

BUILDING
EMPATHY

?
Solving
problems

With

STORY
TELLING



Product
Management
Festival

© Julia Skier

by Sam Bradley

How can I
HELP?

Customer
support are
only data points...

support for
front-line
is part of MVP

We tell

STORIES

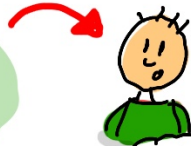
every day

memorable

feelings

01010011010

We often start
with DATA.



how does
it affect
our
customers?

BUT

WHY?



perspective

Structured
STORYTELLING

Once upon
a day

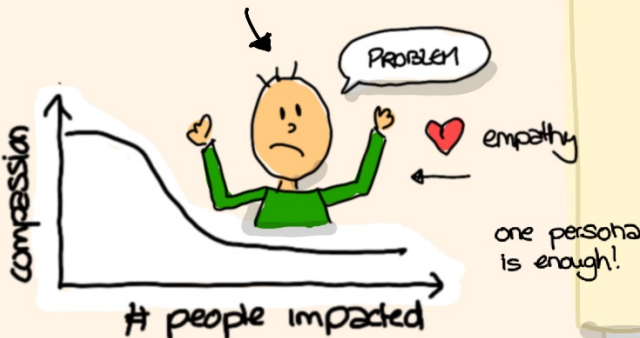
and then
something
has changed.

THE OPENING

8

You only have
SECONDS.
to catch your audience.

USE 1 PERSONA



BUILD TENSION

Know your
AUDIENCE

show
vulnerability
↳ TRUST

THE END

=
Resolution
=

Alignment

Call to
Action



GLUE

STORIES ARE THE GLUE THAT TIES
ALL THE DATA TOGETHER.