




*'I have a new superpower!'*

Digital Storytelling to convey actionable human insights in the manufacturing industry

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### What is a digital story?

Digital stories are short, first-person videos consisting of still images, a voiceover, music and video (sometimes), created by ordinary people about things that really matter to them.






Digital stories are a *distillation* – they move us from the narrative to the *essential* story.




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### Who are we?

The Storytelling Fellowship Team  
<https://storytellingacademy.education/>








Research Associates and Digital Storytelling Facilitators

Storytelling Fellowship Lead  
Director of Storytelling Academy,  
Professor of Drama,  
Head of Creative Arts

Senior Lecturer in Applied Storytelling

[www.patientvoices.org.uk/stories.htm](http://www.patientvoices.org.uk/stories.htm)



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### What is InterAct?

Part of United Kingdom Economic and Social Research Council-funded *Made Smarter* project focused on digitalisation and the:

- future of the manufacturing industry
- diffusion of new technologies
- sharing of *Actionable Human Insights*.




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### What is Digital Storytelling?

- Developed in California in the mid 1990s by Joe Lambert, Dana Atchley *et al*.
- Workshop-based, participatory, creative process
- Democratic
- Emancipatory
- Based on Paulo Freire's educational ideals
- Now a world-wide movement
- Used to promote social justice and combat epistemic injustice in education, community building, immigration, domestic violence, public health, healthcare, etc.
- *'Every story matters!'*







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### What is InterAct?

An opportunity for collaboration, sharing insights and acknowledging the importance of working together to create a more sustainable future.

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## Core themes



- Productivity
- Resilience
- Sustainability
- Competitiveness
- Levelling-up/inclusion
- Wellbeing




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## What Fellows have been doing



- Creating and sharing a collection of 'personal professional' digital stories
- Recruiting and facilitating others to create digital stories
- Engaging in seminars and discussions about how to make best use of the stories
- Participating in research about how the stories are being used
- Participating in a growing community of learning and practice

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## Why stories?

Stories connect us.  
 Stories entertain and teach.  
 Stories convey 'tacit knowledge'.  
*'The plural of stories is culture.'*  
*'Stories enable us to learn from the past, share the present and shape the future.'*

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## What's happened so far

- 29 Storytelling Fellows recruited
  - Academia (social sciences)
  - Industry
  - Policy makers
- 7 groups
- 3 workshop modalities
  - six online sessions spread over
    - one week (intensive)
    - two weeks (semi-intensive)
    - three weeks




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## Storytelling Fellowship Programme

Aims to:

- create a cohort of Storytelling Fellows from across academic research centres and industry
- use the power of storytelling to share **actionable human insights** in impactful and engaging ways that engage manufacturers, large and small
- Inform the future of the manufacturing industry as digitalization becomes the norm

**WELCOME TO THE STORYTELLING ACADEMY**




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## Themes of the stories

- Resilience
- Career choices
- Importance of support and mentoring
- Well-being
- Inclusion
- Climate change/sustainability
- Human factors
- Connection
- Listening for the unexpected, from the unheard




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### Challenging thoughts



Ayling, A. (2022) Challenging thoughts <https://youtu.be/Zl4vcziku8M>




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### Learning from diverse perspectives

*'It was really, really good being able to chat to people from different backgrounds. They see different things coming from those different disciplines. And I saw having the same goal but getting there in completely different ways.'*

*'I liked working with others to hear different opinions on the good and bad points of example videos. Others picked up points I hadn't thought of.'*




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### What Fellows learned

*'I was surprised to discover how a personal story can have a universal message.'*

*'My own observation, reflection and experience is very important.'*

*'I learned to distinguish between stories and academic writing and that my observation, reflection and experience is very important.'*

*'I feel inspired to use digital storytelling in my own work.'*






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### Production

*'I really enjoyed the energy created in the workshops and the safe space for sharing thoughts, drafts and feedback.'*

*'I enjoyed the practical aspects of the workshop that led us to conceive and produce a product at the end.'*



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### Connection

*'I learned how to say what I am passionate about and share it in a way that can make others reflect on their own business.'*

*'The biggest surprise is the connection made with others in the first time sharing my story.'*

*'I feel like I have acquired a new super-power! Digital storytelling enables me to connect with other people's hearts and minds in a unique way.'*

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### Creativity

*'I loved the process of putting together images to match the words.'*

*'I enjoyed the creativity of putting together a digital story - it's very different from my usual job!'*

*'I liked the opportunity/push/space to think creatively.'*

*The workshop re-awakened my love of stories and literature in general.'*






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## Challenge



*'It can be challenging/uncomfortable for some people to be creative and share something personal.'*

*'I was taken out of my comfort zone, but I loved it!'*

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## Any questions?


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## Emotion

*'Many of the stories were very moving and have provided unexpected and lasting impressions on me.'*

*'I told a more personal story than I expected to - and that has been very cathartic.'*

*'I was surprised at how moving digital stories can be.'*

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## Thank you!

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<https://interact-hub.org/category/resources/>



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## An InterAct mandala

Placing stories (and storytelling) at the centre of lifelong learning, knowledge transfer and growth in the manufacturing industry.



*'Each affects the other and the other affects the next, and the world is full of stories, but the stories are all one.'*

Mitch Albom



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