



THE POWER OF STORYTELLING *in instructional design*

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KU LEUVEN



**Please
remove
your
headphones...**



Storytelling...

engages

&

motivates

all types of learners

↑ connection
↑ understanding
↑ retention





Storytelling

Dan's story



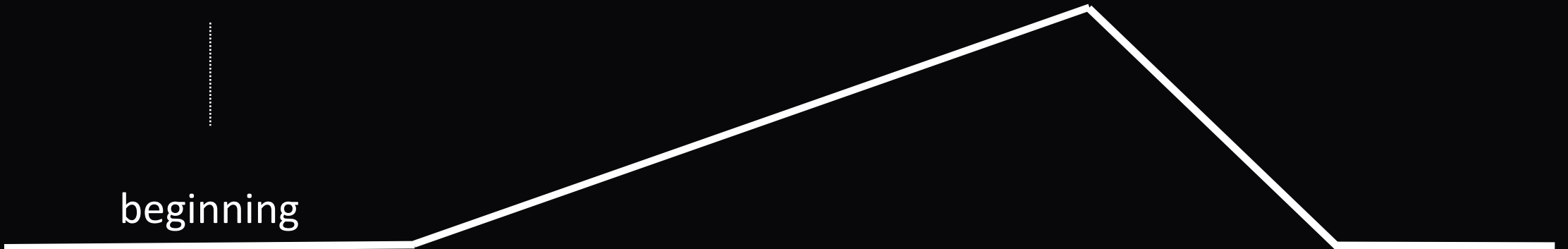
**Please
remove
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headphones...**



PLOT



beginning





THEME:
central idea, question, hope or fear





CHARACTERS:
relevant person, animal, thing, guide

SETTING(S)

relevant places





CONFLICT
internal
external



CALL TO ADVENTURE
event that kick-starts story



**Please
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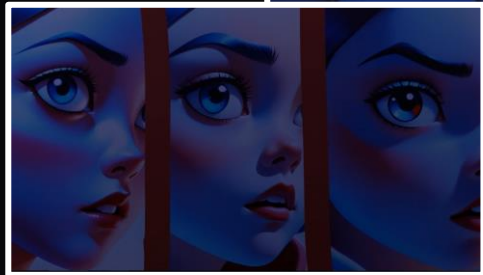


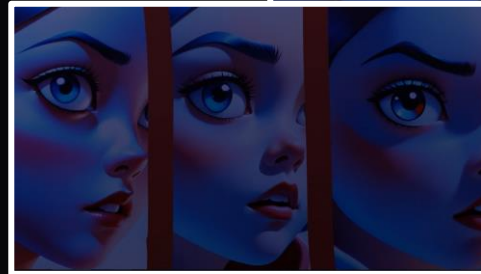
PLOT



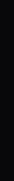
middle

beginning

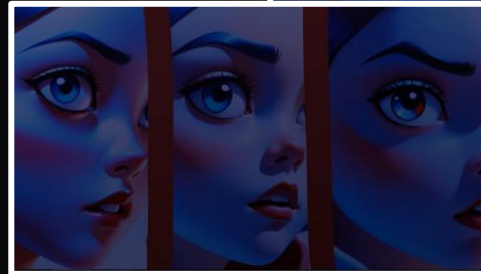




..... **CONTRAST**



TIME JUMP





.....
EMOTION

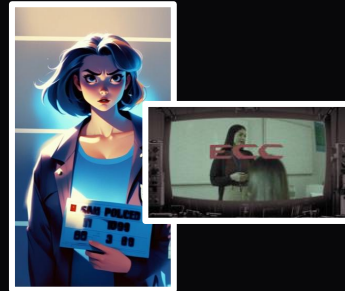




**Please
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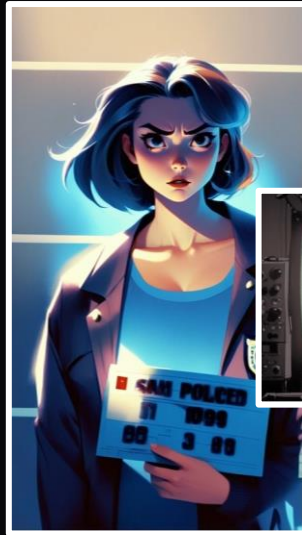


PLOT



middle

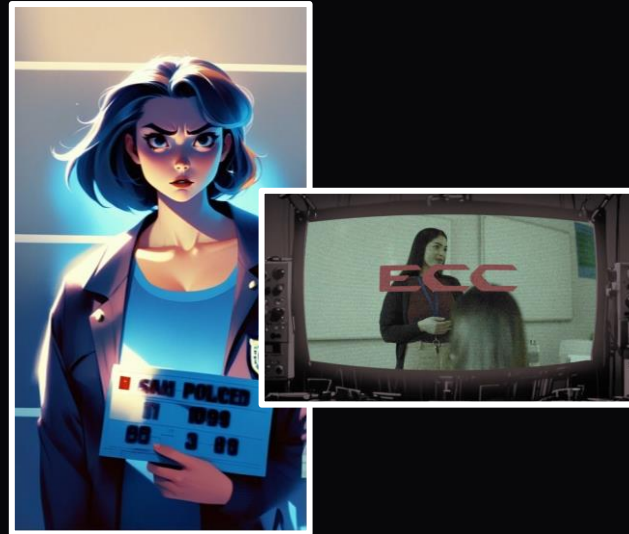
beginning



..... **SURPRISE**

MYSTERY CLIFFHANGER

.....





**Please
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PLOT

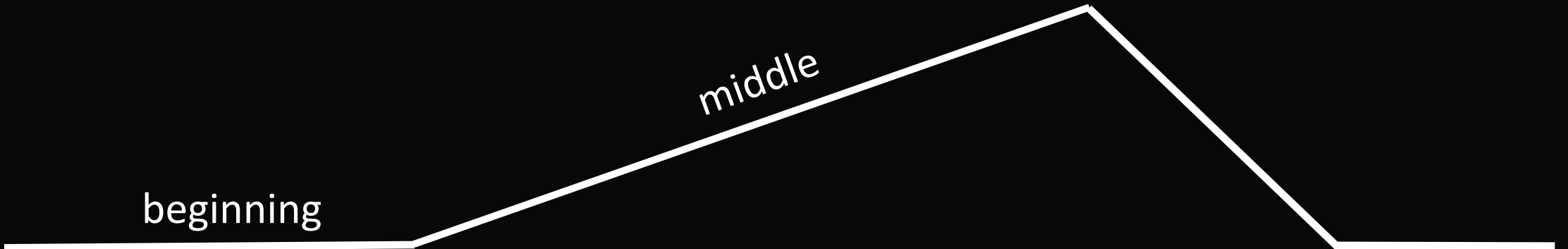


climax



middle

beginning

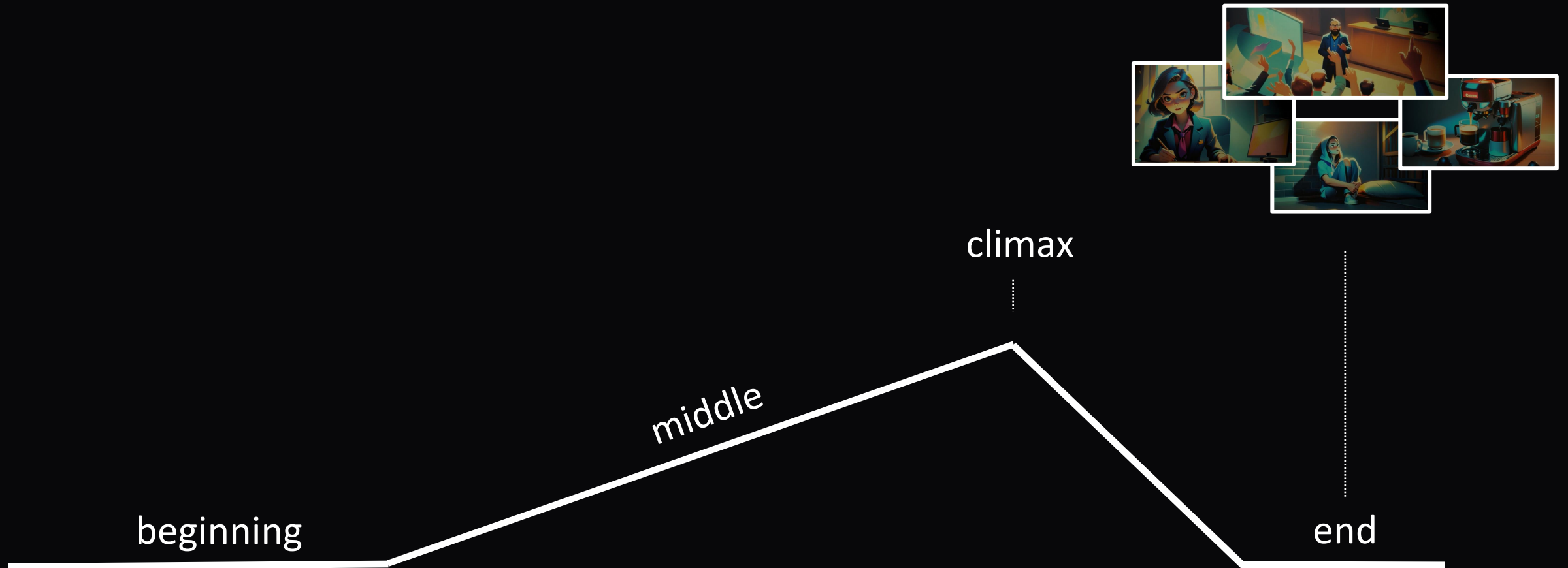




**Please
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PLOT

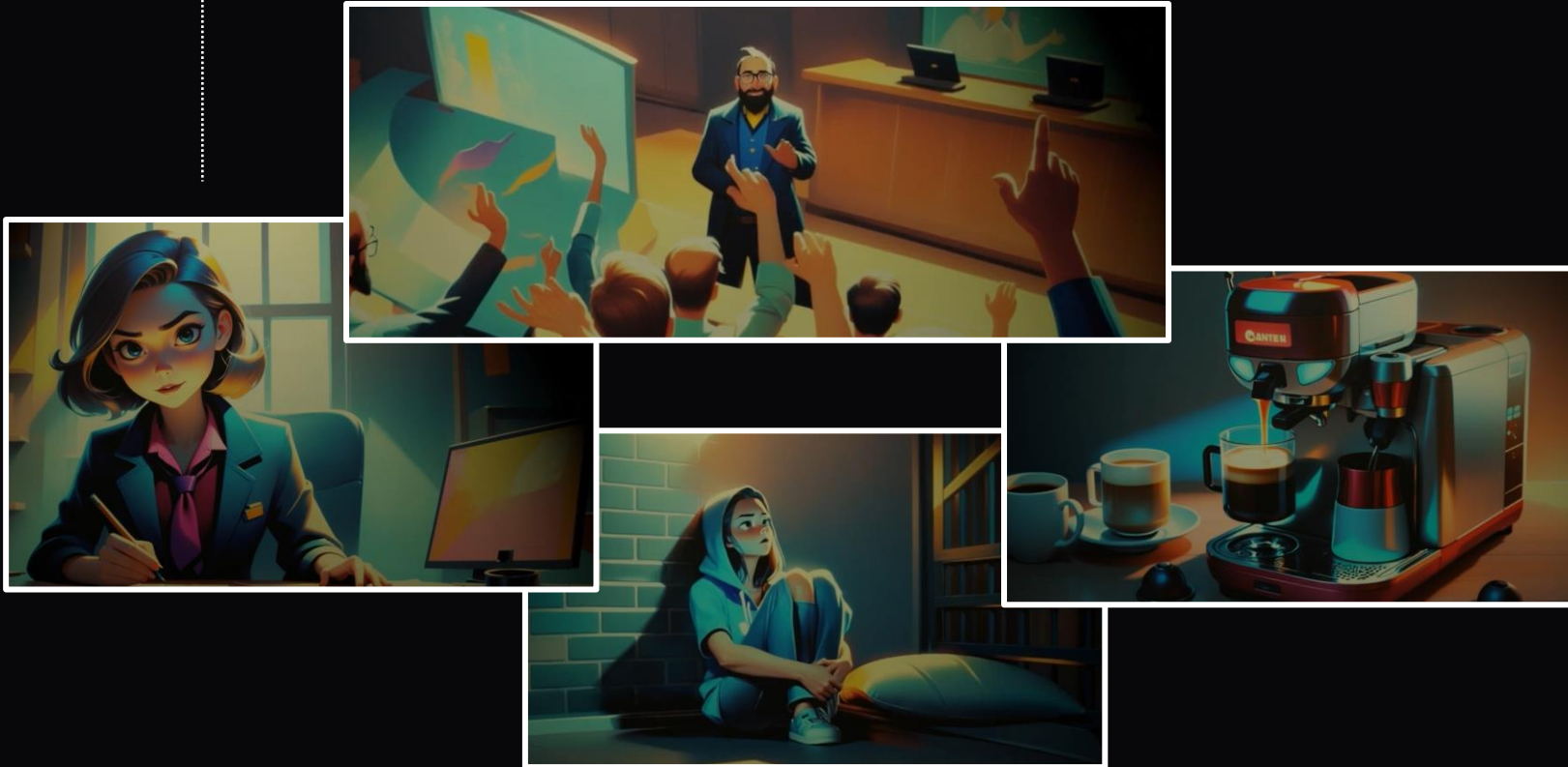




END

open or closed

CHARACTER → HERO



The background is a dark, moody illustration of a rainy city street at night. In the foreground, a woman with dark, wavy hair and a serious expression looks directly at the viewer. She is wearing a dark coat. Behind her, a large window with a grid pattern is visible. In the background, a wet street reflects the lights of vintage cars and street lamps. A clock face is partially visible behind the woman's head. The overall color palette is dark blue and black, with some orange highlights from the cars' taillights and the text.

Storytelling

Your story

MISSION:

Design storytelling for an online course

[^]
SIMPLE

Case file

Guided brainstorm

Pitch!



CASE FILE:

Choose a
scope/topic!

02:00

CASE FILE

THEME

central idea, question, hope or fear

Coffee is self-evident

Is coffee sustainable?

Coffee trade will crash soon

We can make coffee sustainable

03:00

brainstorm individually → discuss → place chosen theme on worksheet

CHARACTERS

relevant persons, animals, things, guide
(familiar/different/constrasting/evolving)

consumer

farmer

politician

trade expert

02:00

CONFLICT

(internal vs. external, with others, society, technology, injustice, ...)

consumer vs reality
farmer vs distributor
politician vs social worker

03:00

SETTINGS

relevant places
(familiar, exotic, dangerous, ...)

coffee shop
plantation
distribution center

02:00

BEGINNING + CALL TO ADVENTURE

*student enters
coffee shop*

03:00

*notices
“sustainably sourced”
coffee option*



CLIMAX (EMOTION)

03:00

*student
swears off coffee,
consumed
with **guilt***



HERO + END (CLIFFHANGER)

03:00

*student
has become an advocate
for sustainably sourced
coffee*

(convincingly?)



RISING ACTION + CONTRAST

03:00

*is shocked
by the dire
testimony
of a plantation worker*

*student
swears off
coffee,
consumed
with guilt*

*notices
“sustainably sourced” coffee
option*



HOOK

question/mystery, surprise, relatability, lesson/rule/life-hack, time jump ...





Storytelling

Your pitch

Prepare a 2-minute pitch of your STORY

03:00

02:00



Put yourself in your audience's shoes → connection → motivation

**Create engaging course titles and descriptions
(theme, conflict, contrast, questions, ...)**

Use hooks for starts + middles

Create cases using contrasting/familiar, evolving characters

Use cliffhangers at the ends

Surprise, delight & move your learners



Put yourself in your audience's shoes → connection → motivation
Stay authentic

Strengths + resources =

Live speech

Written text

Audio-only recordings

Visuals

Videos

...



Put yourself in your audience's shoes → connection → motivation

Stay authentic

Take a chance!





And the winner is...



THE END

Concept: Elke Van Ael, Stef Stes, Raf Lehaen
Workshop: Stef Stes, Elke Van Ael, Tine Brems, Paul Lashmana
Trailer: Ian Swerts, Mathias Delacourt, Bram Willems
Farewell, my mojo: Sam Willems
Cast: Evert Binnard, Tim Boon, Elke Van Ael, Sam Willems, Raf Lehaen
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