



SCIENTIFIC STORYTELLING

...and how **NOT** to lose your audience

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THE SPARK

WHAT IF?

Pixar. IBM. Nike. Every story — and every product — starts with the same two words.

THE TRAP

The curse of **knowledge**

Once you know it deeply, you forget what it's like not to know it — so you skip the **why** it matters.

An audience is **not a journal.**

Relevance first. Evidence second.

Give them a reason to care — then give them the proof.

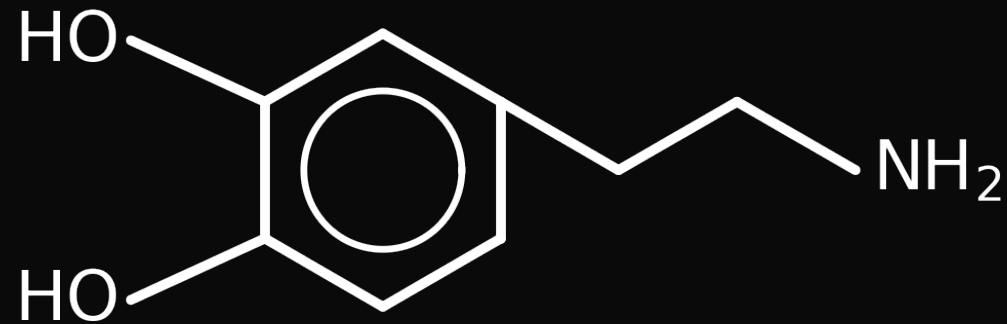
WHY IT WORKS

WIIFM?

“What's in it for me?” The brain asks it first.

Only if the answer is yes does it ask, “Is this true?”

THE SIGNAL



“...and then what happened?”

The four words that signal Dopamine is working. Dopamine · $C_8H_{11}NO_2$



THE OLDEST STRUCTURE IN THE WORLD

Hero. Failure. **Victory.**

Your work already has all three. You've just been trained to hide them.

THE TOOLKIT

Five things you can do on **Monday**

TOOL 01

Start with the **stakes**

The 'so what?' test: if this works, who is better off, and how? That's your first sentence.

TOOL 02

One sentence

If it needs the whole flight to explain, it's not the message — it's the appendix.

TOOL 03

Reorder the **story**

Problem → Stakes → Insight → Evidence → Ask.

Stop serving dessert first.

TOOL 04

Translate jargon into consequences

Don't make them translate your number into their world. Do it for them.

TOOL 05

One spine

A talk is a line, not a list. Everything hangs from one idea — and you keep touching it.

DELIVERY

Pause. You. Contrast. Signpost.

Silence is punctuation. Make it about them. Show the before and after.
Never bury the lede.

A STORY THAT WORKED

90 seconds.

Thermally conductive polycarbonate in the F-150 foglamp.

Half the weight of steel. Lower part cost. A skeptical boss — smiling.

THE CLOSE

Get inside your **audience's head.**

Describe the challenge. Talk about the failures. Introduce the hero who saves the day.

Craft your next story.
Make sure humans find it
impactful.



Thank you.

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