

# 09

# STORYTELL



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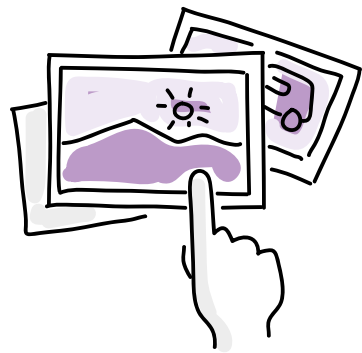


AGA KHAN FOUNDATION



# STORYTELL

Use the tools and resources in this guidebook to accomplish the goals below. Once your design team has achieved these objectives, you will be in a strong position to advance to the next phase in your design process. Use the reflection tools in the **Design Work Journal** to evaluate whether your design team is ready to move to the next phase.



Refresh yourselves on your design work thus far in order to consider what you have learned throughout the project



Reflect on the feedback you received from stakeholders throughout the process in order to articulate why your solution is desirable to your stakeholders



Communicate to colleagues and others about the sustainability of the solution



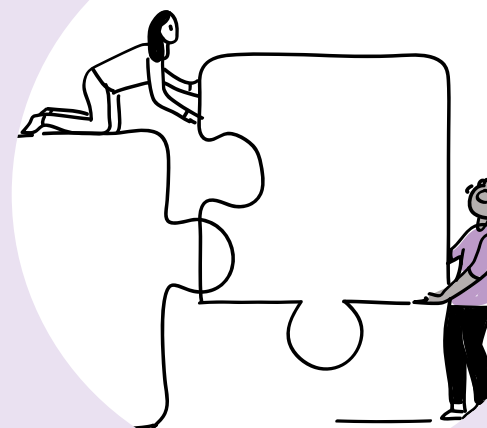
Share the information you gathered related to the feasibility of the solution with colleagues and others



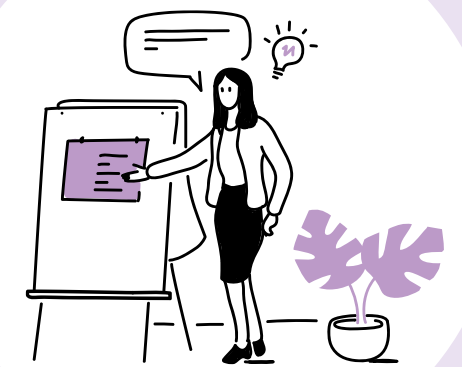
Use the evidence you have gathered throughout your project to create your Project Playbook -- a guide to help colleagues understand the details of your solution and how to implement it



Share your Project Playbook with colleagues in order to get feedback and improve it



Use the Pitch Deck template to create a pitch deck and presentation to share your solution with colleagues, funders and potential partners



Pitch your idea in order to rally the support and resources needed to implement your solution



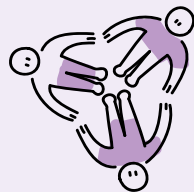
## CAPTURE YOUR WORK



## PROCESS TIPS



## MINDSET TIPS



## EQUITY STRATEGY



## CO-DESIGN STRATEGY



## FIELDWORK

# STORYTELL

Now that we have developed a prototype, tested it with stakeholders and imagined an implementation plan, it is time to share our idea with those who can help our team make it a reality.

**WHETHER OUR AUDIENCE IS FUNDERS, DECISION MAKERS OR COLLEAGUES, BY LEVERAGING WHAT WE HAVE LEARNED THROUGHOUT OUR DESIGN WORK, WE WILL BE ABLE TO INSPIRE, ENGAGE AND ENLIST PARTNERS IN IMPLEMENTING OUR SOLUTION.**

What steps can we take to ensure we are sharing the strategic aspects of the project while also maintaining a focus on the stakeholders we met, the problems we discovered, the solutions we tested and the feedback we received?



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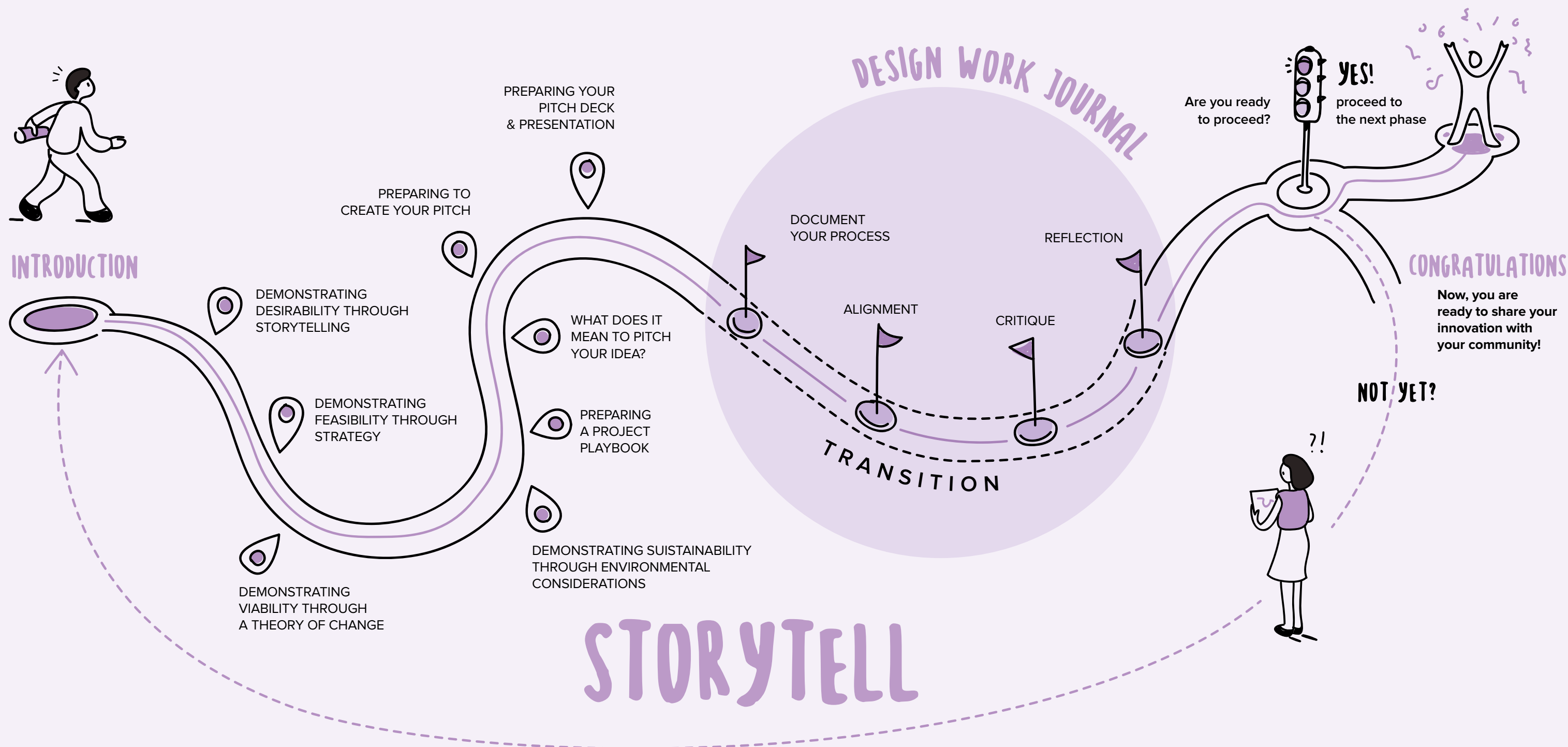
Digital Templates

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Checklist



You can find a video lecture as well as more articles on this phase of the **Human-Centred Design** process in the **Resource Book**. You will also find a full demonstration example of each of the tools in there. Scan the QR code or click here to access this resource.



## OVERVIEW OF STORYTELL PHASE

The tools in the **Storytell Phase** are designed to help you synthesise what you learned from your design work and prepare to share your insights and ideas in a human-centred way.

During this phase of the design process, your team will reflect on the work you have created throughout the project and synthesise your learning into clear and concise communications, designed to reach a variety of audiences in a variety of formats. One of the tools is a Project Playbook Slide Deck Template. The Project Playbook is designed to create the documentation needed to hand off the project to those who are responsible for implementing it while

communicating the valuable elements of the solution that were generated during the design process.

The other communication tool is a Pitch Slide Deck Template. The Pitch template is designed to help your design team create and deliver a dynamic project pitch to community members as well as potential partners and funders.

## OBJECTIVES OF STORYTELL PHASE

The goal of this phase is to help you develop two approaches to communicating what you learned about your solution and why it has the potential to meet the stakeholder's needs and improve outcomes. The documentation of the Project Playbook is designed

to communicate the specific details of the solution and how to implement the solution successfully.

The storytelling approach to pitching is focused on sharing a stakeholder-specific way of communicating about your idea. Your pitch will communicate your idea in a way that is focused on why your idea will have the greatest impact on the outcomes for stakeholders. At the end of this phase, you should be clear on how you plan to communicate about your solution and its potential to different stakeholder groups.

## MINDSETS OF STORYTELL PHASE

- Get inspired by people
- Feedback is a gift to improve your ideas
- Many cycles of testing are necessary to develop an idea

Scan the QR codes on [page 65](#) for the following resources:

- Storytell Phase **Mural Template**
- **Design Work Journal** PDF
- Design Work Journal Mural Template

# STORYTELL: TEAM ACTIVITIES



When you convene your design team, use these hands-on, immersive activities to help build your design skills and mindsets. An important part of these activities is the debrief after -- don't forget to make time to reflect on what you learned as a team. Begin the collaborative session with one the following activities:

## WORD AT A TIME PROVERB

**Goal:** This exercise is designed to help participants practice creatively crafting a story. This exercise is also designed to help participants navigate an open-ended challenge without one single correct answer.

**Instructions:** Everyone will work together to create wise statements about life (proverbs) one word at a time. Get the group into a circle. Start the proverb with one word. The next person in the circle should add one word. When the group feels that they have created a proverb, everyone should start snapping their fingers in approval. The next person can then start a new proverb with a new word.

**Online Adaptation:** Put the participants in order in a list in the chat. That list will guide who contributes next to the proverb.

**Debrief Questions:** What did you learn from this activity? What was it like to have to respond to the words that were shared before you? What was it like to have to build on the ideas of others?

## STORY, STORY, DIE

**Goal:** This exercise is designed to help participants practice creatively crafting a story. This exercise is also designed to help participants navigate an open-ended challenge without one single correct answer.

**Instructions:** Everyone will work together to create a story. Get the group into a circle. Ask the group to generate a location, a character and a problem (e.g. the park, a squirrel, needs to protect the nuts he has gathered from an alligator).

As the facilitator, start the story with "Once upon a time..." and set the stage with the location, character and problem. Then, choose a participant in the circle to pick up the story. The participant will continue creating a story until you ring a bell. Vary the times that each participant has to talk. When you ring the bell, the storyteller passes the story to a new person who hasn't shared yet. If the storyteller isn't able to generate a story, as the facilitator let them know they have "died" and the facilitator will pass the story to a new person. When several people have helped write the story, interject and say, "Until one day..." and ask the next storyteller to complete the story.

**Online Adaptation:** Put the participants in order in a list in the chat. That list will guide who contributes next to the story

**Debrief Questions:** What did you learn from this activity? What was it like to have to respond to the story? What was it like to have to build on the ideas of others?



*Storytelling is as much about the content of the presentation as it is about your delivery. Use these exercises to warm up your ability to deliver creative stories.*



*Great storytelling draws on improvisation when you need to adjust in the moment. These exercises will help you practice that mindset.*



# STORYTELL: INTRODUCTION TO TOOLS AND METHODS



At the top of each tool description is the recommended amount of time to complete the tool. Try to spend only the recommended time. If you spend significantly less time on the tool you might not do enough rigorous thinking to advance your project. Also, don't spend too much time on each tool so that you are keeping up momentum on your project.

Design Leads should review this page before the design team is scheduled to meet.

Take note of opportunities to engage the community and plan for that. Gather needed materials.

Take note of fieldwork and help your teammates plan for that work.



**Documentation Strategy:** Be sure to capture all of your work throughout this process, using the tools provided as the main place to capture your thoughts and reflections. **Remember:** if it isn't written down or captured, you have no evidence of it! Be sure to take photographs and/or screenshots, especially when working with stakeholders and community members. Be sure to ask permission before you take photos of people.



**Co-Design Strategy:** If you are only engaging with community members as co-designers on a part time basis, the **Storytell Phase** of the process is a great time to engage them. By inviting community members to join for this exercise they will bring their knowledge of the community into the process of making decisions about how to pitch your project to potential funders or partners.



**Equity Strategy:** Make sure that your design team is working to identify those stakeholders, communities and organisations who are under-represented, under-resourced and whose voices are not often heard. Consider those stakeholders as you are designing your strategy for communicating the goals of the project.



60 minutes



## # DEMONSTRATING DESIRABILITY THROUGH STORYTELLING

### WHAT IS THIS TOOL?

The **Demonstrating Desirability through Storytelling** tool will help your design team reflect on how your team's concept meets the needs of your stakeholders and will tell the story of your design work through the eyes of one specific person. This tool will help you create foundational information for your team to build your pitch.

### WHAT IS YOUR GOAL?

When your team completes this tool, you should be aligned around the reasons why you believe your concept is desirable to the stakeholders and will meet their needs.

# STORYTELL: TOOLS AND METHODS



60 minutes

## #2 DEMONSTRATING FEASIBILITY THROUGH STRATEGY

### WHAT IS THIS TOOL?

The **Demonstrating Feasibility through Strategy** tool will help your team reflect on ways you might implement your concept and what resources you need. This tool will provide foundational information to build your pitch.

### WHAT IS YOUR GOAL?

When your team completes this tool, you should be aligned around what resources you need in order to implement your solution.



60 minutes

## #3 DEMONSTRATING FINANCIAL SUSTAINABILITY THROUGH A THEORY OF CHANGE

### WHAT IS THIS TOOL?

The **Demonstrating Financial Sustainability through a Theory of Change** tool will help your design team transition from an exploratory design mode to implementation mode and begin to imagine more concrete, strategic actions your design team will need to take in order to implement this idea.

### WHAT IS YOUR GOAL?

When your team completes this tool, you should be aligned around why you believe that if you use the resources you are proposing to use in order to create your solution that you will see positive improvements for the stakeholders and the community.



60 minutes

## #4 DEMONSTRATING ENVIRONMENTAL SUSTAINABILITY THROUGH GREEN CONSIDERATIONS

### WHAT IS THIS TOOL?

The **Demonstrating Environmental Sustainability through Green Considerations** tool is designed to help you communicate why your solution will have a positive impact on the environment through the use of sustainable practices and illustrate your efforts to avoid negatively affecting the natural world.

### WHAT IS YOUR GOAL?

When you have completed this tool, you will be able to demonstrate the actions and practices your team is taking to insure a positive impact on the environment.



6-8 hours

## #5 PREPARING A PROJECT PLAYBOOK

### WHAT IS THIS TOOL?

The **Preparing a Project Playbook** offers your design team tips for putting together a document that tells the story of your design work, highlights the hopes you have for the outcomes, and clarifies the resources needed to implement this project.

### WHAT IS YOUR GOAL?

By **Preparing a Project Playbook**, your design team is creating documentation that communicates to others the thinking behind your design team's solution and a plan for how to implement that solution in a way that can achieve the outcomes you seek to create for your stakeholders. By gathering this information and reflecting on your team's process, you will be in a great position to deliver your design team's pitch to potential funders and supporters. The Project Playbook is not the pitch document; the pitch will be tailored to the audience your design team is pitching to.



60 minutes

## #6 WHAT DOES IT MEAN TO PITCH YOUR IDEA?

### WHAT IS THIS TOOL?

The **What Does It Mean to Pitch Your Idea?** resource provides your team with guidance on how to successfully pitch your idea to an audience in order to get their support.

### WHAT IS YOUR GOAL?

When you have completed reviewing this resource, your team should feel prepared to create and present your pitch.



60-120 minutes

## #7 PREPARING TO CREATE YOUR PITCH

### WHAT IS THIS TOOL?

The **Preparing to Create Your Pitch** tool will help your team think through your goals for your pitch as well as the audience to whom you are pitching and what they care about. This tool will also help your team to reflect on your design work and identify the most compelling anecdotes and ideas to share.

### WHAT IS YOUR GOAL?

When your team completes this tool, you should be aligned around what your goals are for your pitch, who your audience is, what you are asking of them and how you are going to convince them to support your idea.



4-6 hours

## #8 PREPARING YOUR PITCH DECK & PRESENTATION

### WHAT IS THIS TOOL?

The **Preparing Your Pitch Deck & Presentation** tool is designed to help you communicate why your solution will have a positive impact for the stakeholders through both visuals and an oral presentation.

### WHAT IS YOUR GOAL?

When you have completed this tool, you will be ready to pitch your idea to your community as well as to potential funders. By sharing the human-centred insights gained from your design work as the framework for pitching a new concept, you will create a more engaging and compelling pitch.

# STORYTELL: TOOLS AND METHODS







60 minutes



# DEMONSTRATING DESIRABILITY THROUGH STORYTELLING

**Instructions:** Use this tool to help synthesise what you learned in the design project and communicate your idea in terms of the needs and emotions of your stakeholder. You will use this information to inform your project pitch.

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 269.



Use the narrative arc of a story to help your audience build empathy with the stakeholders who will be impacted by the concept.



While telling a human-centred story as a part of a presentation might feel unfamiliar, using stakeholder stories helps engage your audience.

## 1. WE MET...

Tell us more about your primary stakeholder.

## 2. WE NOTICED...

What was the surprising observation you made?  
What did you discover?

## 3. SO WE CREATED...

What concept did you create? What assumptions were you testing in your prototypes?

## 4. THEN WE LEARNED...

How have your prototypes evolved based on stakeholder feedback? What have you learned about your concept?

## 5. SO NOW WE HOPE TO IMPLEMENT...

What concept are you going to implement? What outcomes are you hoping for in terms of improving the outcomes for the stakeholders you are working to serve?



60 minutes

# DEMONSTRATING FEASIBILITY THROUGH STRATEGY

**Instructions:** Use this tool to help synthesise what you learned in the design project and communicate your idea in terms of a strategy for implementing your concept. You will use this information to inform your project pitch.



For more guidance for this tool as well as an example, refer to the **Resource Book** on page 271.



Use this activity to begin to think through what you would need to implement your project.



You may not have all the details together. That's okay! Use this as a starting place.

## 1. WHAT DO YOU NEED TO DO IN ORDER TO IMPLEMENT?

What interventions are you planning to create? How will stakeholders interact with this concept?

## 2. WHO MIGHT YOU PARTNER WITH TO MAKE THIS HAPPEN?

Which organizations might you partner with to implement this concept?

## 3. WHAT RESOURCES DO YOU NEED? WHAT PERSONNEL MIGHT YOU NEED?

What space might you need?  
What materials might you need?

## 4. BASED ON WHAT YOU STATED PREVIOUSLY, HOW MUCH FINANCIAL SUPPORT DO YOU NEED?

What might the budget be for this initiative?

## 5. WHAT IS THE NEAR-TERM TIMELINE?

Can you implement a pilot of this idea in the next two quarters? If so, how? If not, why?

## 6. WHAT IS THE LONG-TERM TIMELINE?

When do you plan to have the initiative implemented at scale?



60 minutes



# DEMONSTRATING FINANCIAL SUSTAINABILITY THROUGH A THEORY OF CHANGE

**Instructions:** Use this tool to help synthesise what you learned in the design project and communicate your idea in terms of your theory of change. A theory of change describes what resources you plan to use, what interventions you plan to create and what impacts you expect to see as a result. You will use this information to inform your project pitch.

## 1. WHAT IS THE PROBLEM?

Why is it a problem worth solving? What are the consequences if this goes unsolved?

## 2. WHAT IS YOUR SOLUTION?

How are you going to address this problem in a new and novel way? What's involved in your design team's solution?

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 273.



Consider what interventions you are planning to make as a part of your concept and what impact those interventions might have on your stakeholders.



You might not have strong financial data to support these ideas -- that's okay! Consider this a creative exercise based on the data you have.

## 3. WHAT IS THE POTENTIAL NEAR-TERM IMPACT?

How is your solution going to create positive outcomes for at least 20-50 stakeholders in the near future?

## 4. WHAT IS THE POTENTIAL LONG-TERM IMPACT?

How might your solution be replicable in other communities? For more stakeholders?



60 minutes



# DEMONSTRATING ENVIRONMENTAL SUSTAINABILITY THROUGH GREEN CONSIDERATIONS

**Instructions:** Use this tool to help synthesise your decisions about your design work that are focused on the environment and the impact on the natural world. What decisions and ideas have you included in your work that will help lead to a healthy and thriving environment for the local community and the larger world?

## 1. WHAT SUSTAINABLE MATERIALS, PROCESSES, OR PRACTICES ARE INCLUDED IN YOUR SOLUTION?

How has your team chosen sustainable actions that will support the environment?

## 2. HOW IS YOUR SOLUTION INCORPORATING OPPORTUNITIES FOR CARBON REDUCTION?

What practices or features have you included in your solution to reduce the carbon footprint of your solution?

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 275.



Consider what interventions you are planning to make as a part of your concept and what impact those interventions might have on your stakeholders.



You might not yet have strong environmental sustainability data to support these ideas -- that's okay! Consider this a creative exercise based on the data you have.

## 3. HOW HAS YOUR TEAM DESIGNED FOR THE FULL LIFECYCLE OF YOUR SOLUTION?

What are the environmental considerations your team has taken when designing for every element of the solution from beginning to end?

## 4. WHAT ARE YOU DOING TO REDUCE OR MITIGATE NEGATIVE ENVIRONMENTAL IMPACTS?

How is your team reducing your carbon footprint, reusing materials, or avoiding adding to detrimental environmental issues?



6-8 hours

# PREPARING A PROJECT PLAYBOOK

**Instructions:** The **Preparing a Project Playbook** tool offers you tips for putting together a document that tells the story of your design work, the hopes you have for the outcomes your solution will create for stakeholders and the resources needed to implement this project. Use this framework to help synthesise what you learned in the design project and communicate your idea in terms of a strategy for implementing your concept.

## 1. PREPARING TO CREATE YOUR PROJECT PLAYBOOK

- Review the examples of **Project Playbooks** provided in your digital resources. Discuss as a team the strengths of each example as well as the components you want to change, improve or discard.

- Review your team's design work beginning from the first phase of the process through the end. One quick way to get started is to review the summary pages you completed for each of the phases in your **Design Work Journal**. The information you gathered and the ideas you generated result in outputs that will be useful to share as you explain your project to others. The **Project Playbooks** will utilise the outputs of each design phase in each section of the **Project Playbooks**.

Make a list of these assets here:

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- Review the **Project Playbook** template provided in the link at the end of the book. Note: there are different names for the components of the playbook, but they all align with the phases of the guidebooks.

- The **Project Launch Phase** of the design process maps to the **Introduction** section of the Project Playbook
- The **Understand Phase** of the design process maps to the **Project Context** section of the Project Playbook
- The **Empathise Phase** of the design process maps to the **Design Research** section of the Project Playbook
- The **Synthesise Phase** of the design process maps to the **Insights section** of the Project Playbook
- The **Ideate Phase** of the design process maps to the **Potential Solutions** section of the Project Playbook
- The **Prototype Phase** of the design process maps to the **Assumptions to Test** section of the Project Playbook
- The **Test Phase** of the design process maps to the **Field Testing** section of the Project Playbook
- The **Storytell Phase** of the design process maps to the **Concepts to Advance** section of the Project Playbook

- The **Iterate Your Concept** section of the **Test Phase** of the design process maps to the **Concept Refinement** section of the Project Playbook
- The **Plan Phase** of the design process maps to the **Next Steps** section of the Project Playbook

Gather photos from your design research, fieldwork and team collaboration. Take photos/screenshots of project work and list them here.

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Scan this QR Code or click here to find out more. At the end of this Guidebook, you can find a QR code that links to a digital slide deck template.



You will use this information to ensure your project pitch is up to date with new decks provided here.

By preparing a **Project Playbook**, you are creating documentation that communicates to others the thinking behind your solution and a plan for how to implement your solution in a way that can achieve the outcomes

you seek to create for your stakeholders. By gathering this information and reflecting on your process, you will be in a great position to develop your pitch to potential funders and supporters.

At the end of this Guidebook, you can find a QR code that links to a digital slide deck template.

## 2. CREATING YOUR PROJECT PLAYBOOK

- As a team, refine the assets you created during each of the phases of the design process. Review and make edits. Work to clarify your ideas. Share your content with critical friends outside of your team in order to get feedback.
- As a team, select the photos/screenshots you want to use for each section of the **Project Playbook**. Map out the book.
- As a team, delegate the process of making the **Project Playbook**.

Once you have a complete draft, again seek feedback from a critical friend. Make improvements.

## 3. SHARING YOUR PROJECT PLAYBOOK

- Leverage your Project Playbook when you prepare your pitch presentation to potential funders and partners. Review materials and delegate sections.
- If appropriate, prepare your **Project Playbook** to share via social media and/or website. Include an explanation that describes the purpose and intention of the playbook.
- Whether you and your team are advancing this project or you are handing it off, review the Project Playbook as the project transitions into a pilot phase.



For more guidance for this tool as well as an example, refer to the **Resource Book** on page 277.



It is important to transition from thinking only about what is desirable to also think about what is feasible.



At this stage in the process, your team might be losing stamina. Make sure you are pushing yourselves to meaningfully reflect during this activity.



# PREPARING YOUR PROJECT PLAYBOOK

**Instructions:** Now that you have completed your design work, it is time to gather all of the insights and ideas you have developed into a **Project Playbook** that communicates the most critical elements of your solution as well as what anyone would need to know and do in order to implement your solution. Use these tools to draft your slides. Then use the digital template to make your slide deck. **At the end of this Guidebook, you can find a QR code that links to a digital slide deck template.**

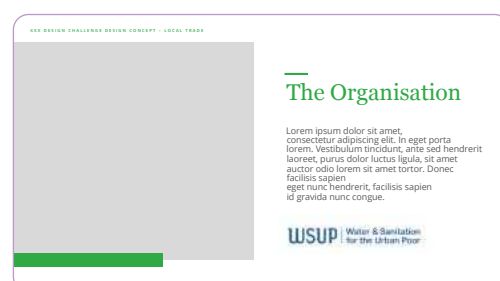
## I. INTRODUCTION

### STEP 1: INTRODUCTION



### STEP 2: THE ORGANISATION

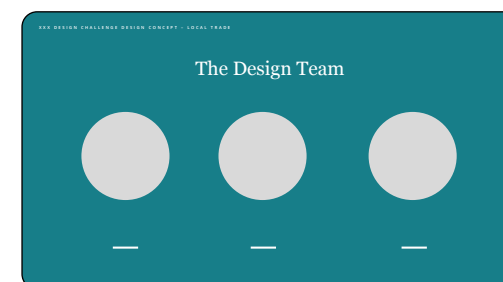
Which **organisations** are involved in the project?



Scan this QR Code or [click here](#) to find out more. At the end of this Guidebook, you can find a QR code that links to a digital slide deck template.

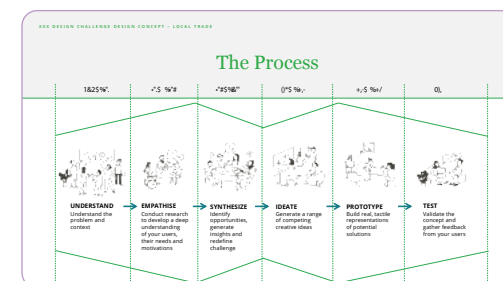
### STEP 3: THE DESIGN TEAM

Who was on the **Design Team**? Include names, roles and photos.



### STEP 4: THE PROCESS

Give some **context** about the process you used (**Human-Centred Design**)



For more guidance for this tool as well as an example, refer to the **Resource Book** on page 279.



Be sure to give the audience for the Project Playbook context about your design project.



Don't forget to include any co-designers on the team.

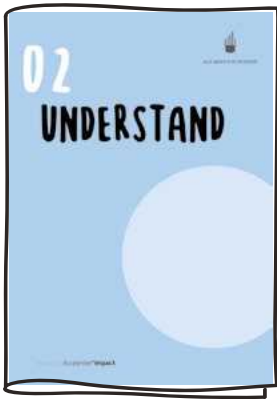




# PREPARING YOUR PROJECT PLAYBOOK

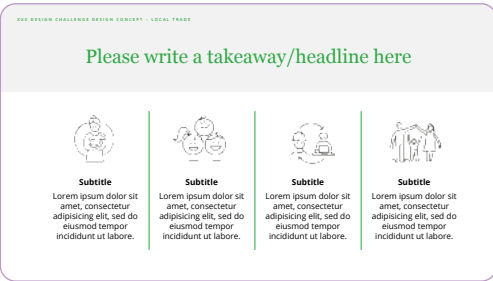
## 2. PROJECT CONTEXT

### STEP 1: PROJECT CONTEXT



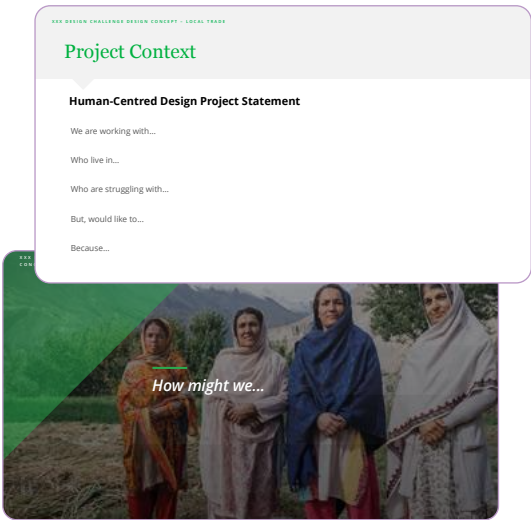
### STEP 2: EVIDENCE & STATISTICS

Pick 3-5 key statistics that demonstrate the **problem your solution will solve**. Keep the **statistics** relevant to the problem. Use **picture, icons or graphs** to bring your statistics to life.



### STEP 3: THE PROBLEM

What was the **specific problem** your team was working to solve? What was your **design problem statement**?



- The What
- The Whom
- The Where
- The Why

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 281.



Help your audience understand the context in which you are working.



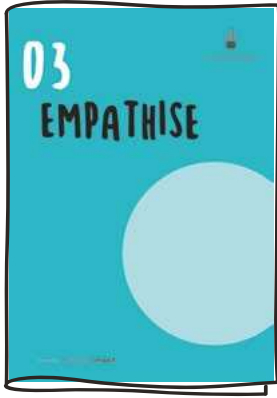
Be sure to select the data that is most relevant to the problem and solution you are working on.



# PREPARING YOUR PROJECT PLAYBOOK

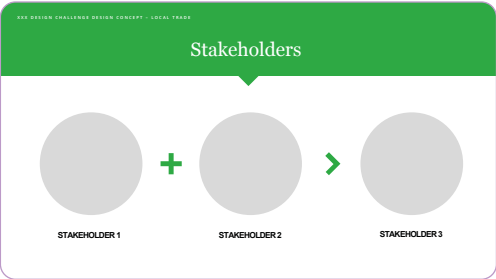
## 3. DESIGN RESEARCH

### STEP 1: EMPATHISE



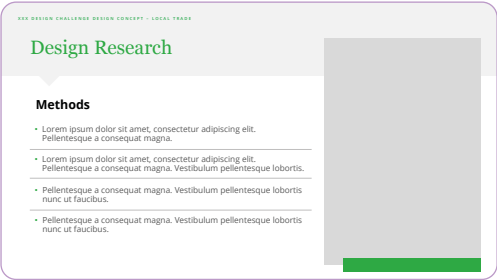
### STEP 2: THE STAKEHOLDERS

Who are the stakeholders most negatively impacted by the problem?



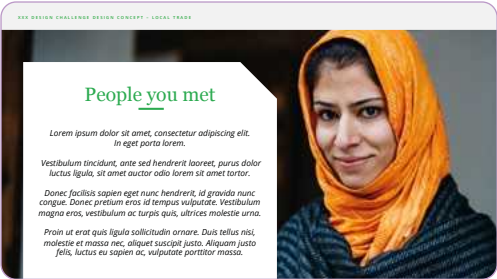
### STEP 3: METHODS

What design research methods (engage, immerse, observe) did your team use?



### STEP 4: PEOPLE YOU MET

Describe the stakeholders you met during this project.



For more guidance for this tool as well as an example, refer to the **Resource Book** on page 283.



Sharing project insights will help your audience understand the work that informed the concept you developed.



By sharing what you learned from the stakeholders you met, you will create a more compelling presentation.



# PREPARING YOUR PROJECT PLAYBOOK

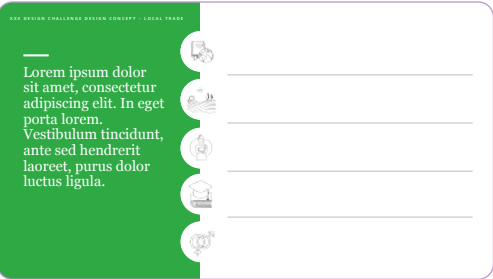
## 4. INSIGHTS

### STEP 1: SYNTHESISE



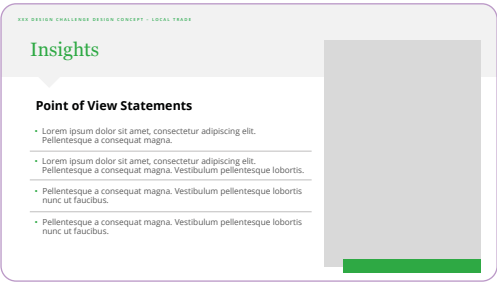
### STEP 2: KEY INSIGHTS FROM STAKEHOLDERS

Share the 3-5 most important facts that you learned about a **stakeholder** while developing a persona.



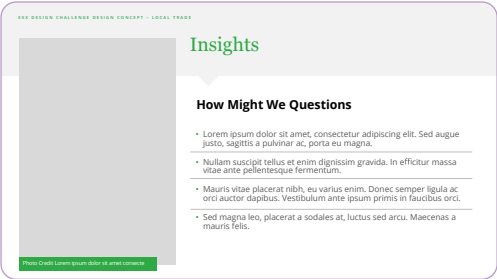
### STEP 3: POINT OF VIEW STATEMENTS

Select the most relevant Point of View statement to share here.



### STEP 4: HOW MIGHT WE QUESTION

Share 4-6 of your most relevant HMW questions.



For more guidance for this tool as well as an example, refer to the **Resource Book** on page 285.



Sharing project insights will help your audience understand the work that informed the concept you developed.



Be sure to edit down the insights and only share those that are relevant to the problem and concept you are working on.



# PREPARING YOUR PROJECT PLAYBOOK

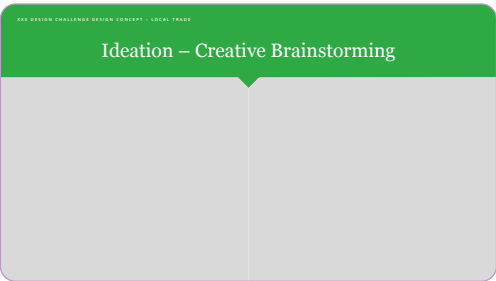
## 5. POTENTIAL SOLUTIONS

### STEP 1: IDEATE



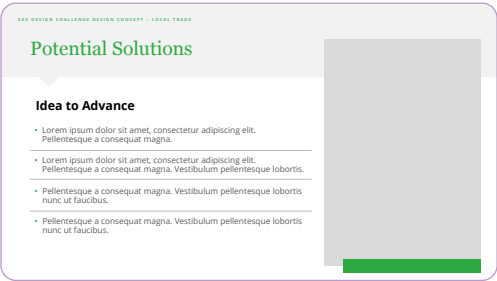
### STEP 2: IDEAS GENERATED

Share an image of your brainstorm. Share some of the ideas your team generated.



### STEP 3: IDEA TO ADVANCE

Share the idea your team selected to advance to the **Prototype Phase**.



A large empty rectangular box for sharing the idea your team selected to advance to the Prototype Phase.

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 287.



Sharing some of the ideas you generated but did not advance is exciting for the audience to see.



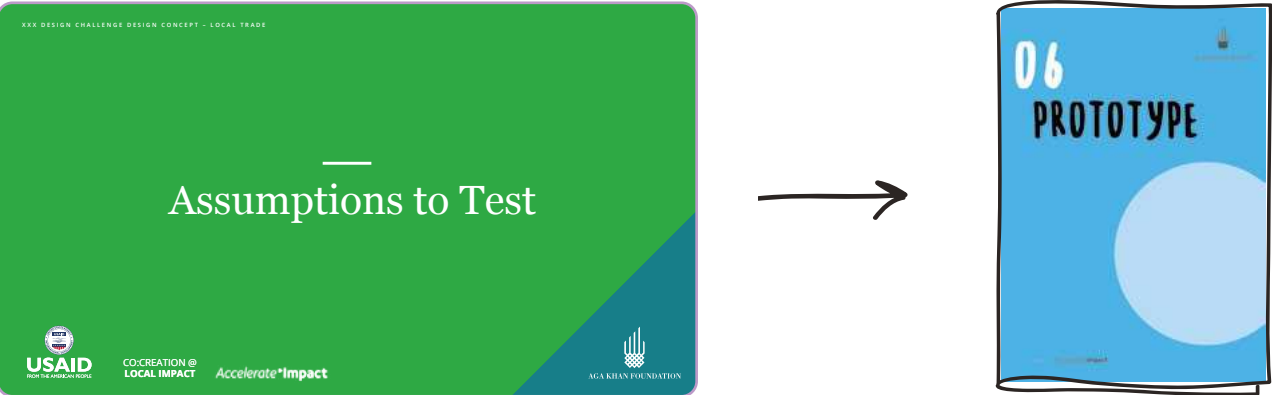
Don't spend too much time presenting all the ideas your generated -- just give the audience a brief taste.



# PREPARING YOUR PROJECT PLAYBOOK

## 6. ASSUMPTIONS TO TEST

### STEP 1: PROTOTYPE



### STEP 2: PRIORITISING ASSUMPTIONS

Share 2-3 assumptions your team decided to test.

Assumptions to Test

**Prioritising Assumptions**

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed augue justo, sagittis a pulvinar ac, porta eu magna.
- Nullam suscipit tellus et enim dignissim gravida. In efficitur massa vitae ante pellentesque fermentum.
- Mauris vitae placerat nibh, eu varius enim. Donec semper ligula ac orci auctor dapibus. Vestibulum ante ipsum primis in faucibus orci.
- Sed magna leo, placerat a sodales at, luctus sed arcu. Maecenas a mauris felis.

### STEP 3: POTENTIAL PROTOTYPES

Share an image of the sketches of your team's prototyping ideas.

Prototype - 1

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 289.



Sharing the assumptions you tested can help the audience understand the work that went into developing your prototype.



Give your audience a glimpse into the design work you did during the **Prototyping Phase**.



# PREPARING YOUR PROJECT PLAYBOOK

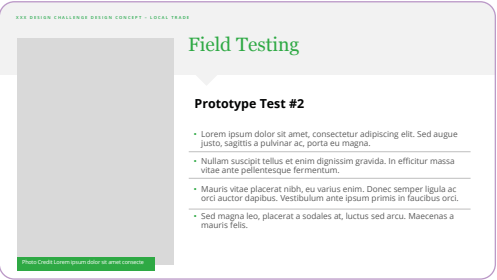
## 7. FIELD TESTING

### STEP 1: TEST



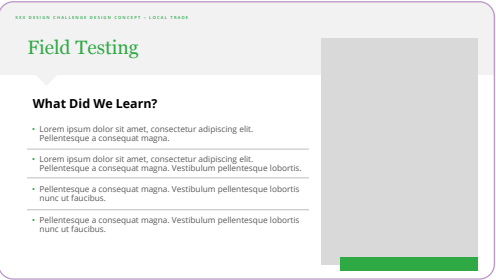
### STEP 4: PROTOTYPE TEST #2

Describe what you learned from your **test of your second prototype**.



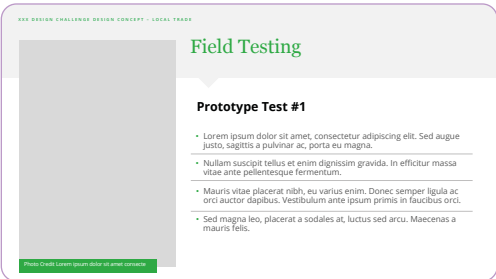
### STEP 5: WHAT DID WE LEARN?

Describe what you **learned** from your test of your **second prototype**.



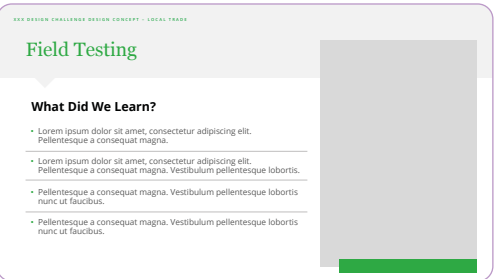
### STEP 2: PROTOTYPE TEST #1

Describe the test of your **first prototype**.



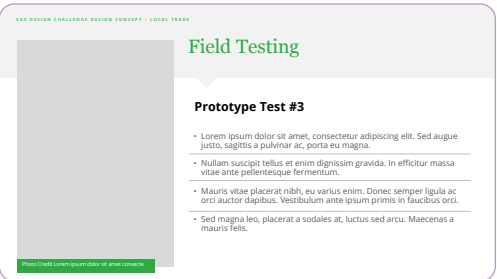
### STEP 3: WHAT DID WE LEARN?

Describe what you **learned** from your test of your **first prototype**.



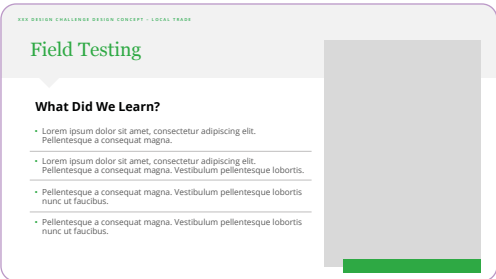
### STEP 6: PROTOTYPE TEST #3

Describe what you learned from your **test of your third prototype**.



### STEP 7: WHAT DID WE LEARN?

Describe what you learned from your test of your **third prototype**.



For more guidance for this tool as well as an example, refer to the **Resource Book** on page 291.



Sharing what you tried and what you learned through prototyping can help your audience understand the work that went into developing your concept.



Work to distill your most important learning from testing prototypes.





# PREPARING YOUR PROJECT PLAYBOOK

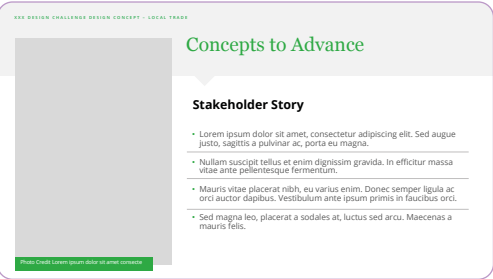
## 8. CONCEPTS TO ADVANCE

### STEP 1: STORYTELL



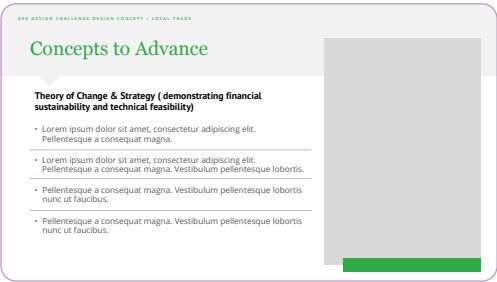
### STEP 2: STAKEHOLDER STORY

Share the story that demonstrated that this concept is desirable.



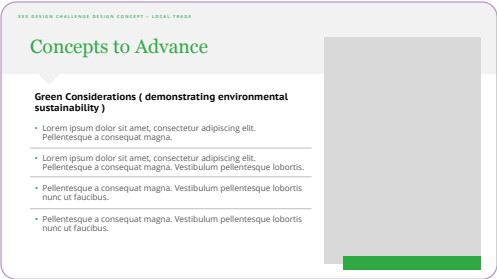
### STEP 3: THEORY OF CHANGE & STRATEGY

Share the theory of change that demonstrates this idea is financially sustainable. Share the strategy that demonstrates this idea is technically feasible.



### STEP 4: GREEN CONSIDERATIONS

Share the green considerations your team made in order to ensure this idea is environmentally sustainable.



For more guidance for this tool as well as an example, refer to the **Resource Book** on page 293.



Use the reflection tools from the **Storytell Phase** to share your ideas for how to make your concept a reality. Sharing your ideas here will help your team bring together all the information you created into a specific pitch to a specific audience.



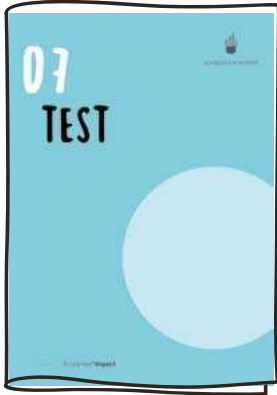
Work as a team to focus on the most important information to share for each of these sections.



# PREPARING YOUR PROJECT PLAYBOOK

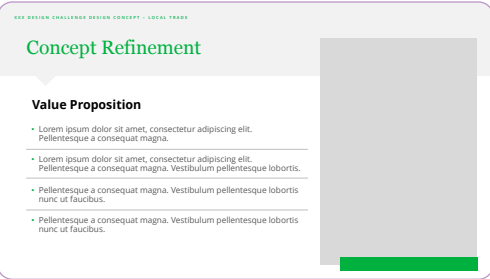
## 9. CONCEPT REFINEMENT

### STEP 1: INSIGHTS FROM TESTING



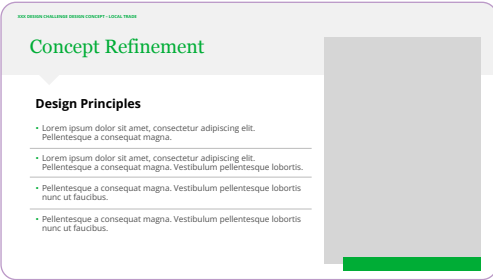
### STEP 2: VALUE PROPOSITION

Describe how your concept provides value to the stakeholder.



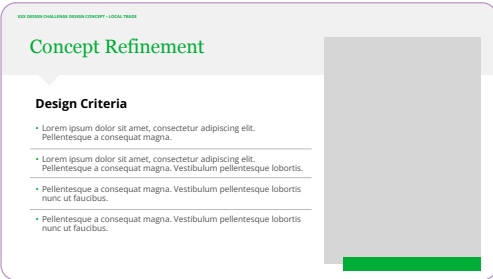
### STEP 3: DESIGN PRINCIPLES

Share the design principles your team created at the end of the Test Phase. These principles should guide your implementation of the concept, even if your original concept has to change.



### STEP 4: DESIGN CRITERIA

Share the design criteria your team created at the end of the Test Phase. This design criteria should guide your implementation of the original concept, if the concept is being implemented as you planned. These criteria could become irrelevant if the concept changes significantly.



For more guidance for this tool as well as an example, refer to the **Resource Book** on page 295.



Use the reflection tools from the **Storytell Phase** to share your ideas for how to make your concept a reality. Sharing your pitch here will help your team bring together all the information you created into a specific pitch to a specific audience.



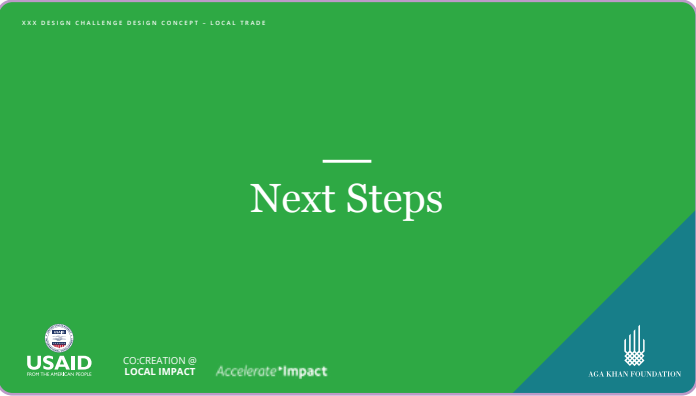
Work as a team to focus on the most important information to share for each of these sections.



# PREPARING YOUR PROJECT PLAYBOOK

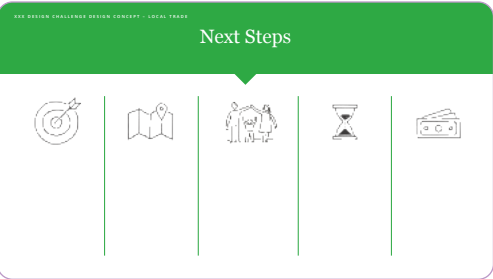
## 10. NEXT STEPS

### STEP 1: PLAN



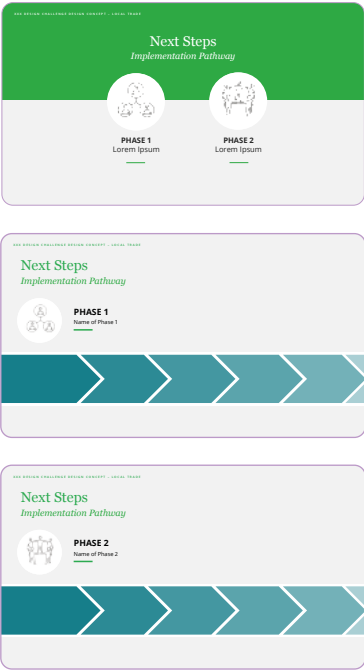
### STEP 2: CONCEPT

Share the details of your concept.



### STEP 3: STRATEGY

Share the strategy for implementation your team developed.



### STEP 4: TIMELINE

Share the timeline for implementation that your team is planning



For more guidance for this tool as well as an example, refer to the **Resource Book** on page 297.



Use this opportunity to go into more detail about how your team plans to implement your concept.



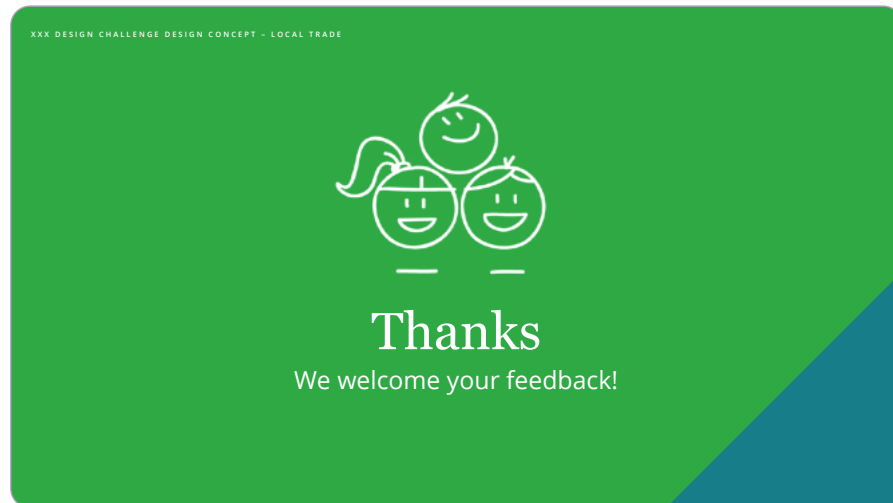
Work as a team to focus on the most important information to share for each of these sections.



# PREPARING YOUR PROJECT PLAYBOOK

## II. WRAP UP AND CONCLUSION

### STEP 1: WRAP UP



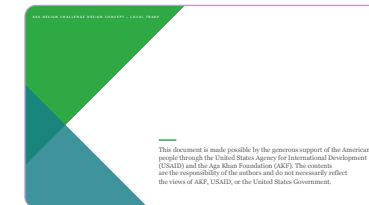
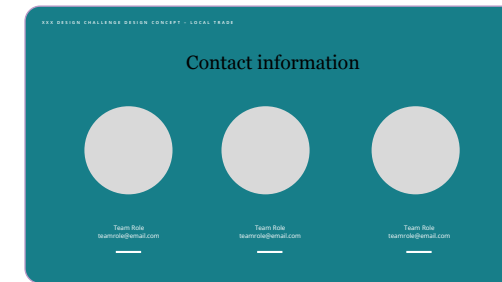
### STEP 2: ACKNOWLEDGMENTS

Be sure to thank those individuals and organisations that supported your work along the way.



### STEP 3: CONTACT INFORMATION

Share the contact information of your team members in case someone in the audience wants to connect with you.



For more guidance for this tool as well as an example, refer to the **Resource Book** on page 299.



Gratitude and recognition are an important part of any collaboration. Be sure to thank those who helped you along the way, especially stakeholders!



Work as a team to focus on the most important information to share for each of these sections.

# WHAT DOES IT MEAN TO PITCH YOUR IDEA?

**Instructions:** Unlike the Project Playbook, which shares details and process, the pitch should present the power of your idea clearly and concisely in no longer than 15 minutes. Crafting a compelling story that inspires action and support, requires planning, feedback and iteration. Presenting that story in a powerful and confident way takes practice and coaching. The rest of this guidebook provides resources designed to support you to give the most powerful presentation of your story.

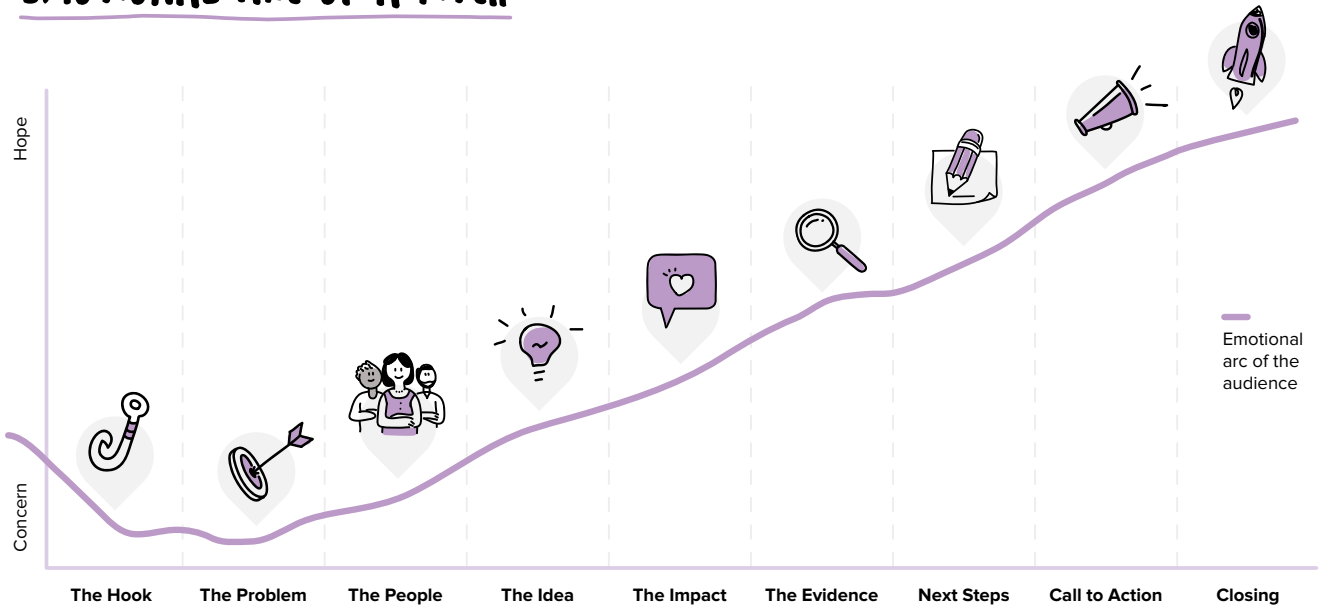


Below is the ideal emotional arc of the audience for your presentation. If you are setting the context of the problem and then presenting the solution effectively, your presentation should first build concern in your audience, not just for the big picture but also for specific people. When you present your idea, the mood ideally will change to one of hope. As you make your case for why your idea will work, your audience's feeling of hope should continue to grow.




Once you have built that hope, capitalize on the feelings you have generated by giving a call to action. Leave the audience on an aspirational high note. Below is a chart of the different topics included in an effective presentation as well as suggestions for sources of evidence and visuals. Suggested timing for each slide is also included. **At the end of this Guidebook, you can find a QR code that links to a digital slide deck template.**




Good luck with your pitch!

## EMOTIONAL ARC OF A PITCH



Scan this QR Code or [click here](#) to find out more. At the end of this Guidebook, you can find a QR code that links to a digital slide deck template.

What are you sharing?	 THE HOOK	 THE PROBLEM	 THE PEOPLE
Why are you sharing it?	<ul style="list-style-type: none"><li>What is the <b>problem</b> that you want to solve?</li><li>How might you <b>capture the emotion</b> of the audience at the <b>very beginning</b>?</li></ul>	<ul style="list-style-type: none"><li>Why is the problem <b>worth solving</b>?</li><li>Why do we need to <b>solve it</b> urgently?</li><li>What is the <b>magnitude</b> of the problem?</li></ul>	<ul style="list-style-type: none"><li>How is it relevant to <b>communities</b> we work with?</li><li>Tell a story of a <b>specific stakeholder</b> you met in order to humanise the problem.</li></ul>
How are you sharing it?	<ul style="list-style-type: none"><li>Choose the <b>most compelling...</b><ul style="list-style-type: none"><li>Story about a real person</li><li>Quotation</li><li>Statistics</li><li>News Story</li></ul></li></ul>	<ul style="list-style-type: none"><li>Share any <b>context specific information</b> that helps the audience understand the issue.<ul style="list-style-type: none"><li>Quantitative Data</li><li>Photos of Context</li><li>Research</li></ul></li></ul>	<ul style="list-style-type: none"><li><b>We met:</b> Share a story about a specific stakeholder you met, so that the audience can get a better visualization of the context and the stakeholder's life.</li><li><b>We noticed / saw / heard:</b> What was your key observation? Was there something surprising / contradictory you discovered while meeting the stakeholder?</li><li><b>Our insight:</b> Based on your understanding of the context, stakeholder and your observations, what is the key insight that you had? What matters most to the stakeholder?<ul style="list-style-type: none"><li>Story</li><li>Photos of People</li></ul></li></ul>
For how long are you sharing it?	<b>Suggested time:</b> 1 minute	<b>Suggested time:</b> 1 minute	<b>Suggested time:</b> 1-2 minutes

What are you sharing?	 NEXT STEPS	 CALL TO ACTION	 CLOSING
Why are you sharing it?	<ul style="list-style-type: none"><li>What are the key activities of the <b>solution you plan to implement</b>?</li><li>What <b>resources</b> do you need? Financial, physical and human?</li><li>What is the <b>timeline</b> for your project? Show key steps in a diagram / as a Gantt chart.</li></ul>	<ul style="list-style-type: none"><li>How can the <b>audience</b> support this idea?</li><li>What is your <b>ask</b>?</li></ul>	<ul style="list-style-type: none"><li>If your idea is successful, what will the <b>future look like</b>?</li><li>How will you know if your <b>solution is successful</b>?</li><li>Close your pitch by connecting back to the people <b>most impacted by the problem</b>.</li></ul>
How are you sharing it?	<ul style="list-style-type: none"><li>Share any specific information that helps the audience understand your plan for <b>implementing your solution</b>.</li><li>Diagrams</li><li>Sketches</li><li>Pictures of Prototypes</li></ul>	<ul style="list-style-type: none"><li>Share any specific information that helps the audience understand how they might be able to <b>support the implementation</b> of your solution.</li><li>Story</li><li>Pictures of People</li></ul>	<ul style="list-style-type: none"><li>Share any specific information that helps the audience understand the <b>impact you are trying to create</b>.</li><li>Story</li><li>Pictures of Prototypes</li></ul>
For how long are you sharing it?	<b>Suggested time:</b> 1 minute	<b>Suggested time:</b> 1 minute	<b>Suggested time:</b> 1 minute



60-120 minutes

# PREPARING TO CREATE YOUR PITCH

**Instructions:** Use this tool to further synthesise what you learned during your design project and sharpen your articulation of your strategy. You will use this information to create your pitch deck and presentation. **At the end of this Guidebook, you can find a QR code that links to a digital slide deck template.**

## 1. WHAT IS YOUR GOAL FOR YOUR PITCH?

Are you hoping to secure funding? Motivate colleagues to support your project? Find partner organizations?

## 2. WHO IS THE AUDIENCE FOR YOUR PITCH?

What does your audience care most about? How do they typically make decisions (with data, from expertise, etc.)? Are they connected personally to the challenge?

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 303.



*Preparing to pitch is as important as the pitch itself. Be sure you are considering your audience as you develop your pitch.*



*Empathising with your audience will help you connect with them and make your case.*

## 3. WHY DOES SOLVING THIS PROBLEM MATTER?

Why should the audience be invested in creating this change based on their values? What do you want them to feel? To know?

## 4. WHY IS YOUR SOLUTION GOING TO SOLVE THE PROBLEM?

What makes your solution unique? Why is your team well-suited to implement this solution?

## 5. WHAT'S THE ASK?

What is the call to action for your audience? What do you want them to do?





60 - 120 minutes

# PREPARING TO CREATE YOUR PITCH

**Instructions:** Use this tool to develop your pitch. This will be the human-centred story that you tell your audience. Use this tool to reflect on your design work and what you might share during your pitch. Your team can reference the **Demonstrating Desirability Through Storytelling** tool at the beginning of this guidebook. **At the end of this Guidebook, you can find a QR code that links to a digital slide deck template.**

## WHAT IS THE SETTING?

Describe the context that is specific to the stakeholder you chose.

## 1. What is the problem in the context you selected? Describe the context.

What's your message?

## 2. Share 1-3 data points that demonstrate this problem.

What's your message?

## WHO IS THE MAIN CHARACTER?

Pick one stakeholder you met during your design work to feature throughout your pitch.

## 3. Introduce the main character. How does this problem impact them?

What's your message?

## 4. What are the character's needs? Use your POV statement.

What's your message?

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 305.



*Don't forget to create a pitch deck with visuals to support your comments! Creating a pitch brings all of the components of your design work together in a logical presentation.*



*By focusing on one stakeholder, your team will create a strong narrative and a more logical pitch that is more compelling.*

## 5. Introduce the solution. Why will it solve the character's problem?

What's your message?

## 6. How will you know if the solution has improved the character's life? What is the impact of the solution? What makes your solution unique/different from what they are currently using?

What's your message?

## 7. What will be the impact on the larger community where the character lives? What are the stakes if you don't act?

What's your message?

## 8. What resources do you need to implement this solution? What is the timeline?

What's your message?

## 9. What's the ask for this specific audience? Funding? Partnership? Support?

What's your message?

## 10. Close your presentation with the importance of taking action and what can be accomplished if you meet your goals.

What's your message?



4-6 hours

# PREPARING YOUR PITCH DECK & PRESENTATION

**Instructions:** Use this tool to develop your pitch deck and presentation. This will be the story that you tell to your audience about why they should support the implementation of your idea. Use the slide deck template to map out the visuals for your slide deck and the message that accompanies your pitch. Refer to the work you have completed creating the **Project Playbook**. **At the end of this Guidebook, you can find a QR code that links to a digital slide deck template.** There are multiple different slide designs, through the template and at the end of the deck. You can use any of the slide formats that is most relevant to the content on each slide.



For more guidance for this tool as well as an example, refer to the **Resource Book** on page 307.



Be sure to consider how to capture the emotion of the audience at the very beginning of your presentation.



Be sure to select the most powerful insight about the problem and the community closest to the problem to share as your hook.

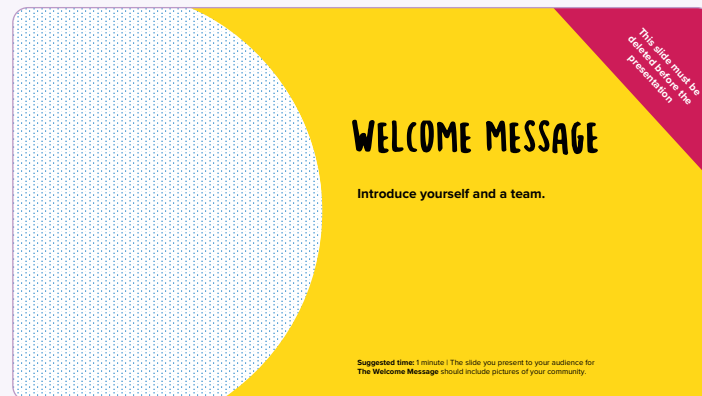
## 1. WELCOME



Suggested Presentation Time:  
1 minute

### MESSAGE TEMPLATE:

Reflect on how you want to introduce your design team.



### VISUAL TEMPLATE:

The **WELCOME MESSAGE** slide should include pictures of your community.



At the end of this Guidebook, you can find a QR code that links to a digital slide deck template.

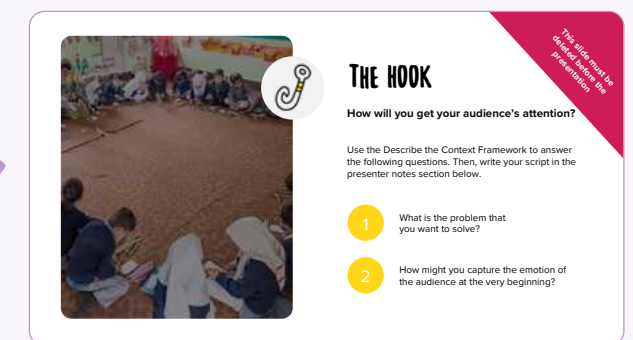
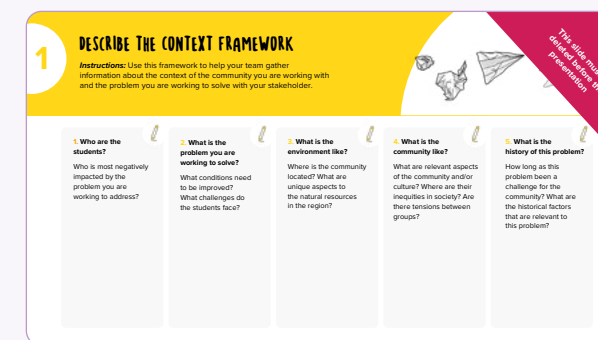
## 2. THE HOOK



Suggested Presentation Time:  
1 minute

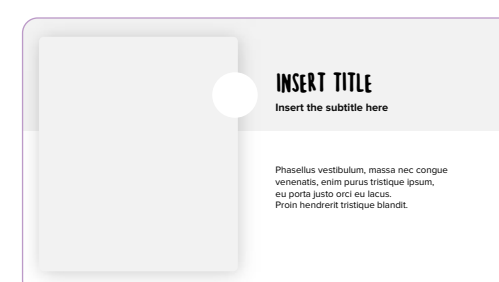
### MESSAGE TEMPLATE:

Reflect on how you will get the audience's attention at the beginning of your presentation.



### VISUAL TEMPLATE:

The **HOOK** slide should include pictures of your community.





4-6 hours

Continued



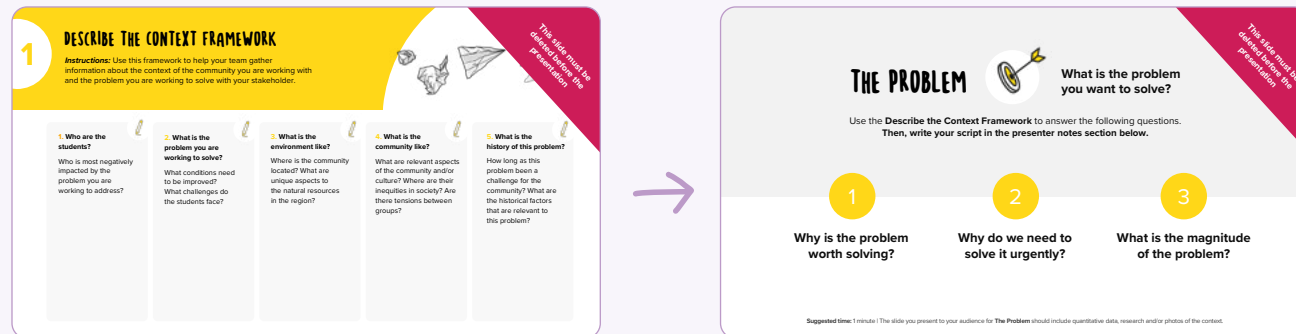
# PREPARING YOUR PITCH DECK & PRESENTATION

## 3. THE PROBLEM

Suggested Presentation  
Time: 1 minute

### MESSAGE TEMPLATE:

Reflect on how you want to introduce the problem you are working to solve.



### VISUAL TEMPLATE:

The **PROBLEM** slide should include quantitative data, research and/or photos of the context.

INSERT TITLE

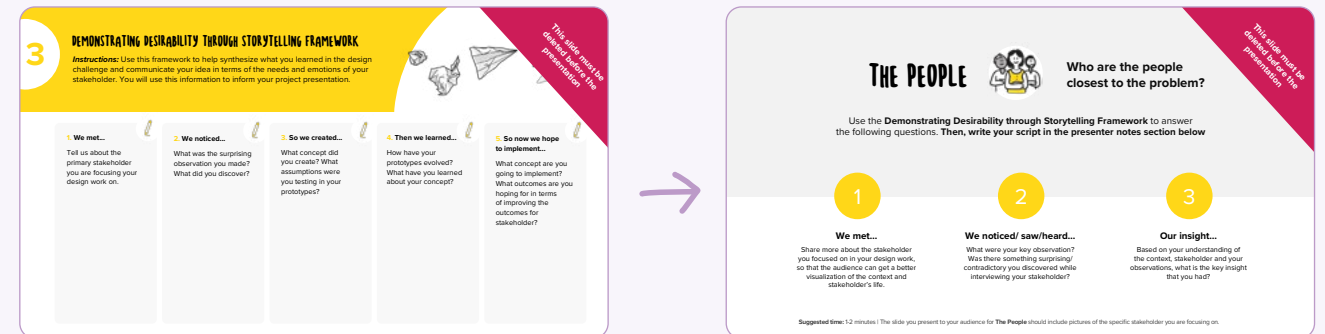
Insert the subtitle here

## 4. THE PEOPLE

Suggested Presentation  
Time: 1-2 minutes

### MESSAGE TEMPLATE:

Reflect on how you will introduce the audience to the people closest to the problem you are working to solve.



### VISUAL TEMPLATE:

The **PEOPLE** slide should include pictures of the specific stakeholder you are focusing on.

INSERT TITLE

Insert the subtitle here

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 309.



Be sure to consider how to capture the emotion of the audience through the anecdotes that you share.



Be sure to select the most powerful insights about the problem and the community closest to the problem in order to capture your audience's attention.



4-6 hours

Continued



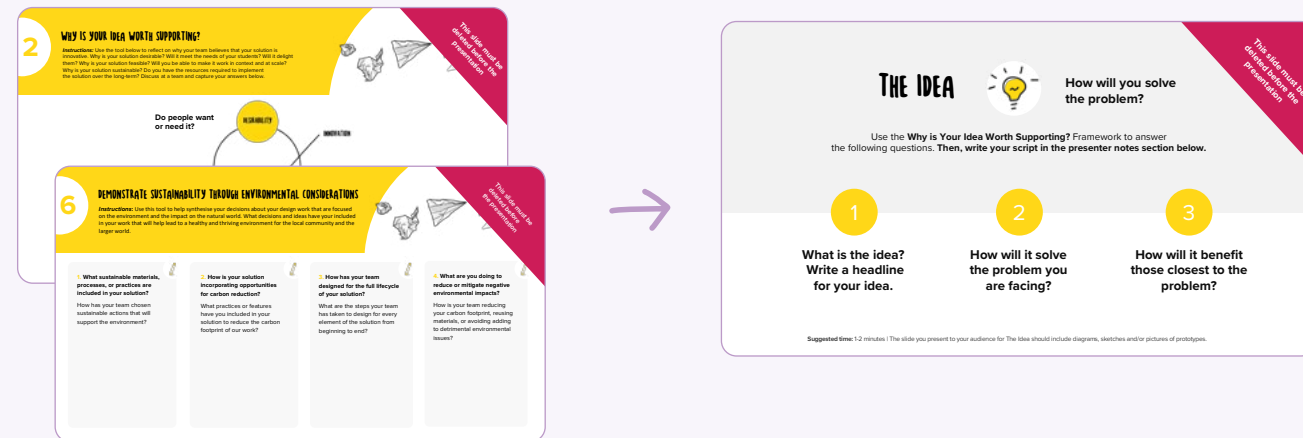
# PREPARING YOUR PITCH DECK & PRESENTATION

## 5. THE IDEA

Suggested Presentation  
Time: 1-2 minutes

### MESSAGE TEMPLATE:

Reflect on how you want to explain to the audience how your team plans to solve the problem.



### VISUAL TEMPLATE:

The **IDEA** slide should include include diagrams, sketches and/or pictures of prototypes.

INSERT TITLE

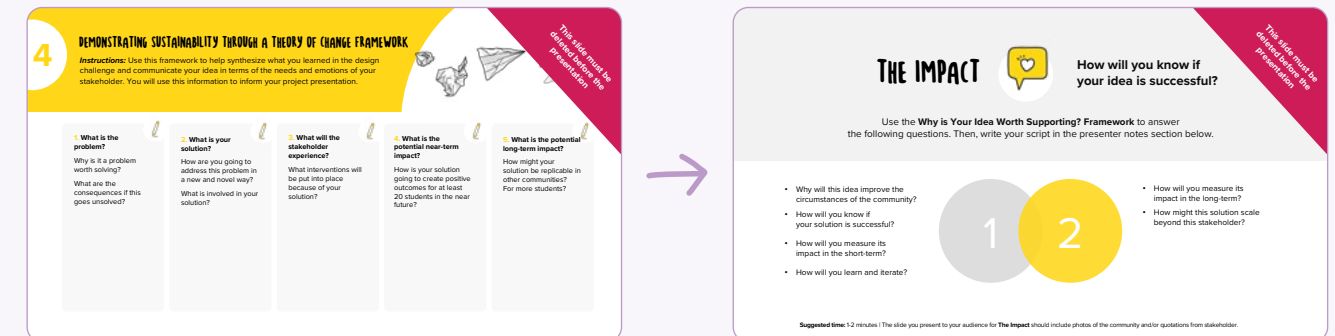
Insert the subtitle here

## 6. THE IMPACT

Suggested Presentation  
Time: 1-2 minutes

### MESSAGE TEMPLATE:

Reflect on how you will explain to the audience the impact of your solution.



### VISUAL TEMPLATE:

The **IMPACT** slide should include photos of the community and/or quotations from stakeholders.

INSERT TITLE

Insert the subtitle here

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 311.



Be sure to consider how to convey the impact of your solution to the audience from the perspective of the stakeholders closest to the problem.



Be sure to select the most powerful insights about the solution and the potential impact in order to capture your audience's attention.



4-6 hours

Continued



# PREPARING YOUR PITCH DECK & PRESENTATION

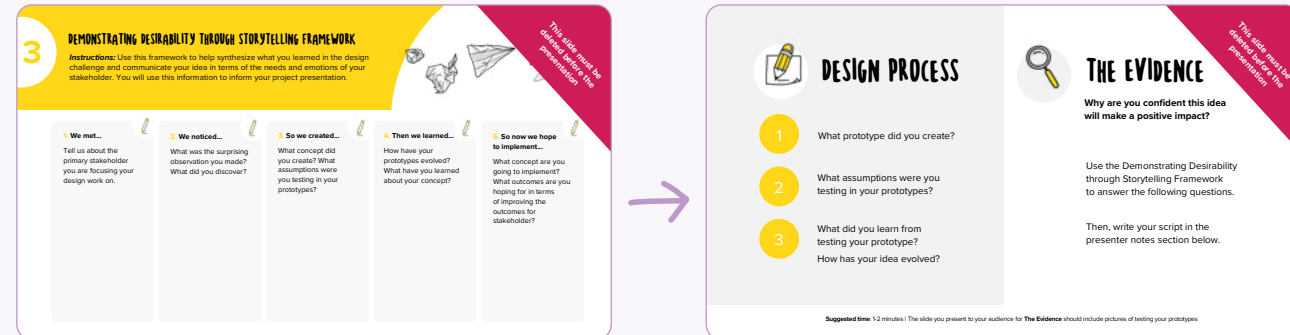
## 7. THE EVIDENCE



Suggested Presentation Time: 1-2 minutes

### MESSAGE TEMPLATE:

Reflect on why you are confident this idea will make a positive impact.



### VISUAL TEMPLATE:

The **EVIDENCE** slide should include pictures of testing your prototypes.

INSERT TITLE

Insert the subtitle here

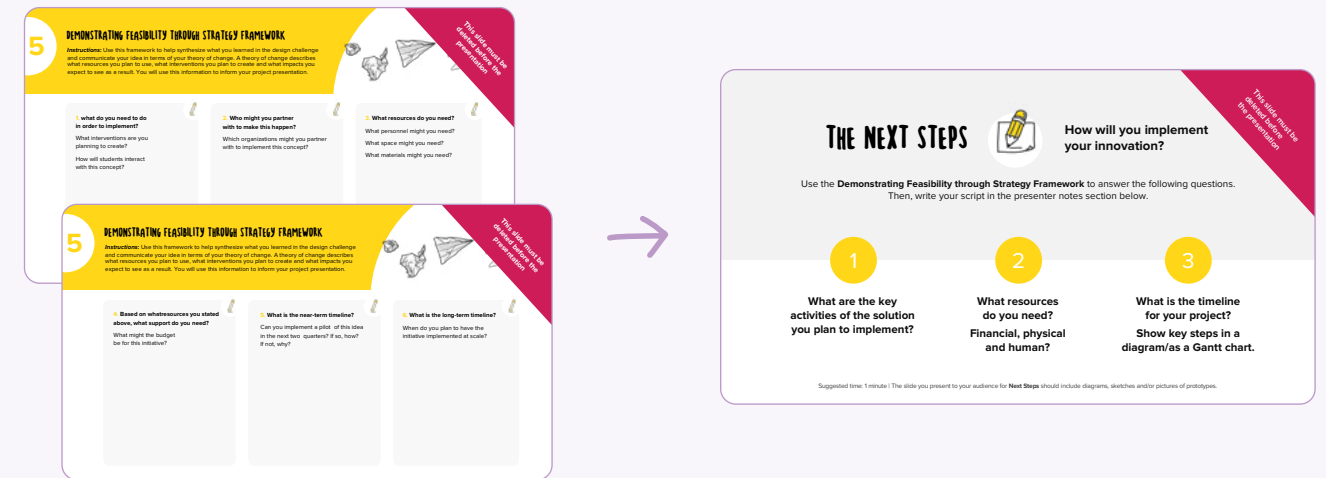
## 8. THE NEXT STEPS



Suggested Presentation Time: 1 minute

### MESSAGE TEMPLATE:

Reflect on how you will explain to the audience the impact of your solution.



### VISUAL TEMPLATE:

The **NEXT STEPS** slide should include diagrams, sketches and/or pictures of prototypes.

INSERT TITLE

Insert the subtitle here

- Example
- Example
- Example

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 313.



Be sure to clearly communicate the next steps needed to advance the project.



Be sure to clearly communicate Next Steps that are actionable and that will capture your audience's attention.



4-6 hours

Continued



# PREPARING YOUR PITCH DECK & PRESENTATION

## 9. CALL TO ACTION



Suggested Presentation  
Time: 1 minute

### MESSAGE TEMPLATE:

Reflect on what kinds of support you want to ask for from your audience.



### VISUAL TEMPLATE:

The **CALL TO ACTION** slide should include pictures of the stakeholders closest to the problem.

INSERT TITLE

Insert the subtitle here

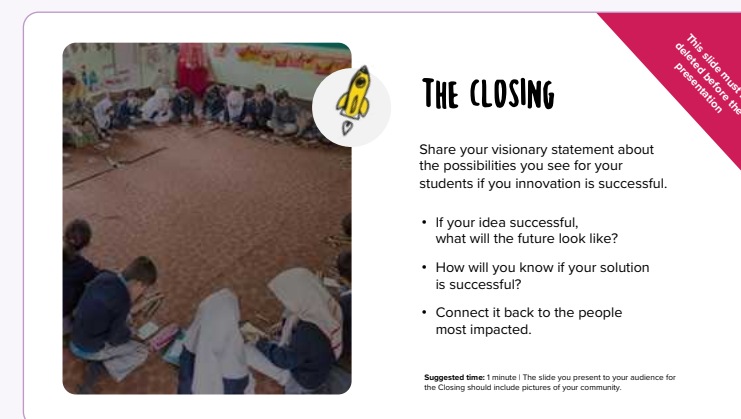
## 10. THE CLOSING



Suggested Presentation  
Time: 1-2 minutes

### MESSAGE TEMPLATE:

Reflect on how you will share your **visionary statement** about the possibilities you see for the stakeholders if your **innovation** is **successful**.



### VISUAL TEMPLATE:

The **CLOSING** slide should include pictures of your community.

INSERT TITLE

Insert the subtitle here

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 315.



Be sure to consider how to capture the emotion of the audience through the anecdotes that you share, especially as you close your presentation.



Be sure to select the most powerful insights about the problem, the community closest to the problem and the opportunity to make a difference in order to rally your audience to support your idea.



# STORYTELL: DIGITAL TEMPLATES

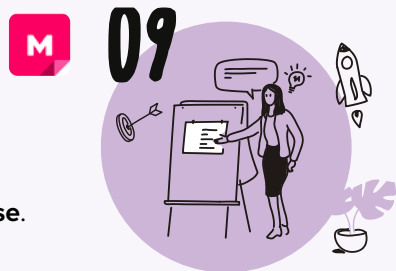


# PROJECT LAUNCH: DIGITAL TEMPLATES

#1

## STORYTELL PHASE MURAL TEMPLATE

Use this Mural template to complete your team's **Storytell Phase**.



Scan this QR Code or [click here](#) to access a template in Mural, an online collaborative platform.

#2

## DESIGN WORK JOURNAL

Use this PDF of the **Design Work Journal** to capture the most important information from each phase of the design process, as well as reflect on and improve the quality of your design work. Your design team will use the same **Design Work Journal** throughout your project.



Scan this QR Code or [click here](#) to access a PDF of the Design Work Journal

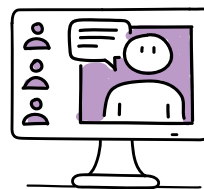
#3

## DESIGN WORK JOURNAL MURAL TEMPLATE

Use this Mural template of the **Design Work Journal** to capture the most important information from each phase of the design process, as well as reflect on and improve the quality of your design work. Your design team will use the same **Design Work Journal** throughout your project.



Scan this QR Code or [click here](#) to access a template for the Design Work Journal in Mural, an online collaborative platform.

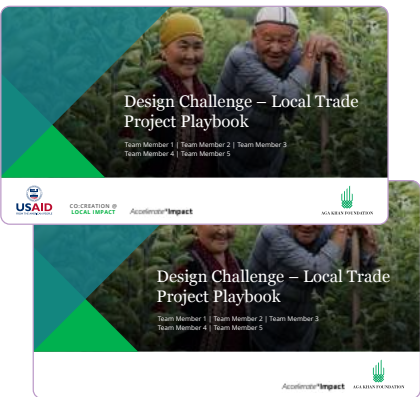


All of the **tools and resources** have **digital versions** that will allow your design team to capture your work, share it with others and collaborate while working remotely. Scan the **QR codes** below to access these resources.

#4

## DESIGN CHALLENGE PLAYBOOK TEMPLATE

Use this slide deck template to create your team's **Project Playbook**



Scan this QR Code or [click here](#) to access a slide deck template.

#5

## DESIGN CHALLENGE PITCH TEMPLATE

Use this slide deck template to create your team's **Pitch Deck**.



Scan this QR Code or [click here](#) to access a slide deck template.

# STORYTELL: CHECKLIST

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Congratulations on completing the **Storytell Phase** of your design challenge. At the end of this step, your design team should feel aligned around your design solution and how you are going to communicate your design team's solution to the community.

At the end of every phase of the design process, use the checklist provided to make sure you are making progress and are ready to move forward.

## BY NOW, YOU SHOULD HAVE COMPLETED THE FOLLOWING:

- ☐ Complete the tools of the **Storytell Phase** that were listed in your design pathway; depending on your design pathway, you may skip this phase.
- ☐ **Document your work** in your Design Work Journal through pictures and reflections on what you learned
- ☐ Complete the **Team Alignment** exercises in your Design Work Journal
- ☐ Complete the **Equity Reflection** exercise in your Design Work Journal
- ☐ Complete the **Process Reflection** exercise in your Design Work Journal
- ☐ Use the **Process Critique** tools in your **Design Work Journal** to reflect on the quality of your design work

# ACKNOWLEDGMENTS AND GRATITUDE

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Congratulations on completing your design project! We hope that you and your team found these tools and resources helpful. We also hope that your project and intervention are successfully implemented. Please let the Accelerate Impact team know how your project is going!

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We are grateful to the Aga Khan Foundation programme staff who have engaged in this process, provided feedback and work hard every day to make a difference in the communities they serve.

These resources were developed by Gray Garmon and Katie Krummeck in collaboration with the Accelerate Impact team. Munir Ahmad guided this project with his vision for community-led social innovation work. Sarayu Agarwal shared her insights as a practitioner and feedback from the field.

Thanks to Lynn Sharp for her keen insight and feedback and Rifaa Tajani for her copy editing prowess. A special thanks to the team at Inspirart for the graphic design and illustrations.

Thanks to USAID for funding support and our friends and colleagues at IDEO, Design for America, Stanford's d.school Design for Social Systems and MIT's D-Lab for inspiration.



# CONGRATULATIONS ON COMPLETING YOUR DESIGN PROJECT!



AGA KHAN FOUNDATION

# 09 STORYTELL

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Developed by:

*Accelerate* **Impact**