



Storytelling for Influence

Course Syllabus

Course Calendar

July 2 - August 9

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
INTRODUCTION				JULY 2 <i>Orientation Materials Open</i>			
LESSON 0 <i>Getting Started</i>	JULY 6 <i>Full Course Open, Assignment 0 Due</i>						JULY 12 <i>Assignment 1 Due</i>
LESSON 01 <i>Develop Your Blueprint</i>							JULY 19 <i>Assignment 2 Due</i>
LESSON 02 <i>Build Storytelling Prototypes</i>							JULY 26 <i>Assignment 3 Due</i>
LESSON 03 <i>Design for Impact</i>							AUGUST 2 <i>Final Project Due</i>
CONCLUSION							AUGUST 9 <i>Course Closed</i>



Storytelling for Influence

Course Syllabus

Craft a narrative to motivate and inspire.

*Your Instructors,
Teaching Team & Community 03*

*Planning for a Successful
Learning Experience 05*

COURSE SYLLABUS

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Your Instructors, Teaching Team & Community

A wide range of individuals are stakeholders in your success in learning design thinking. As a learner, you'll interact with...

INSTRUCTORS

IDEO U courses are taught by IDEO practitioners who have honed their skills over many years in the field bringing new ideas to market. They bring real-world case studies and examples into their recorded video lessons, pulling from IDEO's 40+ years of work with global organizations across diverse industries.

TEACHING TEAM

Receive support from a team of design thinking practitioners with teaching and facilitation expertise. These experienced professionals are present to guide discussions, foster peer connection, and provide feedback on your assignments.

COURSE COMMUNITY

Learn alongside a cohort of hundreds of passionate professionals from around the world seeking to bring innovation and creativity to their work. The IDEO U community spans 120 countries and countless professions and industries. Build your professional network by making valuable connections in each course.



Meet Your Instructor



JENN MAER

*Former Senior Design Director
at IDEO*

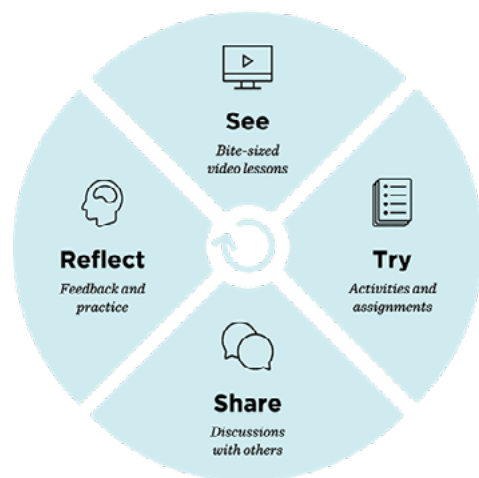
Jenn led brand strategy and storytelling work with a diverse group of IDEO clients, including Marriott, Mattel, ConAgra, and The National Campaign to Prevent Teen and Unplanned Pregnancy. She previously worked as an agency Account Planner, Copywriter, and Associate Creative Director. She's helped tell the stories of clients like HP, Oregon Chai, Microsoft, Red Envelope, and Snapple. Her writing has been recognized by The One Show, Clios, and others.



Planning for a Successful Learning Experience

The IDEO U learning experience centers on four key ways of engaging, all designed to help you understand and retain new knowledge. In each lesson you have the opportunity to see, try, share, and reflect. This isn't a passive experience—to get the most out of each course, we recommend that you plan to engage with your fellow learners and practice your new skills with others in real-world settings.

To be successful in a course, we recommend planning for a minimum of 4 hours of work per week, including time to watch videos and read articles, complete assignments, and engage in discussion and reflection.



SCHEDULE TIME FOR ASSIGNMENTS

Some assignments will require you to engage with others outside of the course—hosting a brainstorm, for example. It may be helpful to plan these sessions in advance. Find more information on assignments and activities in the lesson breakdowns in this syllabus.

PARTICIPATE IN VIRTUAL VIDEO CALLS

These optional sessions offer the chance to engage with your peers, dive deeper into course concepts, and broaden your perspective. If you can't attend each week, try to participate in at least one of these video chats.

GIVE FEEDBACK

We believe that asking for and giving feedback play crucial roles in learning. Use our in-course feedback guide to give constructive feedback and make valuable connections with your peers and the Teaching Team.

MEET DEADLINES

Put the deadline for each assignment on your calendar during your first week. These deadlines are suggestions to help you stay on track. The only hard deadline is the day your course closes, by which time you must submit all required course work to receive your certificate of completion.

STAY IN TOUCH

Your learning isn't over when the course closes. Tune in to hear from today's leading innovation experts and change makers on the IDEO U Creative Confidence podcast, get access to our LinkedIn alumni group, and consider guiding others through their IDEO U learning experience as an Alumni Coach or Teaching Lead.



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COURSE OBJECTIVES

- Identify what really matters to your end users.
- Identify your target audience, their needs, and your big idea.
- Share your stories with others to invite feedback.
- Explore techniques to motivate your audience towards action.

TIME COMMITMENT

- We recommend a minimum of 4 hours per week.

Whether you need someone to support your organization, invest in your idea, or get excited about following your lead, refining your storytelling skills can help. In this online course, you'll learn storytelling tips and techniques from IDEO practitioners. You'll create a story brief to identify your key stakeholders, their needs, and your big idea; explore different mediums for telling your story and create multiple versions to gather feedback from others; and work on tone, style, and timing to better engage your audience.

Week 1	GETTING STARTED	Get a brief course overview, explore the science of storytelling, and choose your story theme.
Week 2	LESSON 01 <i>Develop Your Blueprint</i>	Zero in on your audience, their needs, and the most powerful way to move them.
Week 3	LESSON 02 <i>Build Storytelling Prototypes</i>	Start building, sharing, and reflecting on your story.
Week 4	LESSON 03 <i>Design for Impact</i>	Increase your ability to inspire others through the development of tone, style, and timing.
Week 5	COURSE CONCLUSION <i>Final Project</i>	Complete a final project to bring your story to life.



INTRODUCTION

Getting Started

Get a brief course overview, explore the science of storytelling, and choose your story theme.

VIDEO

How this Course Works

Get acquainted with the design of the course and learn from some of our favorite stories.

VIDEO

The Power of Storytelling

If you want to motivate people toward change, you need to invite them to imagine something different. That means telling stories that feel and sound unmistakably human.

VIDEO

The Science of Storytelling

Stories have a funny way of making us feel and think about things in different ways. And the cool thing is, they literally stick in our brains. Science proves it.

CHECKPOINT QUIZ

Evaluate your learnings so far in this lesson.

ASSIGNMENT

Identify the Story You Want to Tell

Choose a theme and a related story you want to tell. These will provide the basic building blocks for your work throughout the course.

ARTICLE

More Tips for Nudging Culture

Get tips from David and Tom Kelley's book *Creative Confidence* to help you design your own office ritual.

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

JOIN A LEARNING CIRCLE

Your Learning Circle is a place to connect with a smaller community of peers working on the same theme as you. Learning Circles are peer-led, and provide an opportunity to discuss assignments, gain inspiration, and dive deeper into course content. Join a group with those who will inspire and push your thinking. Note: Joining a Learning Circle is optional and you may also create your own.

EXPLORE MORE

Additional resources with more tips, tricks, and perspective.



LESSON 01

Develop Your Blueprint

Get a brief course overview, explore the science of storytelling, and choose your story theme.

VIDEO

The Brief

Before you set out to craft your story, design a brief to serve as your blueprint for storytelling success.

VIDEO

The Big Idea

Ask yourself what this story is really about before crafting any narrative, presentation, or pitch.

ACTIVITY

In a Nutshell

Practice being clear and concise by writing a movie logline—a snappy summary of the story’s major conflict.

VIDEO

The Medium

Before you begin crafting your story, consider what medium will make the story shine.

CHECKPOINT QUIZ

Evaluate your learnings so far in this lesson.

ASSIGNMENT

Develop Your Blueprint

Now that you’ve chosen your story topic, think about your audience, their needs, and the best way to tell them your story.

PEER FEEDBACK

Provide feedback on the work of at least two of your peers’ assignments.

REFLECT & DISCUSS

Reflect on what you’ve learned and how you’ll apply it.

EXPLORE MORE

Additional resources with more tips, tricks, and perspective.



LESSON 02

Build Storytelling Prototypes

Start building, sharing, and reflecting on your story.

VIDEO

Explore how to apply prototyping to storytelling.

Build Storytelling Prototypes

ACTIVITY

Prototype a story about your childhood hero.

Hero Activity

VIDEO

See low-risk ways to share your story to help you think and move your ideas forward.

Ways to Prototype & Build Your Story

VIDEO

Explore how to invite constructive feedback to get a sense of what works and what doesn't.

Invite Feedback to Strengthen Your Story

CHECKPOINT QUIZ

Evaluate your learnings so far in this lesson.

ASSIGNMENT

Get your story out of your head and into the hands (and minds) of others for feedback and buy-in.

Prototype Your Story

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

REFLECT & DISCUSS

Reflect on what you've learned and how you'll apply it.

EXPLORE MORE

Additional resources with more tips, tricks, and perspective.



LESSON 03

Design for Impact

Increase your ability to inspire others through the development of tone, style, and timing.

VIDEO

Setting the Right Tone

Examine how tone impacts the way a story is received.

ACTIVITY

Dear Queen of England

This activity will help you strike the right tone for the right audience and increase the impact of your story.

VIDEO

Learn From a Presentation That Falls Flat

Watch a presentation gone wrong to see the difference between a good and bad presentation and the role tone plays.

VIDEO

Learn From a Presentation That Moves You

See an impactful presentation in action.

VIDEO

6 Tips for Story Impact

Learn how to take your story to the next level and really make it sing.

CHECKPOINT QUIZ

Evaluate your learnings so far in this lesson.

LISTEN

Conversations With Jenn

Jenn answers questions from learners, like overcoming the fear of the blank page and receiving feedback.

ASSIGNMENT

Iterate Your Story

Enhance your story and make it more compelling.

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

REFLECT & DISCUSS

Reflect on what you've learned and how you'll apply it.

EXPLORE MORE

Additional resources with more tips, tricks, and perspective.



Course Conclusion: Final Project

Hear parting thoughts from Jenn and complete a final project to bring your story to life.

VIDEO

Go Create Impact

Jenn shares guidance for practicing and perfecting your storytelling skills and motivating people toward your vision.

ASSIGNMENT

Final Project

Bring your story to life using the style, tone, and a medium of your choosing.

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

REFLECT & DISCUSS

Reflect on what you've learned and how you'll apply it.

A hand is shown holding the top-left corner of a large, bright yellow sheet of paper. The paper is slightly wrinkled and has a textured appearance. The background is a light blue surface.

*“Great stories tell us something about
what it means to be human.”*

JENN MAER

Former IDEO Senior Design Director

For any additional questions, reach out to us at hello@ideou.com

A hand is shown holding the bottom-right corner of the same large, bright yellow sheet of paper. The paper is slightly wrinkled and has a textured appearance. The background is a light blue surface.