

Storytelling as Making



New York's Next Top Makers

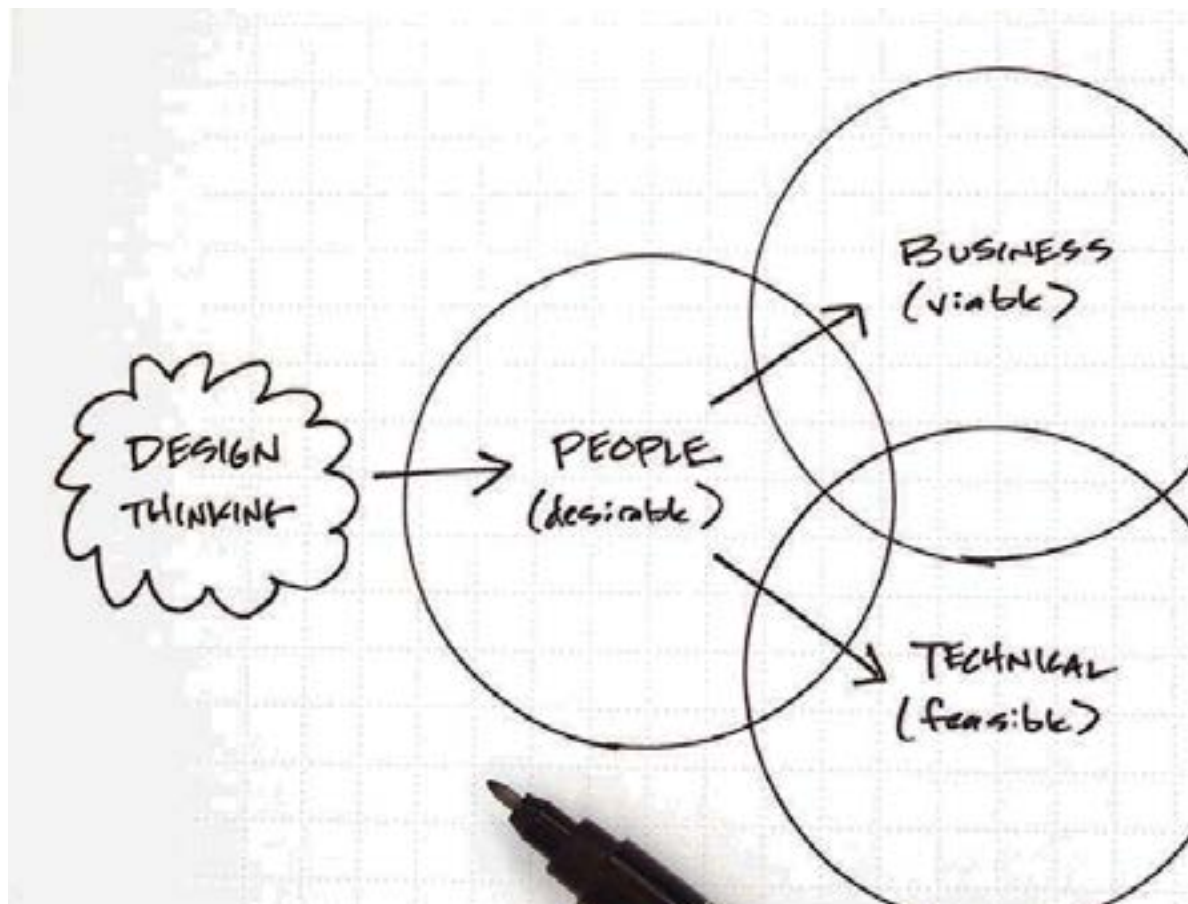
January 22, 2013

Who are we?

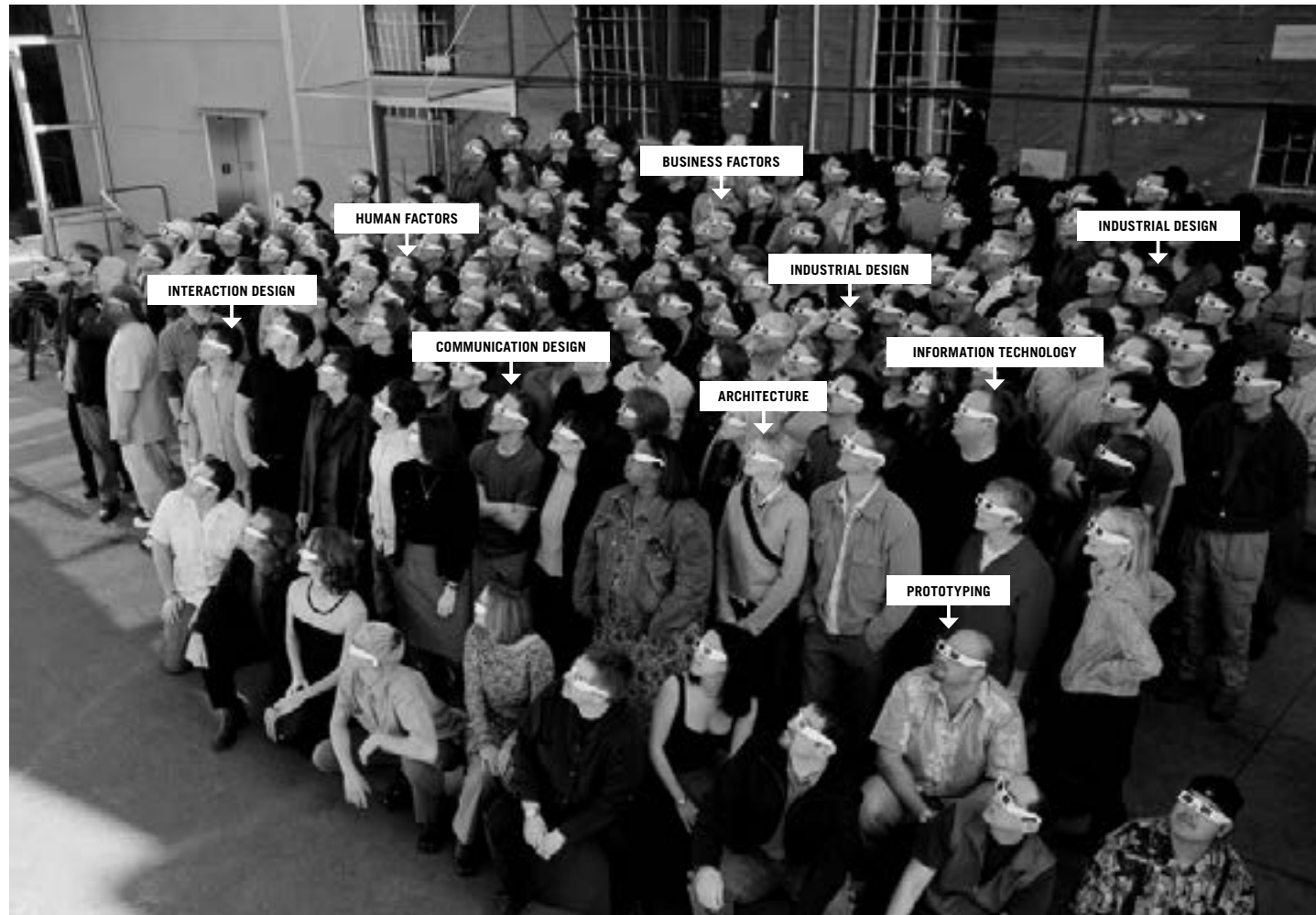
**Like you,
we are
makers.**



We start with people.



We have an interdisciplinary approach.



We think to build and build to think.



**Why does
storytelling
matter for
makers?**

**Your idea is
only as good
as your story.**

Your idea is
only as good
as **your story.**

6 principles for telling great stories

1

**Story trumps
facts.**

Stories create curiosity.

FEATURES Text Size: A | A | A

Suds for Drugs

Tide detergent: Works on tough stains. Can now also be traded for crack. A case study in American ingenuity, legal and otherwise.

By Ben Payner Published Jan 6, 2013 [Share](#) [42 Comments Add Yours](#)



The call that came in from a local Safeway one day in March 2011 was unlike any the Organized Retail Crime Unit of the Prince George's County Police Department had fielded before. The grocery store, located in suburban Bowie, Maryland, had been robbed repeatedly. But in every incident the only products taken were bottles—many, many bottles—of the liquid laundry detergent Tide. “They were losing \$10,000 to \$15,000 a month, with people just taking it off the shelves,” recalls Sergeant Aubrey Thompson, who heads the team. When Thompson and his officers arrived to investigate, they stumbled onto another apparent Tide theft in progress and busted two men who’d piled 100 or so of the bright-orange jugs into their Honda. The next day, Thompson returned to the store’s parking lot to tape a television interview about the crimes. A different robber took advantage of the distraction to make off with twenty more bottles.

Later, Thompson reviewed weeks’ worth of the Safeway’s security footage. He found that more than two dozen thieves, working in crews, were regularly raiding the store’s household-products aisle.

(Photo: Victor Prodo/New York Magazine. Typography by Kohn Dresser.)

Put a human face on data.



2

**Invoke
empathy.**

Create the experience you want people to understand.



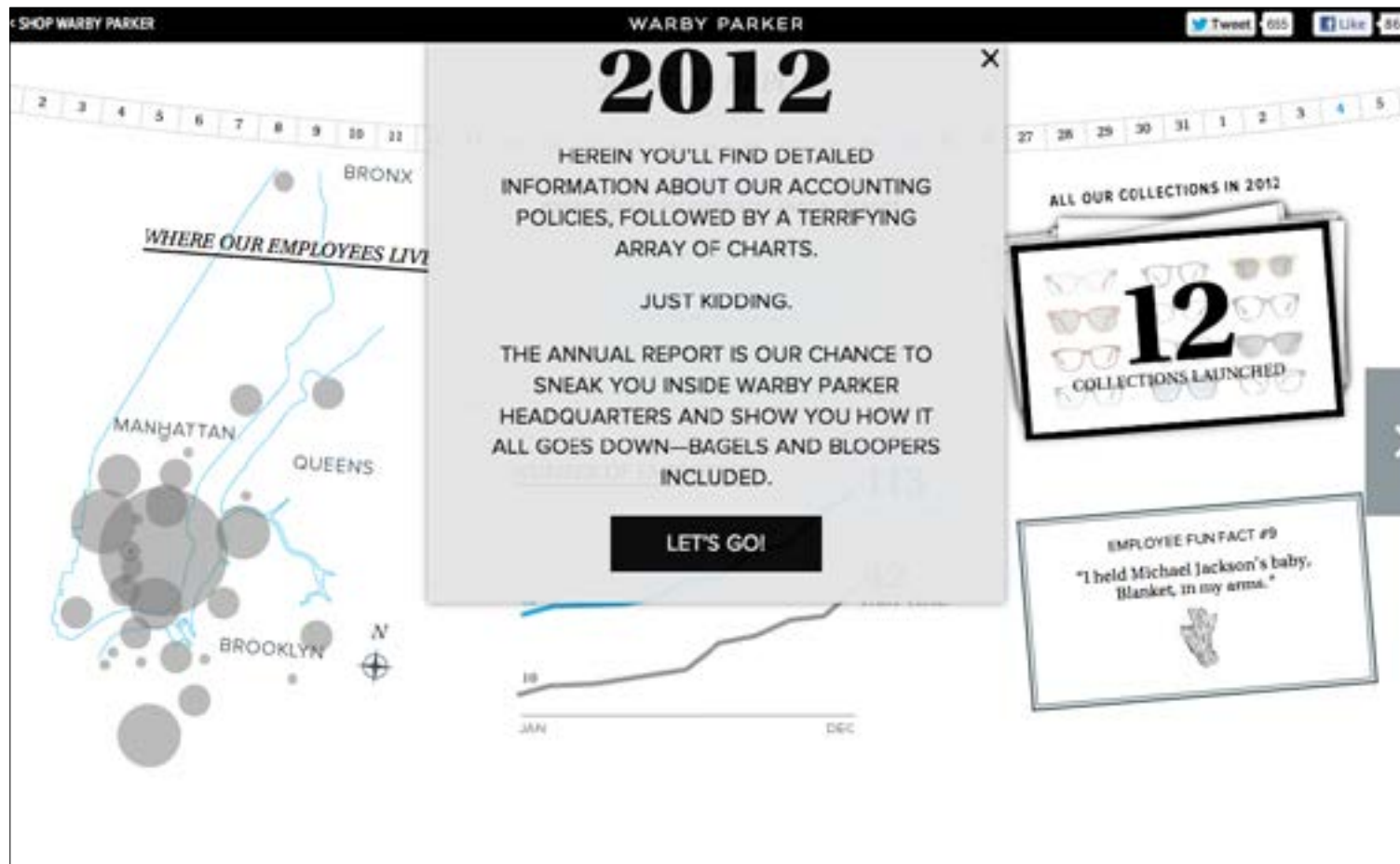
Put the audience in the user's shoes.



3

**Write like
you talk.**

Story is conversation.



4

**Editing is
power.**

Don't bury the lead.



5

**Design for
the retelling.**

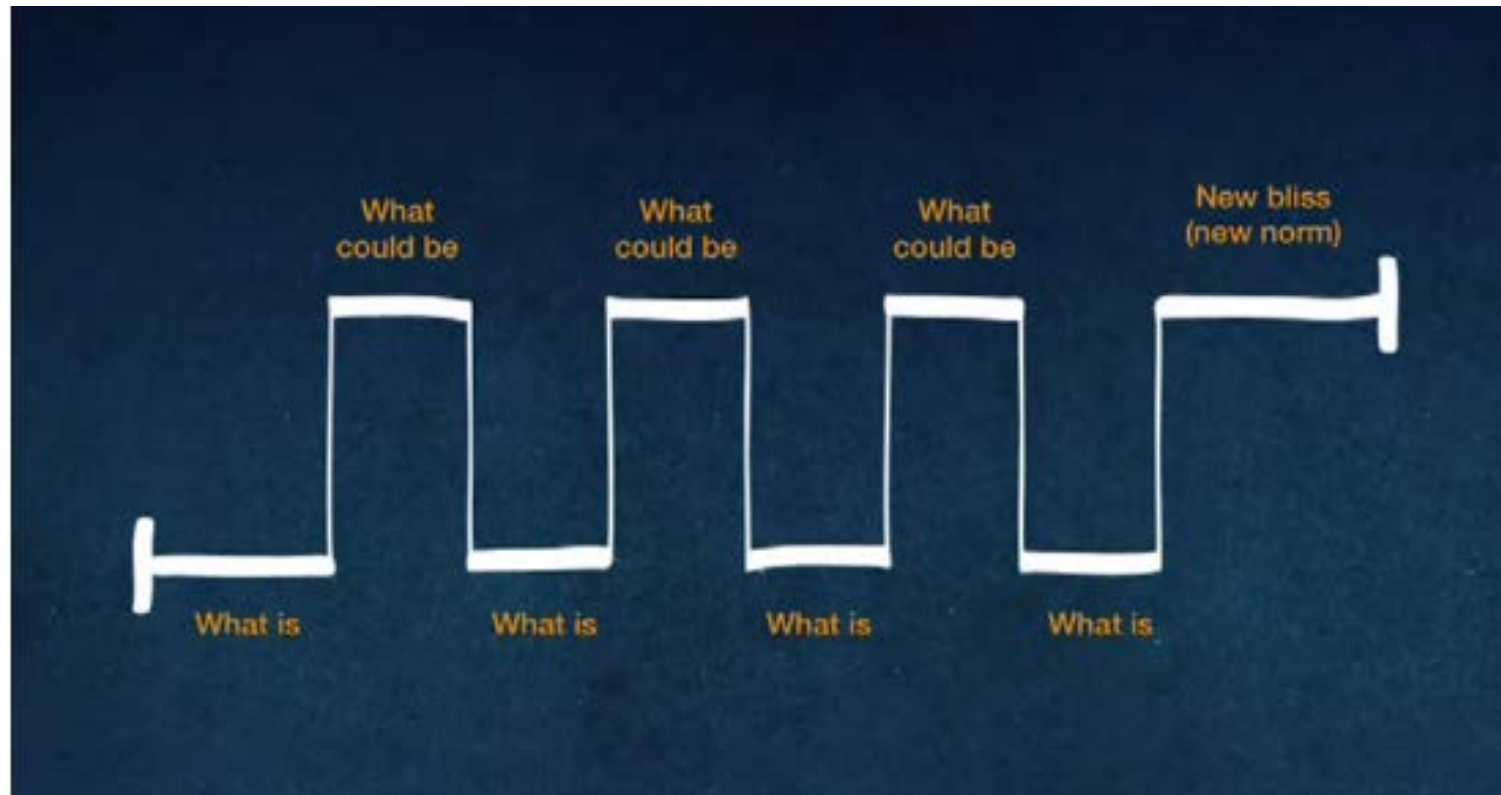
If you're lucky, someone else tells your story.



6

**Show how
the world
could be.**

Contrast current and future state.



**Your story is
never done.**

**And it's
never too
soon to start.**

Thanks!