

# BEGINNING


CALL TO ADVENTURE!

# MIDDLE


Narrative arc

# END


CALL TO ACTION!

## START HERE:

1. Write out your big idea.
2. Brainstorm your points on stickies.
3. Organize your stickies around commonality.
4. Create messages from the common points (on a new colour sticky).
5. Organize your messages into a narrative arc.

NEXT, LAYER IN:

## THE CALL TO ADVENTURE:

An invitation to the audience to come with you on this journey from the current reality (and their way of thinking) to what is possible (a new way of thinking/doing) in the future.

This should be a clear and exciting call to join you on the journey.

## CONTRAST:

Contrast is created by alternating your messages between what is happening in the current reality and moving to what is possible in the future.

Vivid examples help your key messages have impact. Be sure to include them in your supporting points.

## AN EMOTIONAL CONNECTION

Weave in examples using Ganz' public narrative technique. Take the audience on a journey by showing them the story of self, the story of now, and the story of us. These anecdotes work well if placed in the framework of the beginning, middle, and end of the story structure.

## SOMETHING TO REPEAT:

Do you have a head-turning statistic to share? A sound-bite that sums up your perspective? An unforgettable image? Or, perhaps an anecdote that boosts emotion?

One or more of these elements will help your audience remember and repeat your message.

## THE CALL(S) TO ACTION:

Nancy Duarte divides the audience into four categories: Doers, Suppliers, Innovators, and Influencers. They can be given specific tasks according to their strengths. For example: doers can be asked to gather or decide; suppliers can be asked to fund, provide resources or support, innovators can be asked to create, discover, and invent, and influencers can be asked to promote, and adopt.

## CREATING A PUBLIC NARRATIVE: THE STORY OF SELF, NOW, AND US

A public narrative includes three elements:

- A story of self: why you were called to what you have been called to.
- A story of now: the challenge this community now faces, the choices it must make, and the hope to which “we” can aspire.
- A story of us: what your constituency, community, organization has been called to its shared purposes, goals, vision.

A “**story of self**” tells us why you have been called.

What urgent challenge do you hope to inspire others to take action on? What is your vision of successful action? What choice will you call on members of your community – in this case, your colleagues - to make if they are to meet this challenge successfully? How can they act together to achieve this outcome? And how can they begin now, at this moment? Describe this in two or three sentences.

A “**story of now**” communicates the urgent challenge we are called upon to face now.

Why were you called to motivate others to join you in this action? What stories can you share that will enable others to “get you.” How can you enable others to experience sources the values that move you not only to act, but to lead? Focus on this section, trying to identify key choice points that set you on your path.

A “**story of us**” communicates why our community in particular is called to act, and why we in particular have the capacity to lead.

What values, experiences, or aspirations of your community – in this case your colleagues - will you appeal to when you call on them to join you in action? What stories do you share that can express these values? Describe this “us” in two or three sentences.

A good public narrative is drawn from the series of choice points that have structured 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?

## YOUR PUBLIC NARRATIVE

**Why are you called to make change: what specific experiences have shaped your story of self?**

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**What is the change you want to make in the world: your story of now?**

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**What personal story can you tell that will help others understand why you want to make that change? How can you motivate them to join you in the story of us?**

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What challenges did you face?	What choices did you make?	What was the outcome?
Why did you feel it was a challenge?	Where did you get the courage – or not?	How did the outcome feel? Why did it feel that way?
What was so challenging about it?	Where did you get the hope – or not?	What did it teach you?
Why was it your challenge?	How did it feel?	What do you want to teach us? How do you want us to feel?

### Resources Referenced + Adapted

- Duarte, Nancy. Resonate: Present Visual Stories that Transform Audiences.
- Ganz, Marshall. Telling your public story: Self, now, us. Kennedy School of Government, Harvard University.

FRAMEWORK

TOOL

# Persuasive Storytelling Workshop

## TWO STYLES TO HELP YOU BUILD A PERSUASIVE NARRATIVE

### NANCY DUARTE

#### Having a Big Idea.

A big idea = your point of view + what’s at stake.

This may be the problem you’ve been asked to solve, stated in a new way.

The Big idea ends up as a full sentence.

### MARSHALL GANZ

#### Creating a public narrative.

This is done by creating a story of self, now, and us.

# LET’S GET STARTED!