

Tell me a story about your research...

How do you feel?

Excited? Intrigued? Confused? Worried?

Finding a story can be a tough business when you are used to using a dispassionate academic voice. One way to find inspiration for a story is to ask yourself some questions. The aim of this is to see if you can find a moment or incident that triggers a story.

About the journey

Look at your research (or research interest) as a journey:

- When have you felt strong emotions on that journey?
 - o When have you struggled most?
 - o What has been the most defining moment of revelation or change?
 - o What have you overcome in order to get where you are?
 - o Have you had a mentor who has helped you on this journey?

About research and impacts in academia and society

- What was the trigger for your research or research area: How and why did it begin?
- What are you doing and how is it changing this situation?
- What is at stake?
- What is the outcome (or potential outcome) of that change?
- Who does it affect? How will it change their lives?
- What makes this your version of the story?
- How does this story show who you are?

Think through these areas and see what resonates most strongly with you.

When you have found a story trigger you need to evaluate whether you can create something that will engage other people.

Some pointers:

- Passion & curiosity: Do you care deeply about the subject; can you commit to the notion that this idea is exciting, relevant and meaningful (Why are you telling this story now)?
- Who is your intended audience?
- How can you make other people care about the story?
- Does it have a hook? In the simplest terms this is what got you interested in the story in the first place.
- Is it a story that you would want to hear?