Storytelling for Good

ēthos
strategy group

Agenda

- **9:00 – 9:30 Interview** ***activity***
- **9:30 – 10:00 About Stories**
- **1:00 – 2:00 Developing Our Stories About Solving Homelessness** ***activity***

Numbers numb, jargon jars, and nobody ever marched on Washington because of a pie chart.

If you really want to reach people and change the world, tell them a story.

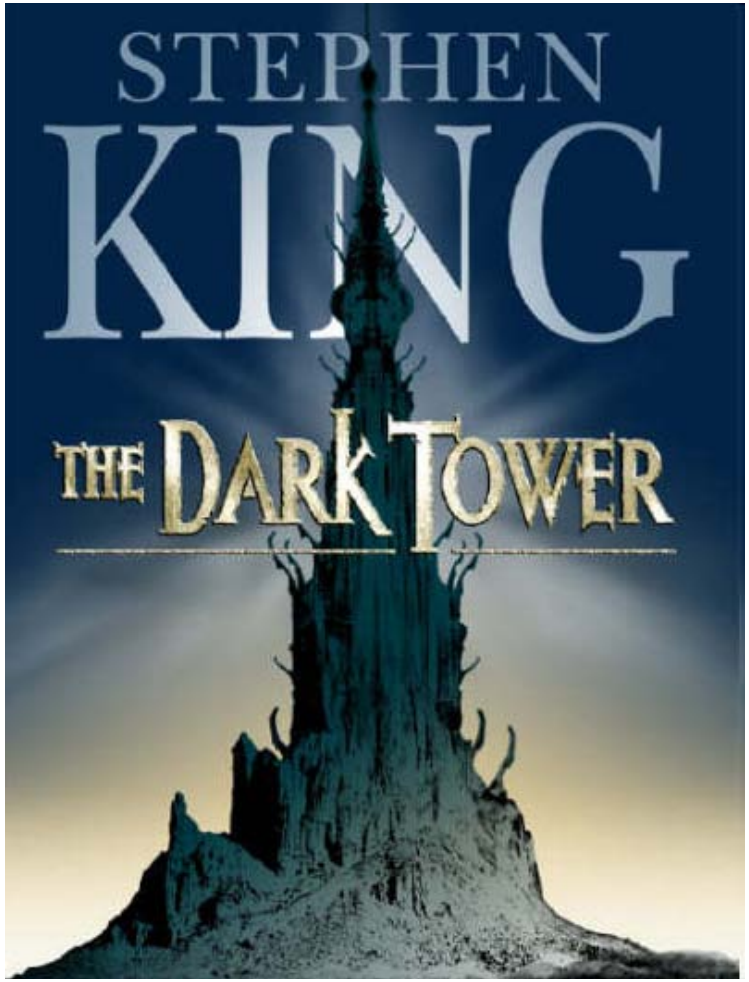
Andy Goodman

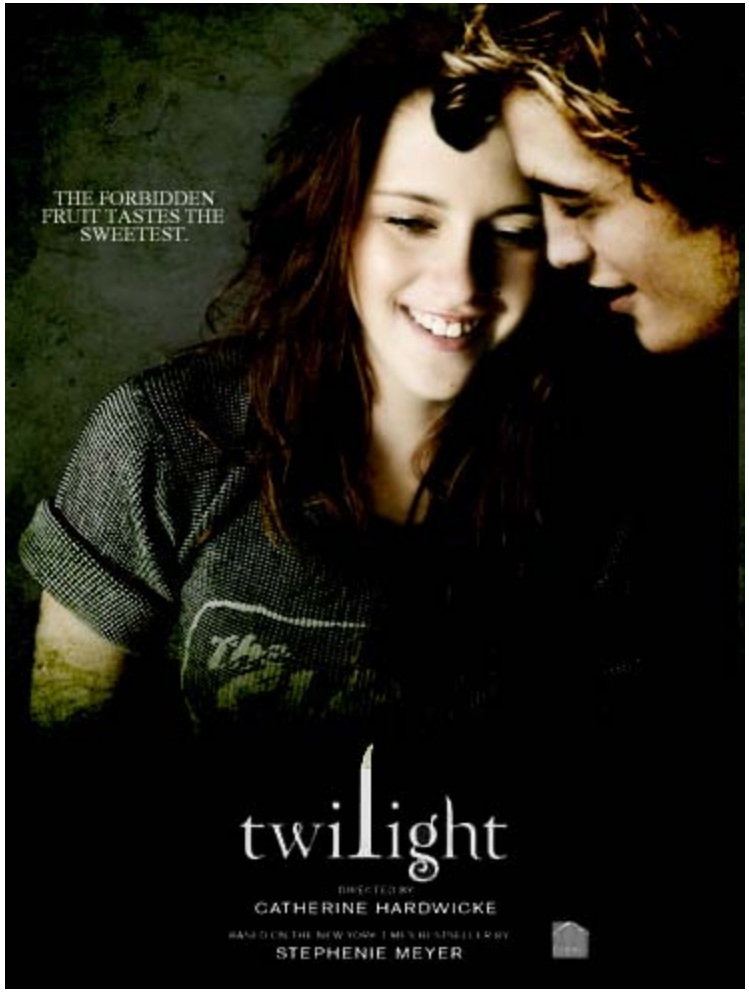
Swimming in Stories

In the Beginning

Shared Stories

Popular Culture

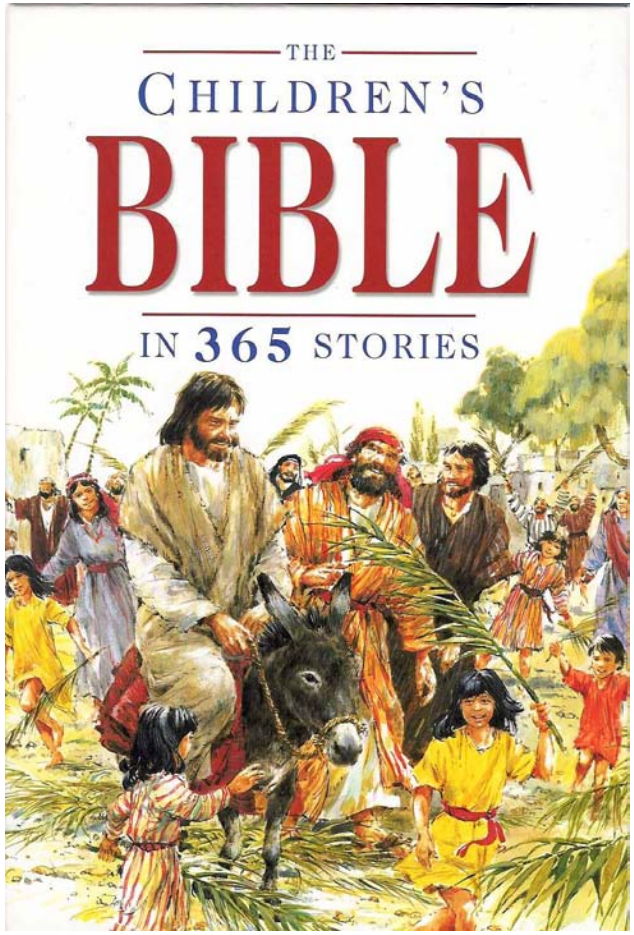


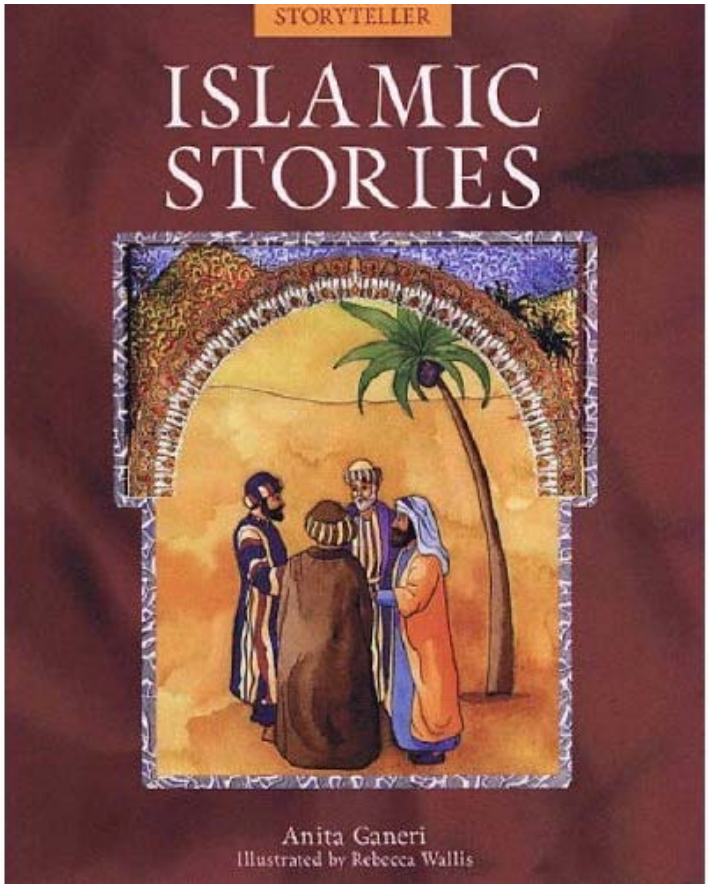


Facts > Story

CTV
NEWS
LIVE
ELECTION IN IRAN
Observers say there could be a new president

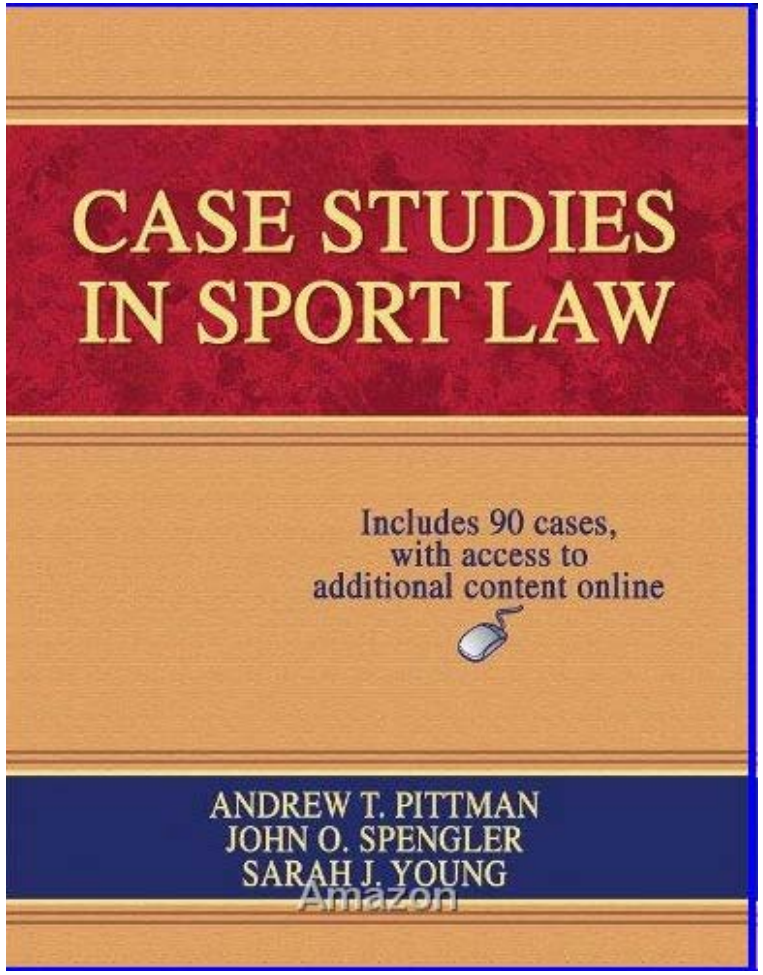
Strengthening Faith

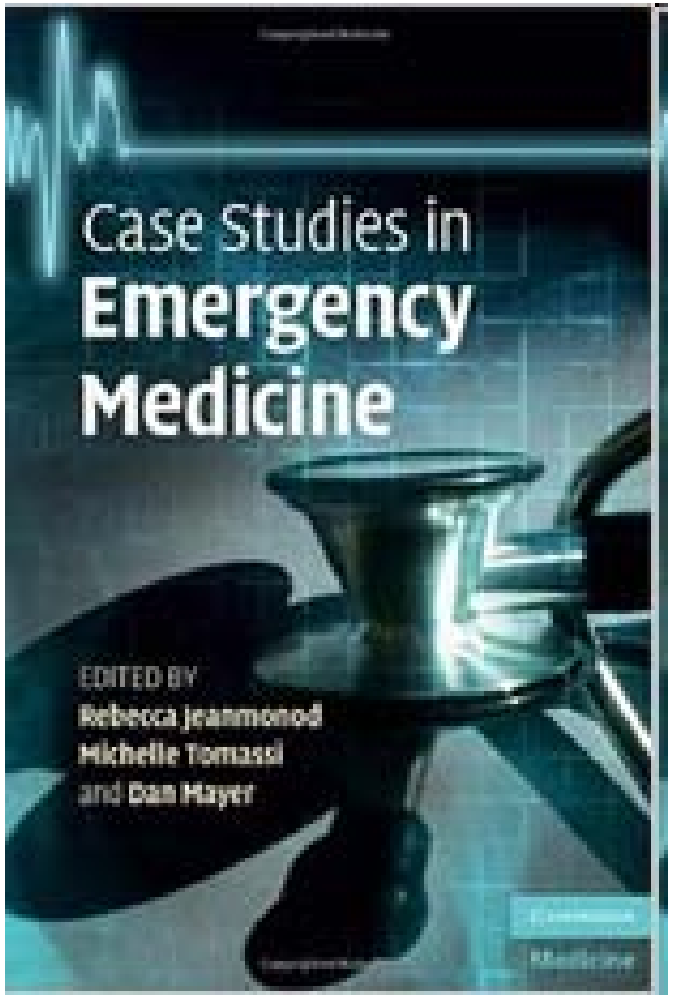




The Story of Us

Stories that Teach





WALL ST.
ONE WAY
WEYANT

Stories in Unusual Places

Just Hoping To Find You Again. - w4m (Skytrain between Granville & Broadway)

Date: 2011-04-06, 4:25PM PDT

Reply To This Post

Around 3pm you got on the skytrain at Granville, you stood near the opposite set of doors. You wore a black shirt, hat, & backpack. You were tall, had dark hair & eyes, two lip rings and a nose stud. I noticed you looking at me and I kept finding myself looking your way too.
You got off at Broadway & Commercial with me and I meant to talk to you but I chickened out at the last second, I know you saw me looking back at you though. I was the short, brunette girl with the striped shirt, backpack, and nose stud in the corner. I hope you find this, if not, I'll be hoping to find you.

- Location: Skytrain between Granville & Broadway

Policy or Story?

Liberal
www.liberal.ca

Conservative

green
party of canada

NDP

Shared Stories Unite Us

Why a Story?

A good story **engages the heart and instructs the mind**

Why a Story?

A good story **conveys values, experience, and hope**

Why a Story?

A good story **transforms understanding**

Why a Story?

A good story **is about and strengthens relationships**

Why a Story?

A good story

is personal

and connects

Why a Story?

A good story **inspires action**

Hope

"One source of hope is the experience of "credible solutions", reports not only of success elsewhere, but direct experience of small successes and small victories."

Marshall Ganz

The Climate Project

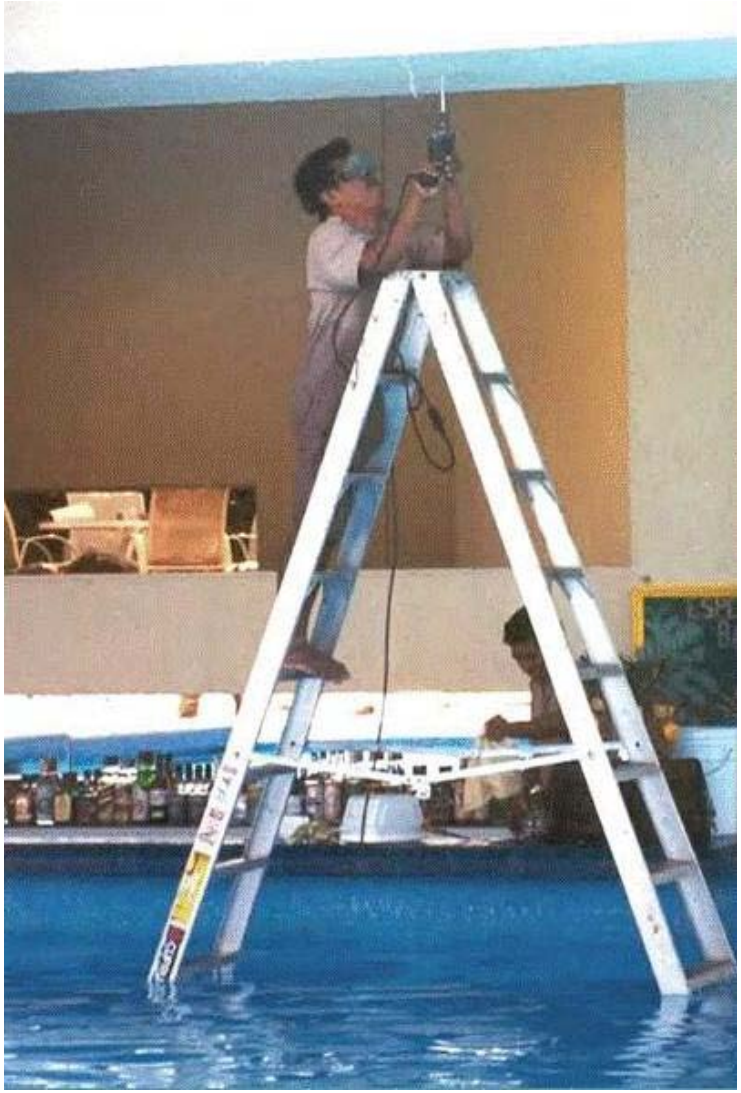
Story Elements – The Plot

A ***challenge,***

a ***choice***

and an

outcome.



Story Elements - The Characters

Story Elements - The Moral

Storytelling by Numbers

1. **Set** the context
2. **Describe** the characters
3. **Explain** the action or challenge
4. **Reveal** the resolution or moral

Tips

Think about your **audience** and adapt your story to resonate

Audience > Story > Action

Audiences

- Who are you trying to reach specifically?
- What do <u>you know</u> about them?
- What do <u>they know</u> about us?
- What do you want them <u>to do</u>?
- What stories will work?
- How will we reach them?

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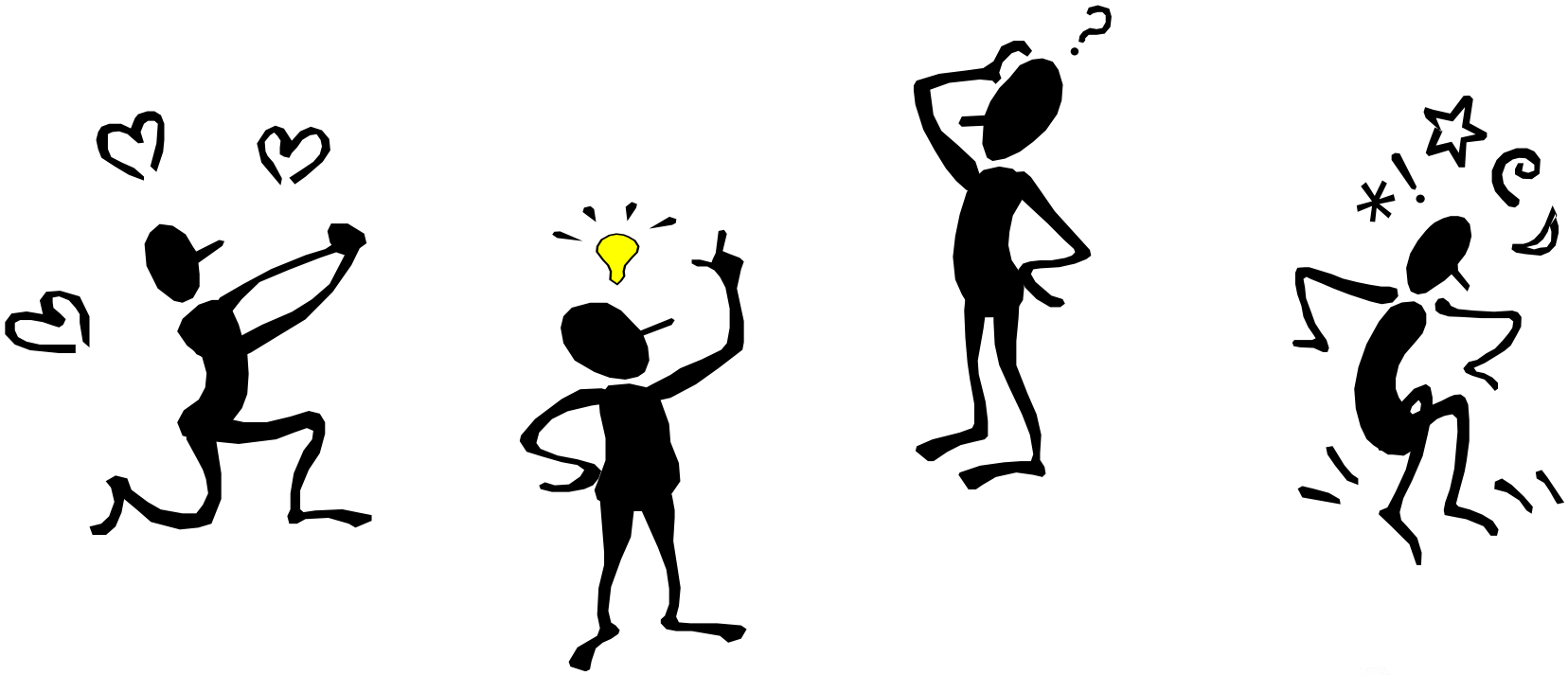
Persuadable Audiences



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More Tips

- Paint pictures with words
- Use plain language – avoid jargon
- Create suspense – start with a question?
- Use humour (if appropriate)
- Be sincere
- Make story relevant to situation

Telling OUR Story

“Leadership on behalf of social change, often requires telling a new public story, or adapting an old one:

a story of self, a story of us, and a story of now.”

Marshall Ganz

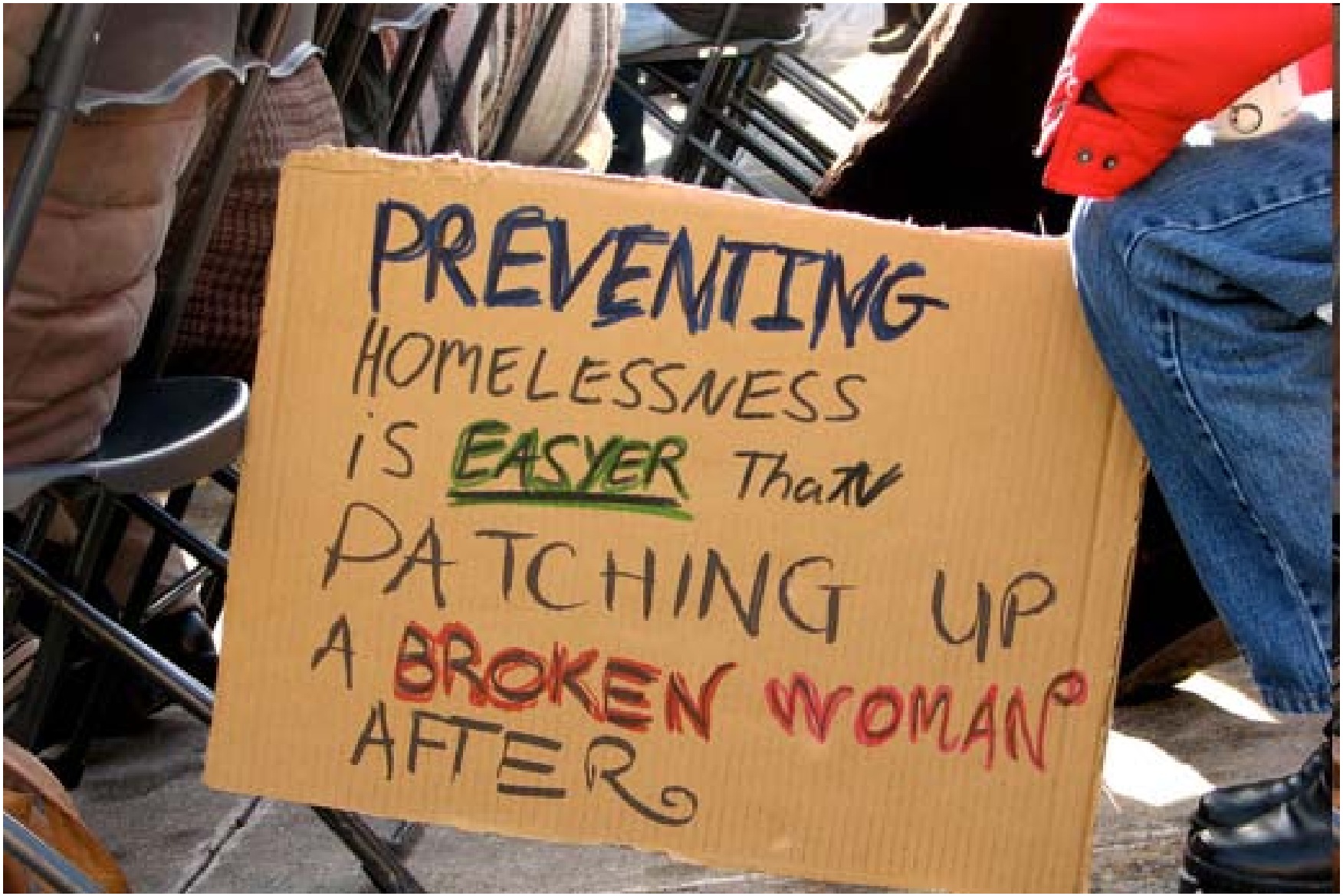
PREVENTING
HOMELESSNESS
IS EASYER Than
PATCHING UP
A BROKEN WOMAN
AFTER

Table Activity

Using the scenario provided, develop a story that will make the listener take action.

Spend 15 minutes and assign someone at your table to ‘tell’ your story to the room.

The story should take no more than 2 minutes.

Thank You

Storytelling links and resources available at

www.ethosstrategygroup.com