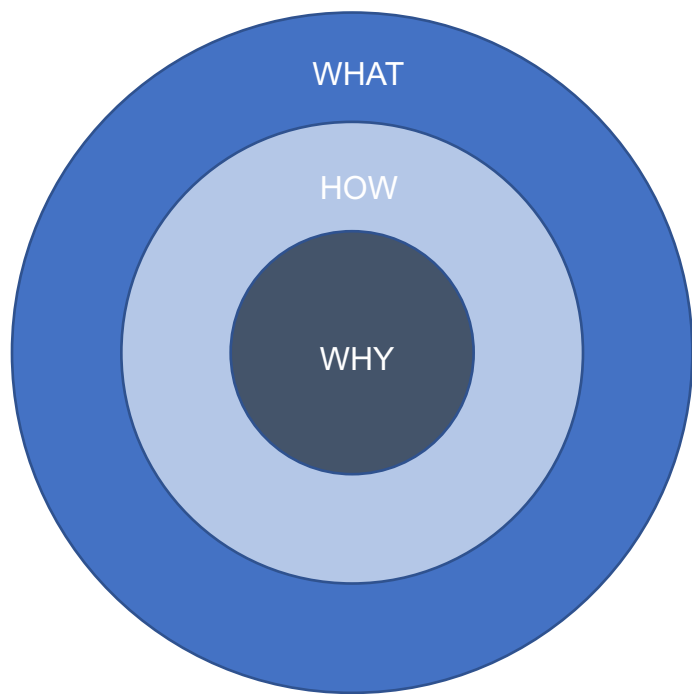


Storytelling for Actuaries

Warsaw, 26.04.2023



WHY:

HOW:

WHAT:

„The medium is the message”

Marshall McLuhan



WHAT MEDIUM DO YOU CHOOSE?



EXCAVATING

EXCAVATING:



CRAFTING

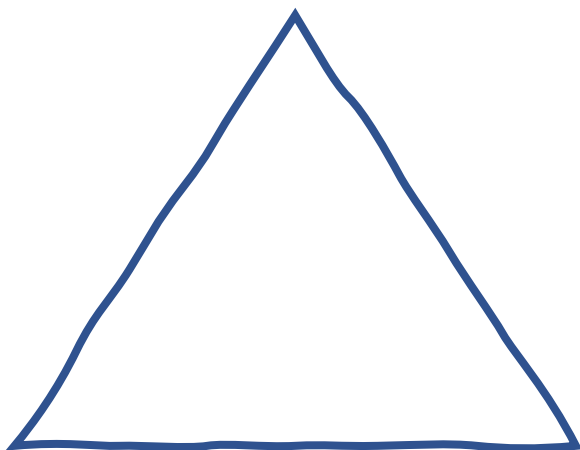
CRAFTING:



PRESENTING

PRESENTING:

LOGOS



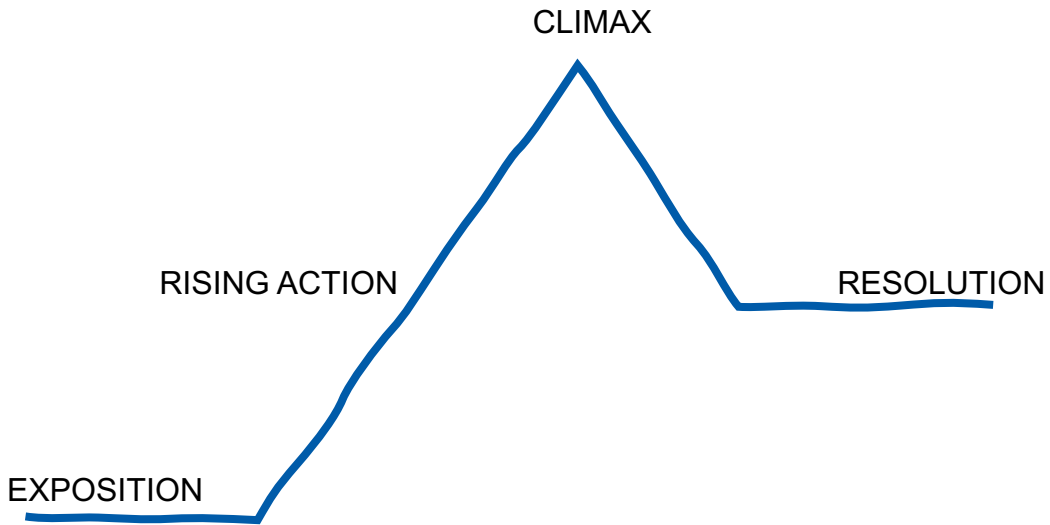
ETHOS

PATHOS

ETHOS:

LOGOS:

PATHOS:



EXPOSITION:

RISING ACTION:

CLIMAX:

RESOLUTION:

THREE MESSAGES:

1)

„Omne trinum perfectum”

Latin phrase

2)

3)

„Make your audience the hero of your story”

„Don't be selfish. Tell stories on behalf of your audience”



YOU:

YOUR AUDIENCE:

DO's:

DON'T's:

[Exposition]

- About me
- Signalling
- Why? How? What?

[Rising action]

- Details of your analysis
- Message 1
- Emotions & challenges
- [Link to detailed report]

[Climax]

- Most important, key result
- Message 2
- „Magic moment”

[Resolution]

- Message 3
- [Summary]
- Call to action

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