



Experiment 16

Make a Video, Show Your Impact

Sharing an “aha!” moment as a story can bring the impact of your work to life. Create a one- or two-minute video with your camera phone to show the impact to your peers. We often get lost in numbers and charts, thinking this is the best way to showcase results. But while data is important, sharing stories of people is another powerful way to leave an impression and resonate with your audience. In fact, you’ve probably already shared a moment of realization (when the impact of your work dawned on you) with a customer or your team.

STEPS

- 1** Brainstorm and recall moments of realization that you and your team had. Think how you’d like to capture one of those moments.
- 2** Make a four- or five-step storyboard that plans the shots you’d like to capture in your video.
- 3** Keep it simple. Focus on the story – not the execution. Some tips to spark your imagination and keep it simple:
 - Interview a customer or employer you worked with
 - Create a photo sequence from the field, with captions and background music
 - Role play with your team

TIME

1-3 hours

ROLES

Individual or group of 2: (1 fixer – logistics, and 1 cameraperson)

MATERIALS

Video function from your phone

USE IT WHEN

- You want to share the impact of your work internally
- You’re trying to make the case for an organization

USE IT TO

- Get people excited
- Share the process across your organization and gain buy-in to scale up product development or tested prototypes

“The real danger is that we get caught in the words of customer centricity. We need to connect to [customer experience] in a personal way. The best way to make [customer experience] come alive is through stories.”

Ramesh Ramanathan, Janalakshmi, India