

***Improvisation &
Stories:
Why They Matter***



What is *Your Story?*

Patrick Short – CSz Portland



Signposts

Who
What
Practice
Forward



Signposts

Why we Signpost



Who

Patrick Short
Co-owner and GM
CSz Portland



What

Tell a Story

Improv System

Active Participation

The 4 Ps



Headline and Lede

What sets your data apart?

Your Story.



Improvisation

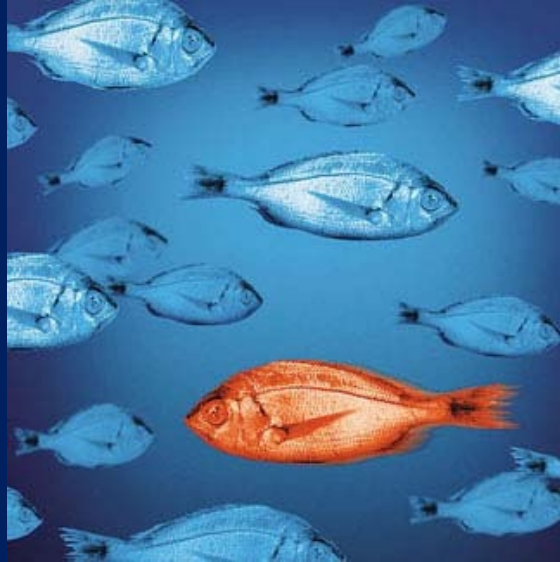
A Highly Refined System
of
Observing, Connecting & Responding



Listening



Accepting



Supporting



Taking Competent Risks



Letting Go of Mistakes



Here's an odd concept:

Meetings and Presentations
Don't Have To Be Terrible.



A Tenet of Improvisation

Yes, And

VS

Yes, But



The 4 P's

Prepare
Practice
Pause
Project



Prepare

Have a Plan



Prepare

The 3-second Rule



Practice

Practice.

Practice. Practice. Practice. Practice.

Then Practice Some More.



Pause.



Project

(really, it's more preparation)





Project

Use the microphone.



Adapt



Q & A



Q & A

**BEING HEARD IS SO
CLOSE TO BEING
LOVED THAT FOR
THE AVERAGE
PERSON THEY ARE
ALMOST
INDISTINGUISHABLE.**

DAVID AUGSBURGER



Show Them Your Signposts

Tell a Story

Improv System

Active Participation

The 4 Ps



Forward

How do *you*
put today's information
into action?



Forward

Invest.



5 Things We've Learned So Far

Need more information?

patrick@cszportland.com
[@patrickshort4](https://twitter.com/patrickshort4)

