story
telling

עם מה נצא היום?

01

פורמולה
נפרק את מרכיבי
הסיפור

02

Best practice
נכיר דוגמאות
מעולמות הלמידה

03

נתרגל בסטורי קנבס

מרץ 2020

27

AMBULANCE
101

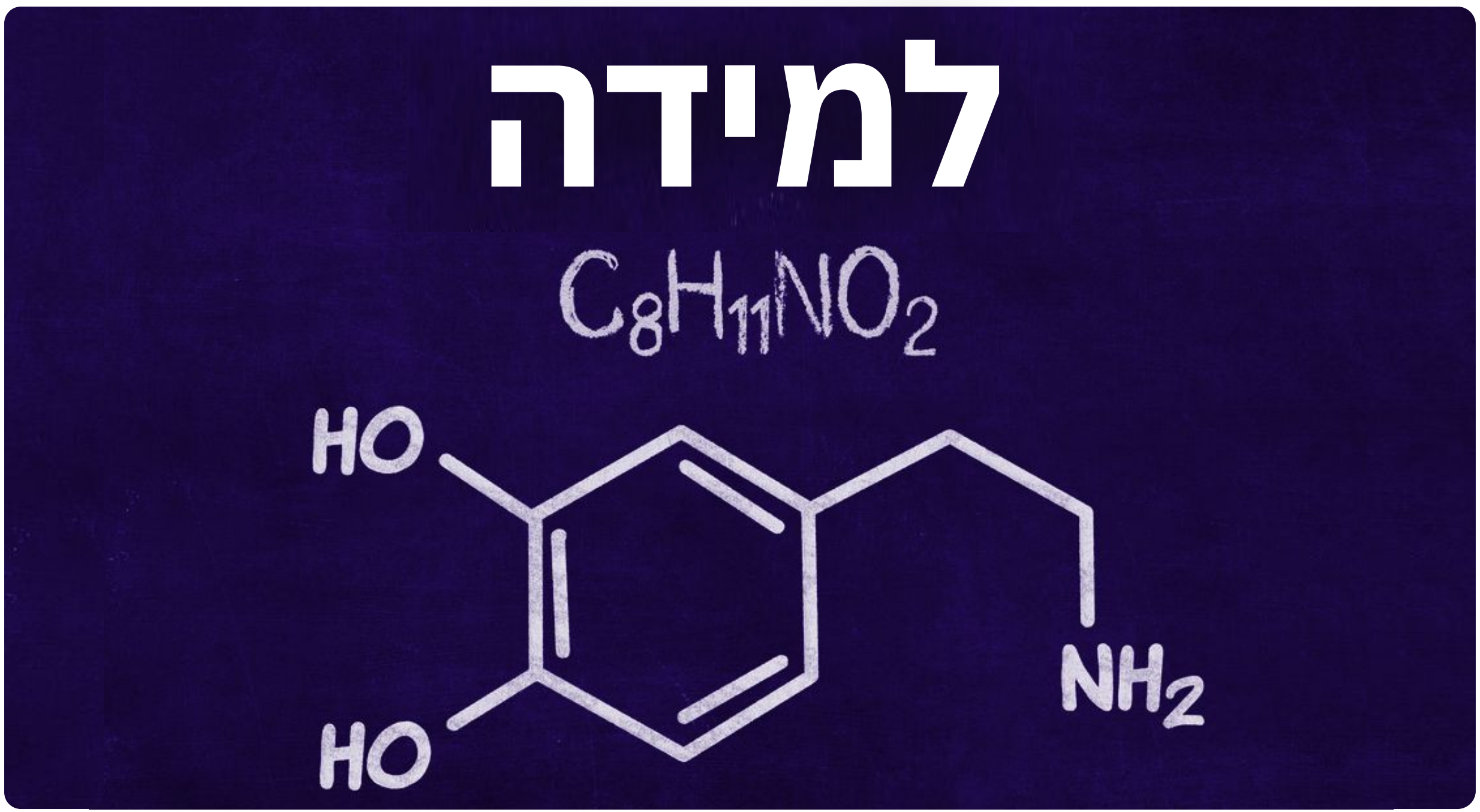
איך עוברים מזה?

ינואר 2020

לזה?

2020 אוקטובר

למידה



”שימוש **במבנה סיפורי**, כדי לייצר **חיבור אישי** עם **קהל היעד**, על מנת **לשנות תפיסה או התנהגות**”

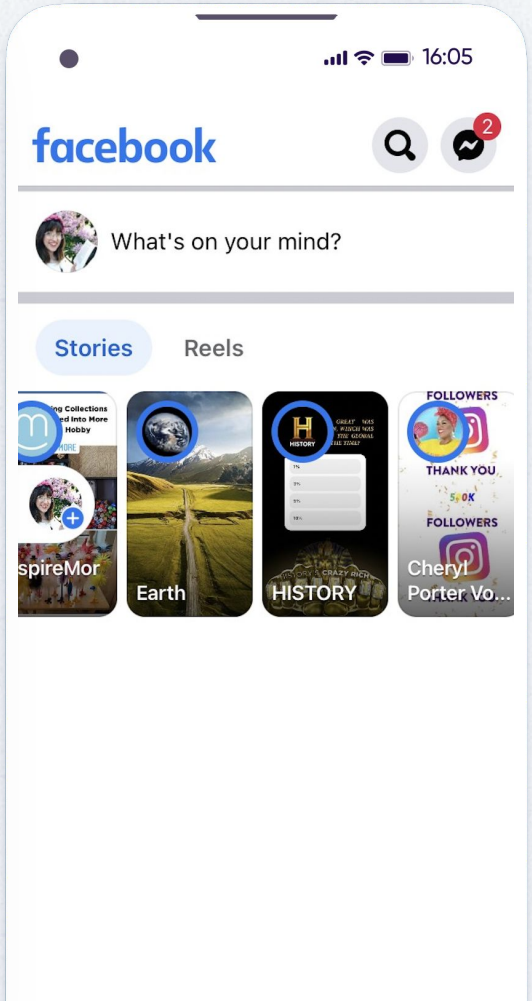
התאמה לקהל היעד

משפר את הזיכרון

העברת
מסרים

למידה

”Storytelling is the best **technology** invented by humankind”



מה זה סטוריטלינג
בעולמות הלמידה?

פיתוח כישורים
אונבורדינג
יחידת לימוד
גיימפיקציה
תהליכים ארגוניים
(שינוי, הטמעת מערכות)
למידת מוצר
מה זה סטוריטלינג בעולמות הלמידה?
בניית קמפיינים לתוכניות הדרכה
תקשורת
(לעובדים, שיחות עם מנהלים ועובדים)
כנסים
סדנאות
ישיבות צוות
פיתוח קריירה
חוויית עובדים
קורסים

סיכום ביניים מה למדנו עד עכשיו

01

התאמה לקהל יעד

02

נצרב בזיכרון וכלי להעברת מסרים

03

מגוון שימושים בעולמות הלמידה

איך לספר סיפור?

22 rules of storytelling

PIXAR

Storytelling Canvas

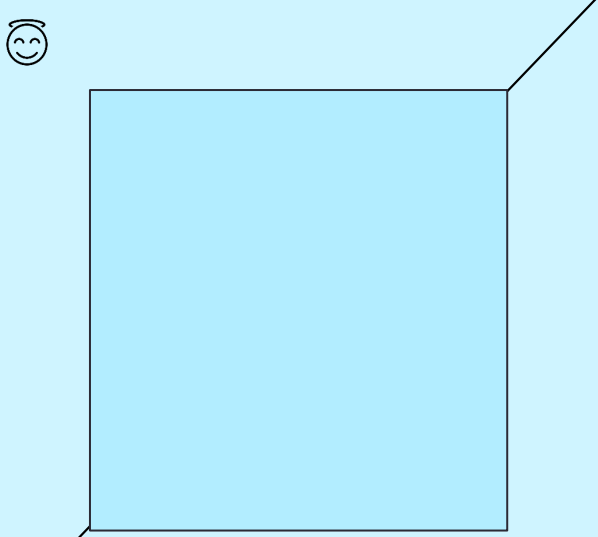
Title

Date

Once upon a time there was _____. Every day, _____.

One day _____. Because of that, _____. Because of that, _____. Until finally _____

Our Hero

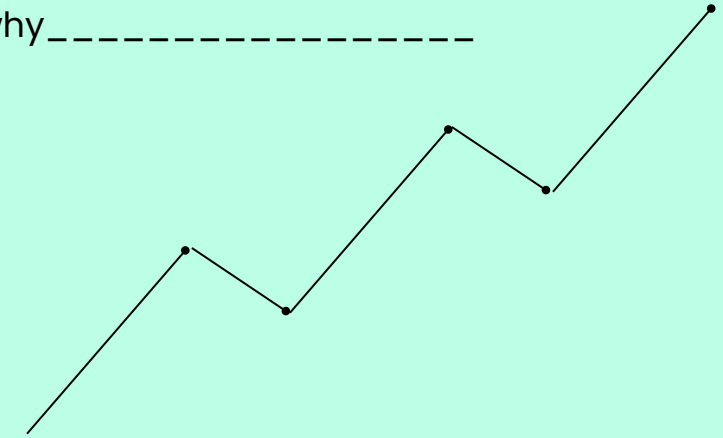


- □ Solidarity
- □ Imperfect,
- □ Round character,
- □ Trying to be the best version possible

Our Challenge

It is difficult because:_____

Who will fail in this and why_____



- □ Hard but possible
- □ Stack the odds against
- □ Cliffhanger
- □ The villain's is on top and the evil seems to win

Our Solution

How the solution changes

- □ Learn something about ourselves,
- □ Overcome difficulty
- □ Change reality
- □ Social recognition

- □The messages\CTA
- □The moral, The desired behavior
- □The purpose of the story
- □ Our version of reality

You should do (behave) this:_____ Because_____

_____, which will lead to_____.

עקרון #4

#4

מבנה הסיפור

Once upon a time there was _____. Every day, _____. One day_____. Because of that, _____. Because of that, _____. Until finally _____.

intel

חווית האונבורדינג

From zero to hero!

Your onboarding adventure

→

Welcome to AppsFlyer

Let's **get started!**

Pre-Launch

Your onboarding journey **starts here!**

Your badge

Check out your awarded badges. It will update upon completing your missions!

Welcome on board the AppsFlyer rocket ship!

Follow the map in order to complete your onboarding journey.

Your last awarded badges

7
My awarded Badges

11
Not yet awarded badges

550
My total points

Storytelling Canvas

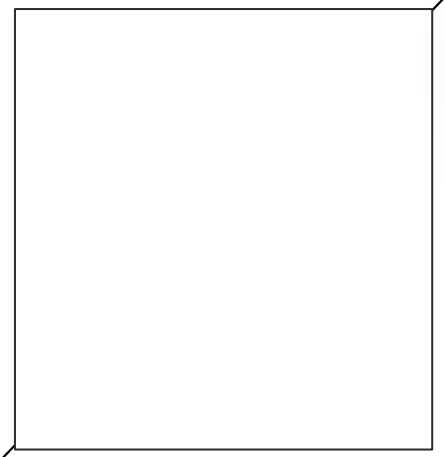
Title

Date

Once upon a time there was _____. Every day, _____.

One day _____. Because of that, _____. Because of that, _____. Until finally _____.

Our Hero



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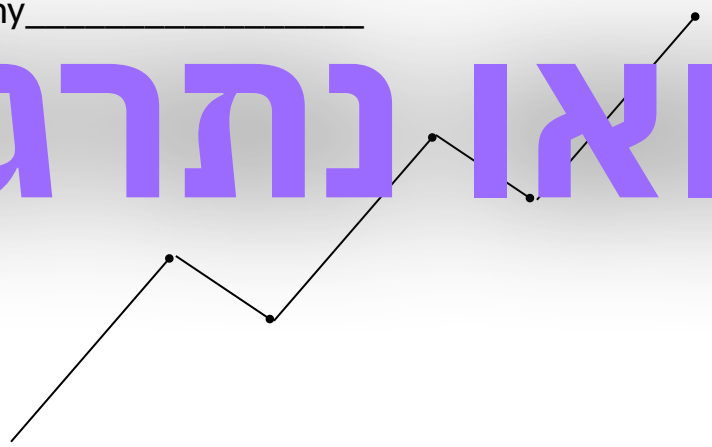

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How the solution changes reality:

- ◻ Learn something about ourselves,
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- ◻ Social recognition

בואו נתרגל

- ◻The messages\CTA
- ◻The moral, The desired behavior
- ◻The purpose of the story
- ◻ Our version of reality

You should do (behave) this:_____ Because_____

_____, which will lead to_____.

Storytelling Canvas

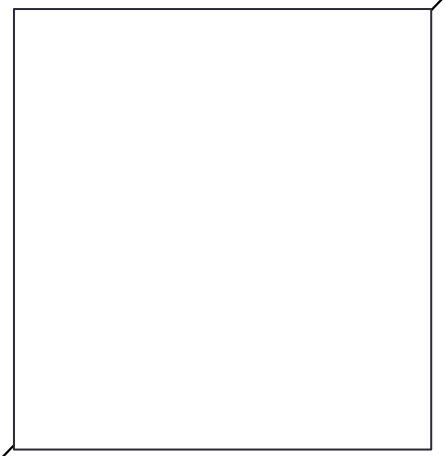
Title

Date

Once upon a time there was ____**Talya**_____. Every day, _____**Talya woke up and went to his work**_____.

One day ___**She was hired to AF**___. Because of that, ____**She came to her first day excited and afraid** __. Because of that, ___**She started her Onboarding plan to become Hero**_____. Until finally _____**She became AppsFlyer Rocketeers HERO**_____.

Our Hero



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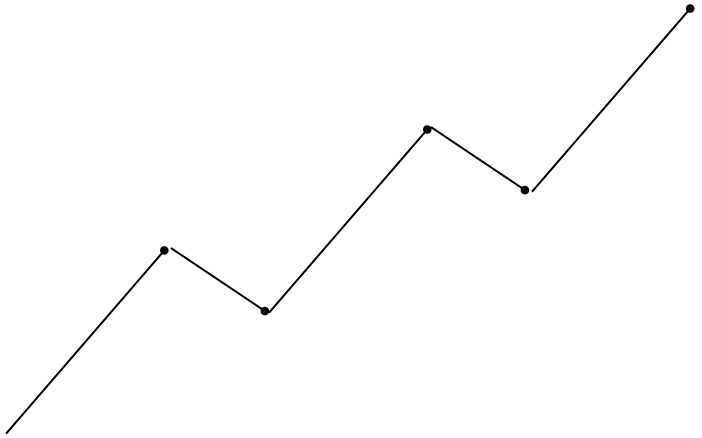
Our Challenge



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You should do (behave) this:_____ Because_____ _____, which will lead to_____.

Keep it simple

עקרון #13

#13

Give your characters opinions.

הזדהות

SAGE GENT
AppsFlyer
Engineering

STATION NO. 1
Onboarding & SDK
Step 1 · Step 2

STATION NO. 2
Testing attribution
Step 1 · Step 2 · Step 3 · Step 4 · Step 5 · Step 6 · Step 7

STATION NO. 3
Dashboard analysis
Step 1

STATION NO. 4
Incident
Step 1

STEP 1 – ONBOARDING: ACCOUNT & APP CREATION

?

What do you need to do? +

What do you need to succeed? +

Your goal +

DEV-KEY VALIDATION

To proceed, please enter the dev-key you received at the end of the session.
All participants need to enter this individually to move forward.

Your dev-key

The code you entered is incorrect. Please try again
Great job! A little sweetness goes a long way...

Skip (without scoring)

Next

AppsFlyer Engineering

SAVE GENY
AppsFlyer
200
160
ATTRIBUTION BUREAU OF INTELLIGENCE
APPSFLYER GOPHER
CRIME: BEING TOO DARN CUTE
GENY MOTION
CRIME: REPLACING DRUGS WITH CANDY
AF R&D
MR. MATOK
CRIME: EATING TOO MUCH CANDY
DATA LOCKER CARTEL
CRIME: HIJACKING RESHEF

Deep linking
Data Loss
Sessions
SAVE GENY
organic install
TOP SECRET
Station #1
Station #2
Station #3
Station #4
SDK in-app
Impressions
Production Incident

SAVE GENY

SAVE GENY
AppsFlyer
200
160
100
80
CRIME: BEING TOO DARN CUTE
CRIME: REPLACING DRUGS WITH CANDY
CRIME: EATING TOO MUCH CANDY

Our Hero

- מעורר הזדהות- אנושי
- לא מושלם
- רב ממדי- דמות עגולה
- שואף להיות הגרסה הטובה ביותר של עצמו

עקרון #1

#1

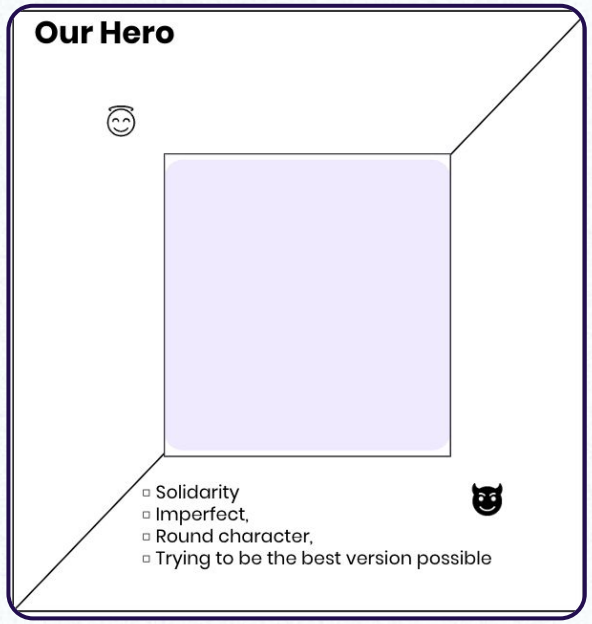
You admire a character for trying more than for their successes.

Are you ready to play?

מי הגיבור שלנו?
קפלר?

קפלר בעצם מייצג את הלומד שלנו :)

הגיבור האמיתי זה בעצם **הלומד** (ובדוגמא הזאת יש לנו אפילו מספר סוגים של לומדים, חלק מתקדמים וחלק מתחילים)



Our Challenge

קשה אבל אפשרי

התגברות אישית

פוגש את הדמות בזמן ובמקום "לא נוחים"

אי עמידה באתגר = מחיר יקר

עקרון #7

#7

Our solution

Come up with your ending before
you figure out your middle.
Seriously, endings are hard.
Get yours working up front.

Our Solution

הגיבור מתגבר על האתגר, אבל גם:

- מתגבר על קושי האישי
- לומד משהו חדש על עצמו
- משנה את המציאות שלו או של הסביבה שלו
- מקבל את ההכרה של הסביבה שלו

Storytelling Canvas

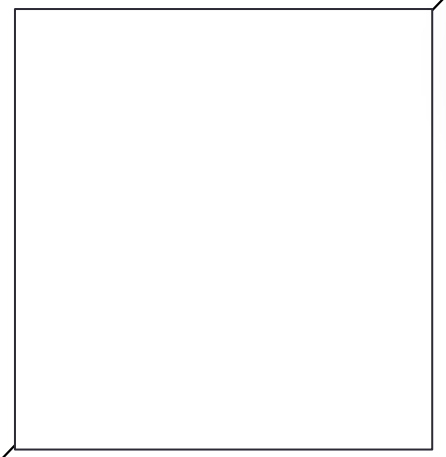
Title

Date

Once upon a time there was _____. Every day, _____.

One day _____. Because of that, _____. Because of that, _____. Until finally _____.

Our Hero



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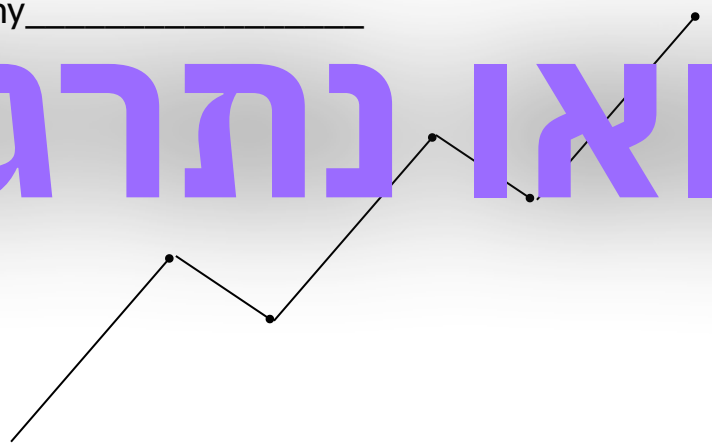

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בואו נתרגל

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- ◻The moral, The desired behavior
- ◻The purpose of the story
- ◻ Our version of reality

You should do (behave) this:_____ Because_____

_____, which will lead to_____.

מה למדנו עד עכשיו?

01

מבנה הסיפור
Keep it Simple

02

סיפור עם דמות
עגולה ומעניינת
מעוררת הזדהות

03

עלילה מורכבת
מאתגר ופתרון

המרכיב הסודי

Our narrative

AppsFlyer

Under the hood

Day 1

ALL-HANDS DAY

NBAppsFlyer day

4 exciting quarters of achievements, vision, updates and engagement

Under the hood

Day 1

ALL-HANDS DAY

NBAppsFlyer day

4 exciting quarters of achievements, vision, updates and engagement

Day 2

'BE A CHAMPION' DAY

MasterClass day with 4 corners

Engagement Technique

Inspiration → Explanation → Localization

Under the hood

Day 1

ALL-HANDS DAY

NBAppsFlyer day

4 exciting quarters of achievements, vision, updates and engagement

Day 2

'BE A CHAMPION' DAY

MasterClass day with 4 corners

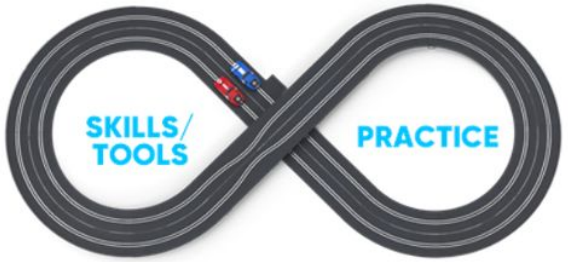
Engagement Technique

Inspiration → Explanation → Localization

Day 3

'PUSH TO PASS' DAY

Accelerate your skills



Skills Laps

LAP 1 Professional tracks

LAP 2 Knowledge sharing

LAP 3 Becoming a trusted advisor

LAP 4 Tool kit

Our Narrative

הסיפור הלא אובייקטיבי שלנו

מעביר את המסרים שלנו גלויים וסמויים

מיצר מוסר השכל

מגדיר את המטרות של הסיפור

מספר לאנשים כיצד הלומד צריך להתנהג
Call To Action

Storytelling Canvas

Title

Date

Once upon a time there was _____. Every day, _____.

One day _____. Because of that, _____. Because of that, _____. Until finally _____

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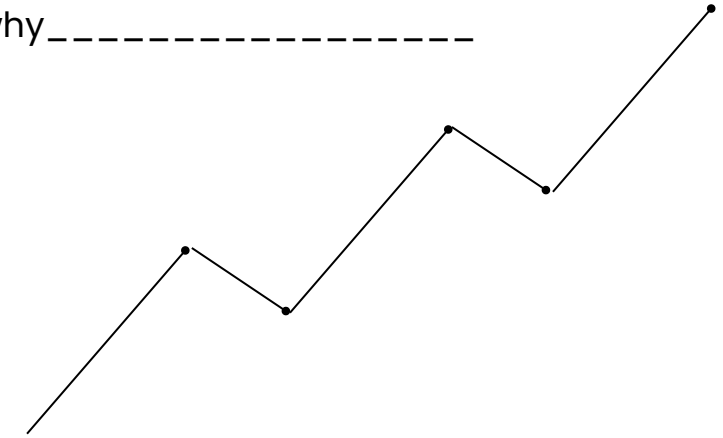

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_____, which will lead to_____.

מה ניקח איתנו הלאה?

01

להגדיר קהל יעד

02

לחשוב על הנרטיב

03

להתחיל מהפתרון

04

עם איזה גיבור.ה הקהל מזדהה

05

לייצר אתגרים ישימים

06

לגבש עלילה מותאמת

AppsFlyer

Thank you