



Telling Stories

Trainer name, organization

Overview

Why tell stories?

Elements of a good story

Activity

Manual: pg. 13-20

Why tell stories?

- establish common values
- motivate and inspire
- move beyond facts
- build commitment

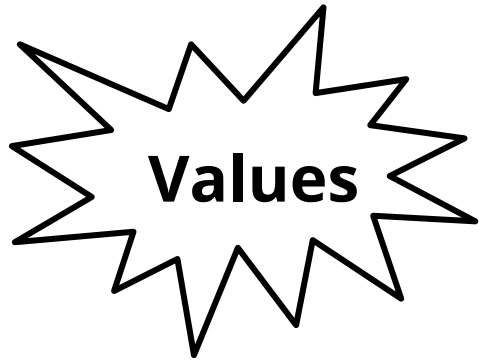


Lessons from Neuroscience and Star Trek

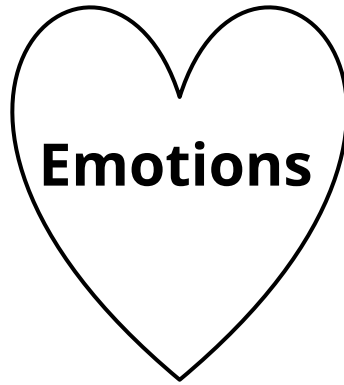


Relationships → Commitment → Power

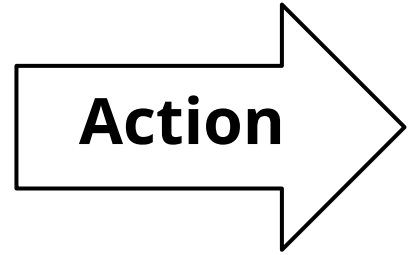
Story helps us build relationships



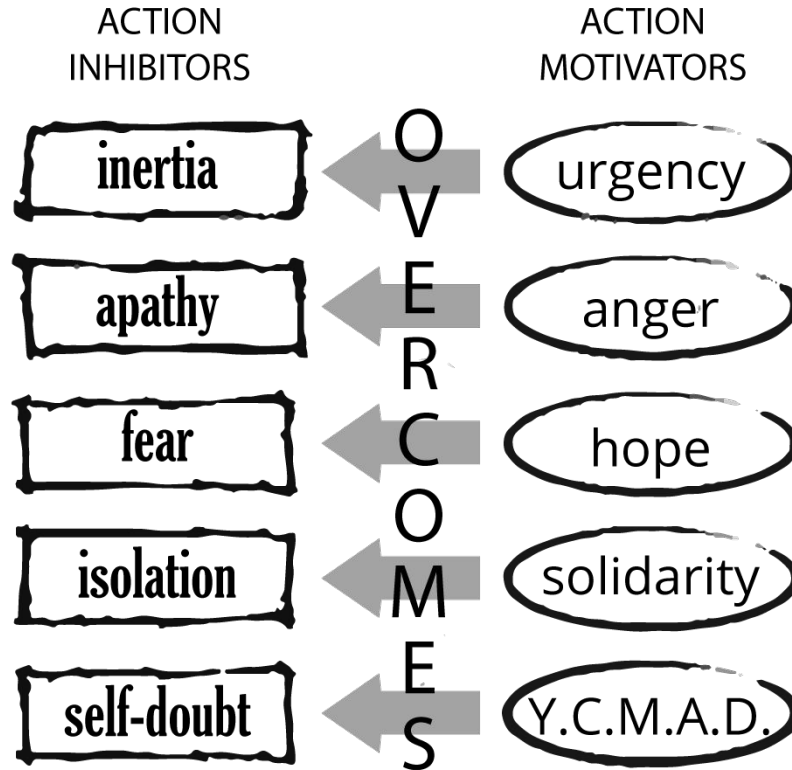
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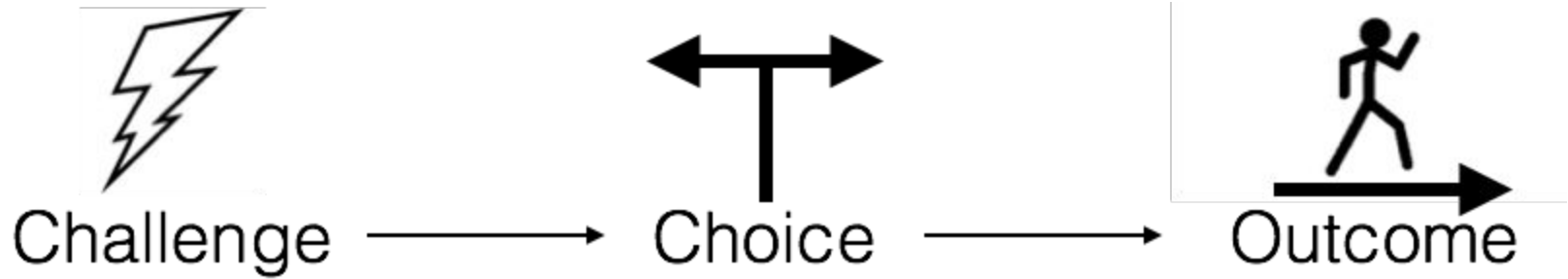
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Emotion



Story Structure



Story ≠ biography

Activity

Take notes on:

What are some key moments in your life that made you decide to take action on something?

Then, decide how to tell a story that uses these moments

Need ideas? Pages 73 and 74 might help!

Activity

1. Get in groups of 3
2. Tell your story (3 minutes)
3. Get coaching (3 minutes)
4. Switch

Coaching

1. How did that feel?
2. What would you do differently?
3. My favourite moment was, ____ because ____.
4. I want to know more about ____.

Debrief

- How did that feel?
- What would you do differently next time?
- Benefits of using stories?
- When do we tell stories?

When do we tell stories?

- Trainings
- Public events
- 1 on 1 meetings
- Canvassing
- Recruitment calls
- Other?



NOTES BY JAMES GUNN, ADAPTED FROM MARSHALL GOLD'S "ORGANIZING SERIES" © 2012

