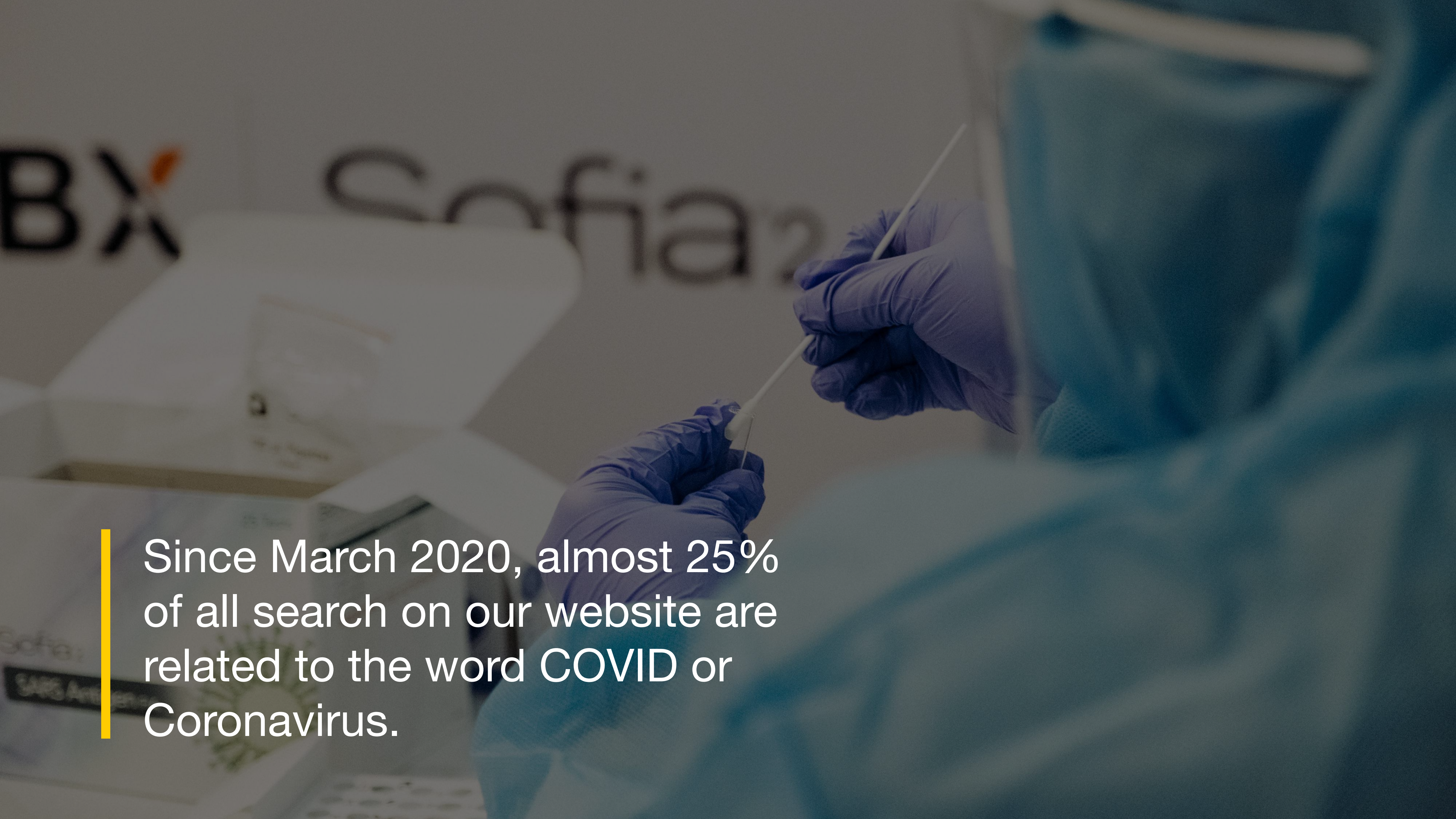
BX

Sofia 2

Sofia 2  
SARS Antigen

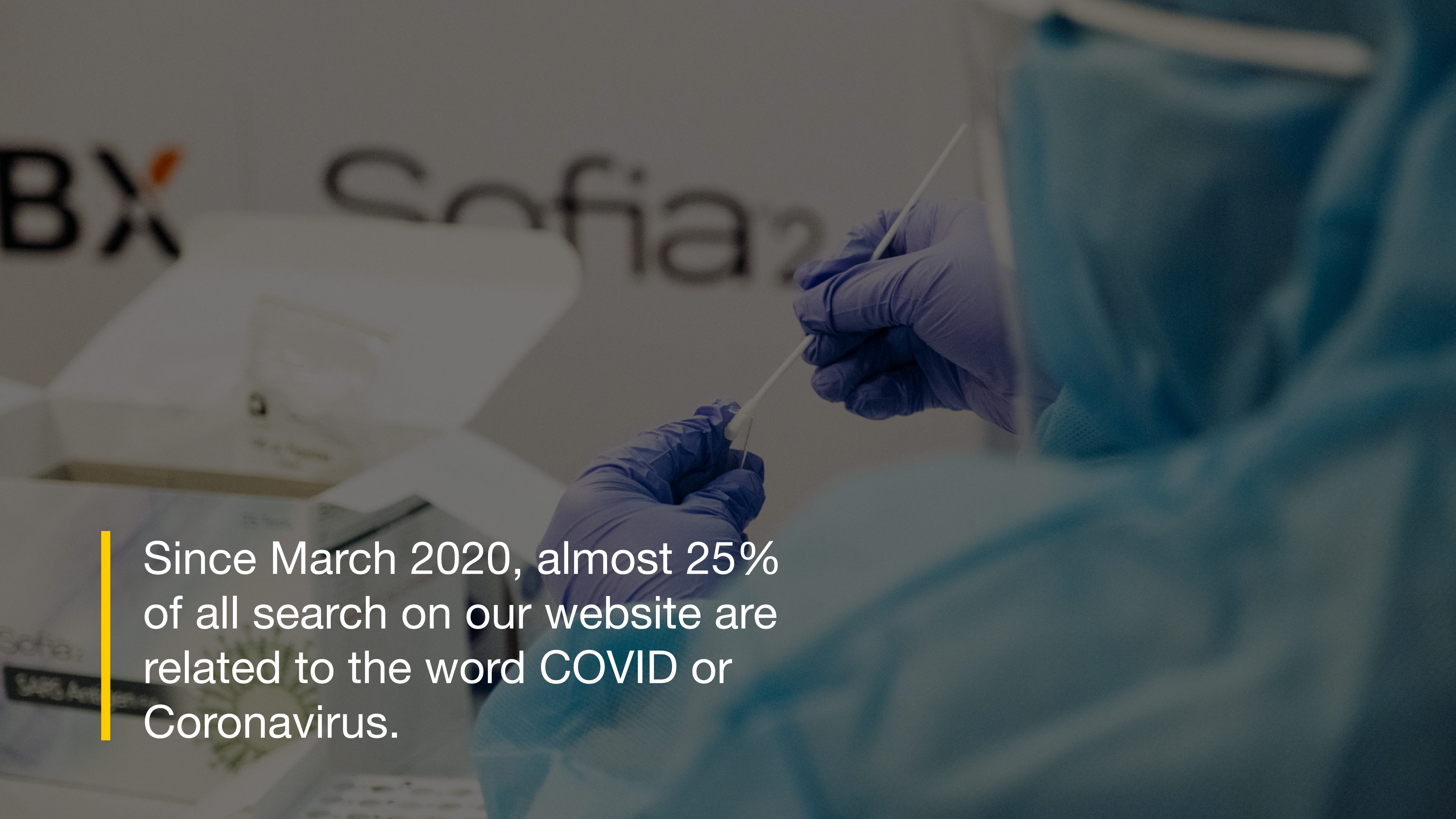






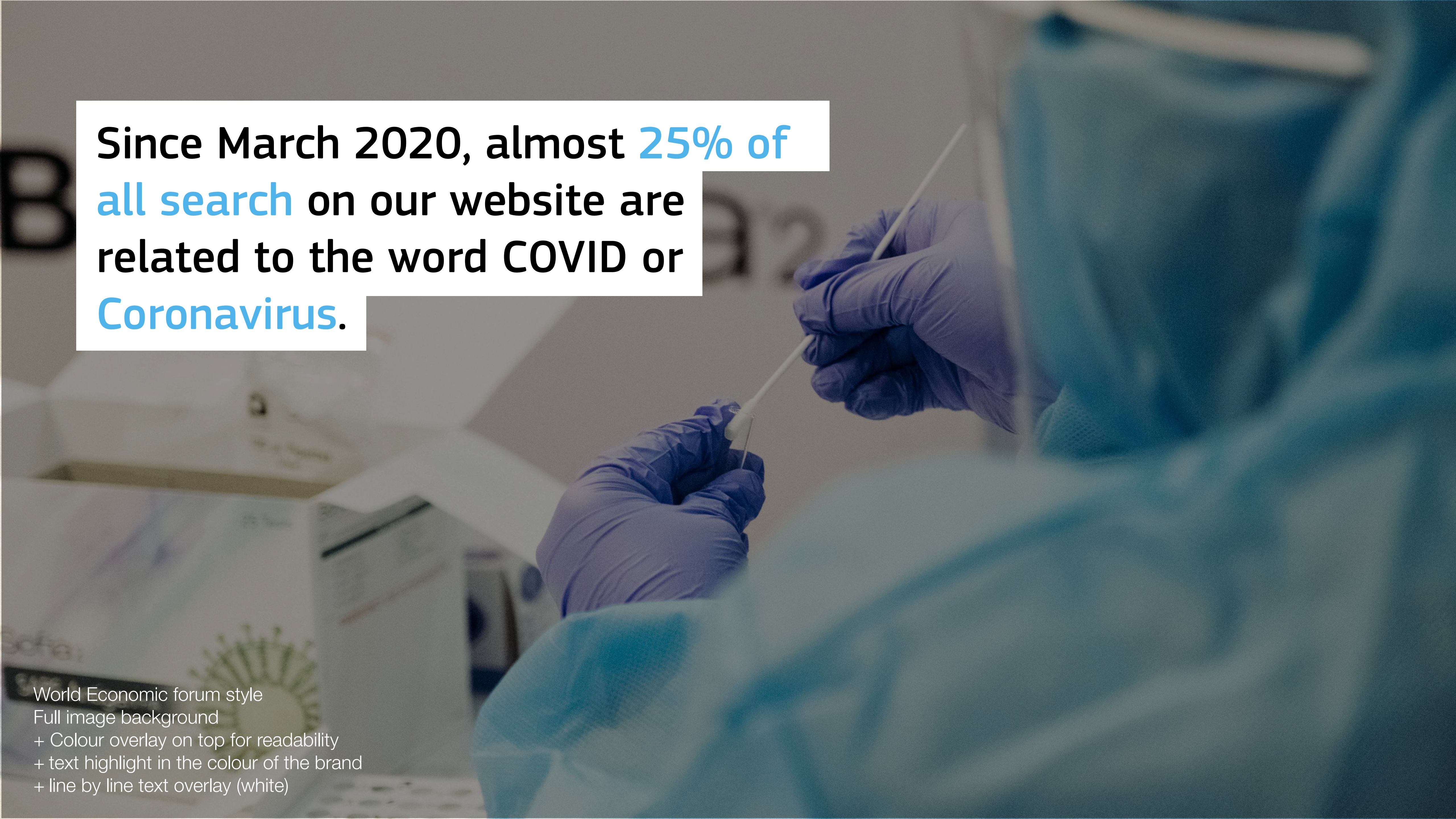
Since March 2020, almost 25% of all search on our website are related to the word COVID or Coronavirus.





Since March 2020, almost 25% of all search on our website are related to the word COVID or Coronavirus.



A person wearing a blue protective suit and gloves is performing a nasal swab test. The person is holding a white swab stick with both hands, one hand near the tip and the other near the handle. The background is a laboratory setting with various equipment and papers.

Since March 2020, almost **25% of all search** on our website are related to the word COVID or **Coronavirus.**

World Economic forum style  
Full image background  
+ Colour overlay on top for readability  
+ text highlight in the colour of the brand  
+ line by line text overlay (white)



SINCE MARCH 2020

25% OF **ALL** WEB SEARCH

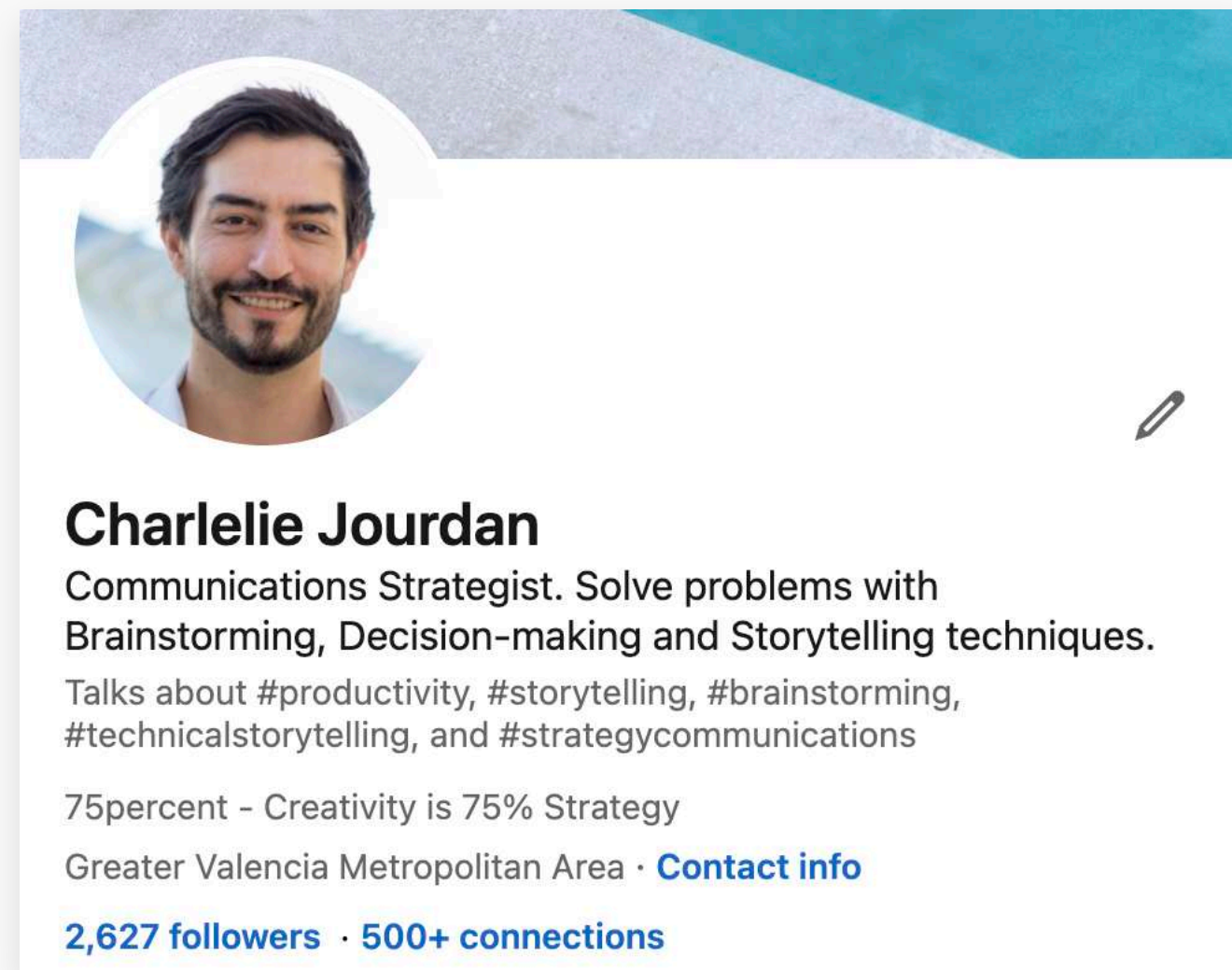
ARE ABOUT “COVID” OR “CORONAVIRUS”

Youtube thumbnail style  
Full image background  
+ Colour overlay on top for readability  
+ text highlight of the shocking info  
+ one line overlay only



# Charlelie Jourdan

39 yo, French



(Tech) Google / Intel EU / TEDx Brussels, TEDx San Francisco  
(Environment) WWF / EEB / EEA / Birdlife / T&E  
(Fintech) BNP Paribas  
(EdTech) HEC Paris  
(Policy) European Commission / European Parliament / Council of the EU  
EU delegations in 20+ countries (INTPA / NEAR / FPI / EEAS)  
DG REGIO / INTERREG / Interact / Committee of the Regions  
EUROJUST / EMA / EEA / EUIPO / EUAA  
Joint Research Centre (JRC)  
500+ EU-funded projects / 20+ startups



charlelie@75percent.eu



www.curseofknowledge.io



https://www.linkedin.com/in/charleliejourdan/

I studied EU Affairs, worked at the European Parliament and managed a public communication agency for 6 years

Consultant for €60m total tenders in comms  
Trained 5000+ professionals