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Building the **Right to Health** Movement



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Moving Others to Action Through Personal Story

- Welcome and Introductions (10 minutes)
- Why we tell stories (5 minutes)
- Preparing to tell your story (15 minutes)
- Reflect and write (10 minutes)
- Practice (30 minutes)
- Share and debrief (20 minutes)



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- To understand the role storytelling plays in moving others to action
 - To reflect on your own personal story
 - To begin telling your personal story, as you will tell it in your work as an organizer



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Why we tell stories



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Stories Motivate, Teach, and Connect Us

- Think everything from religious texts to prehistoric humans to novels, films, and the proverbial campfire...



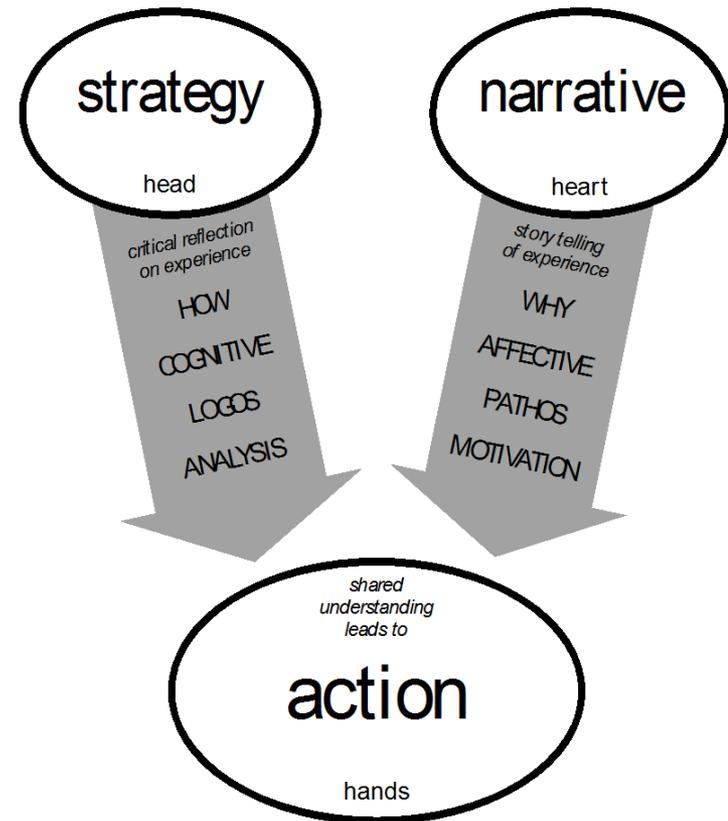
Stories speak to our emotional brains

- “Data satisfies the analytical parts of our brain, but stories touch our hearts.”





Public Narrative



Public Narrative



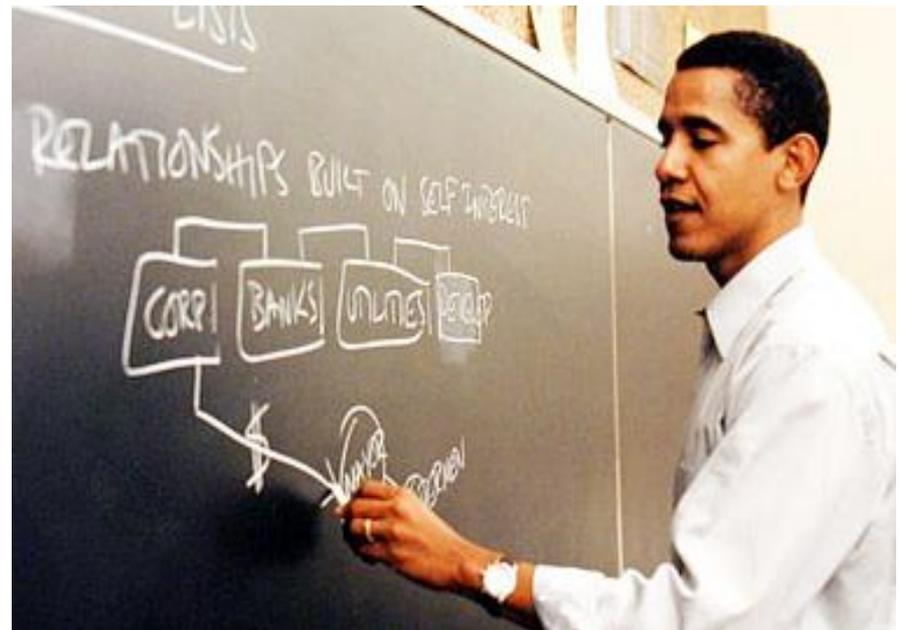
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**But we're talking about
storytelling for *organizers*...**

Organizing Starts with Building Relationships

- As organizers, we use stories to establish
 - Shared identity
 - Shared vision
 - Shared responsibility





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**Let's start with what not to
do...**



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Don't Talk to Strangers

- The first rule of storytelling:
“Know your audience.”



Don't Recite your Resume

- Things that can be part of the story:
 - Education
 - Previous Jobs
- But remember: **YOU** are the story



Don't Make Stuff Up

- “If you always tell the truth, you don't have to remember anything.”
- Everyone has a story. It can be simple. That's okay.





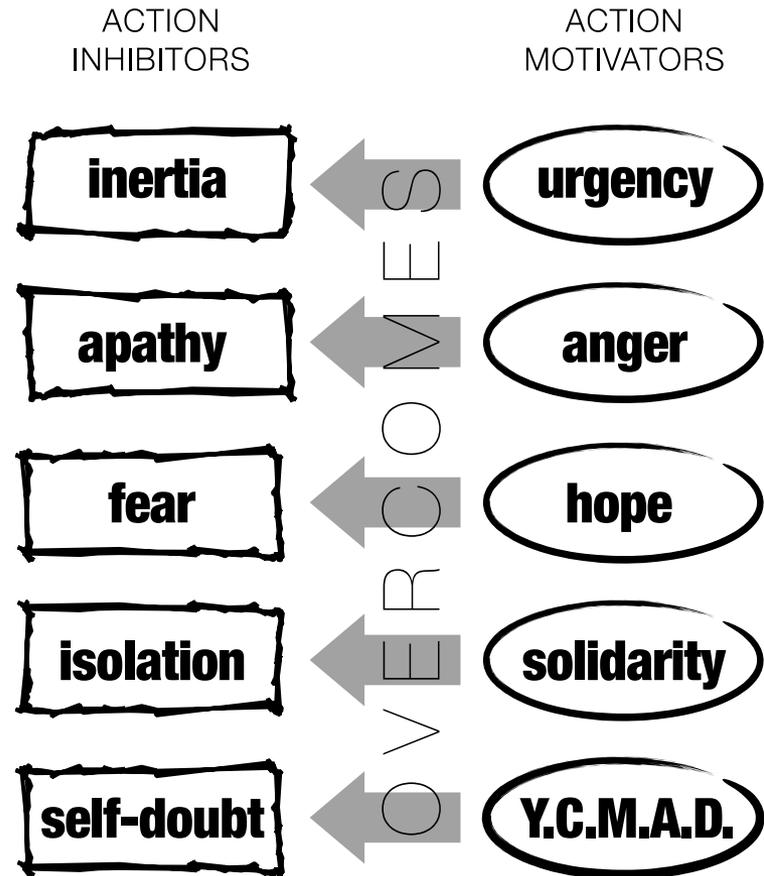
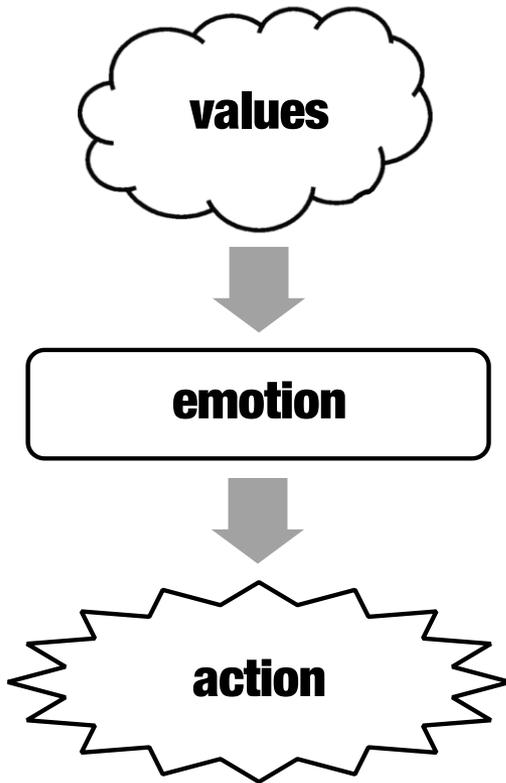
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**Now let's talk about what
you should do.**



Ground Your Story in Values and Emotion





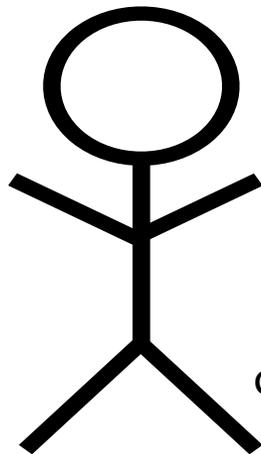
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Have a Challenge, Choice, and Outcome

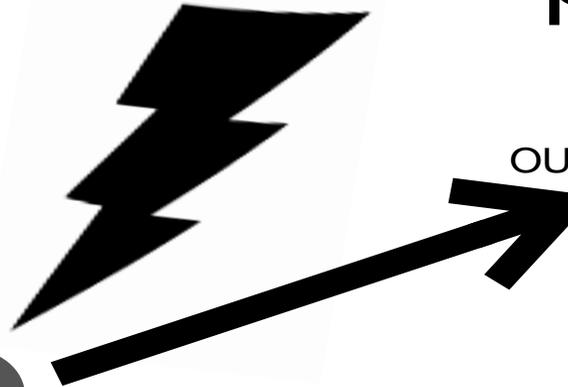
character

CHALLENGE

plot



CHOICE



OUTCOME



moral

Listen with Purpose

- Ask questions.
- Relate to experiences
- Find common values



Pivot back to “Why”

- Your story is the answer to “why are you here?”
- Don’t forget to bring it back to the big picture.



Be Truthful, Responsive, and Intentional

- You are telling your story for a reason. It should be different for different audiences and in different environments.



Weave Personal Story into Everything You Do

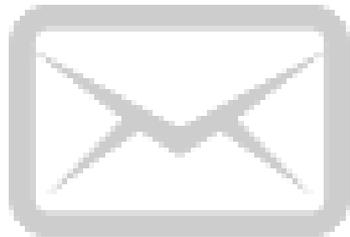
Media

Email

Social
Media

Phone
Calls

Face to
Face





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Ok, so now what?



What is Your Story?

Challenge → Choice → Outcome

- A good public story is drawn from the series of choice points that structure the “plot” of your life—the **challenges** you faced, **choices** you made, and **outcomes** you experienced.
- **Challenge:** Why did you feel it was a challenge? What was so challenging about it? Why was it *your* challenge?
- **Choice:** Why did you make the choice you did? Where did you get the courage—or not? Where did you get the hope—or not? How did it feel?
- **Outcome:** How did the outcome feel? Why did it feel that way? What did it teach you? What do you want to teach us? How do you want us to feel?



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The Makings of a Compelling Story

- Set the scene
- Introduce the characters
- Challenge/Conflict
- Choice (Climax)
- Outcome



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Reflect and write.

The Makings of a Compelling Story

- Where and when does your story begin?
- What do we need to know about you?
- What challenges did you face?
- What choice did you make (and why?)
- How has that brought you here?



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Practice!



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Share and Debrief

- **Write. Rinse. Repeat.**
 - Write the 15 minute, 10 minute, 5 minute, 2 minute and 30 second version
 - Write the big group, small group, and 1:1 version
- **How do you get to Carnegie Hall?**
 - Practice, practice, practice!