You have the power to change the world!

1. Cater to your audience.
2. Use a narrative structure.
3. Employ words & pictures.

The Narrative Paradigm states four story elements.

Sequence  Coherence  Fidelity  Meaning

Ensure narrative structure with story outline.

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The 'about' paragraph are the story kernels.

The Society of Women Engineers (SWE), founded in 1950, is a not-for-profit educational and service organization. SWE is the driving force that establishes engineering as a highly desirable career for women through an exciting array of training and development programs, networking opportunities, scholarships, outreach and advocacy activities, and much more.

SWE empowers women to succeed and advance in those aspirations and be recognized for their life-changing contributions and achievements as engineers and leaders.
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Multimedia stories can increase learning.

Fragments quickly outpace the blast wave, and become the primary hazard to personnel/material.

If you can’t eliminate bullet points, reduce them.

Employ rhetoric with words and pictures.

Pick power words.

Pick power words.

Pick power words.

Use images for impact.

Use images for impact.

Combine words & pictures to be memorable.

The graph is logical, the picture emotional.

The picture is engaging, the call to action clear.

Employ powerful words and pictures.

Top 5 Words
Top 5 Images

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