How often do you tell stories when you talk about your work?

A. Rarely or Never (I love data. There, I said it.)

B. Occasionally (I'm story-curious.)

C. Frequently (Not married to storytelling, but we're very close.)

D. All the Time (Do I have to stay?)
This is my story.
This is my story.

in 3
minutes
Reduce! Reuse! Recycle!
Storytelling
Why is narrative so powerful?

How do you tell a good story?

What kinds of stories should you tell?
How We Remember

Memory Study (1976)
James Turnure, Nissan Buium, and Martha Thurlow, U. of Minnesota
soap and shoe

1 out of 21
soap and shoe in a sentence

8 out of 21
soap and shoe in a question

16 out of 21
What We Act On
It's against my religious beliefs. Doctors won't work as hard to save me. Only rich people will get my organs. I'm too old to be an organ donor.

What are the narratives against organ donation?

120,000 people are waiting for an organ

Register to be a Donor

Why should I register?

- 10
  another person is added to the waiting list every 10 minutes

- 22
  people die each day waiting for an organ

- 50
  One organ, eye and tissue donor can save and heal more than 50 lives
immortal fans
Thousands of Brazilian Soccer Supporters Become 'Immortal Fans'

An organ donation campaign from one of Brazil's biggest soccer clubs is slashing transplant waiting lists.
“Facts don't have the power to change someone's story. Your goal is to introduce a new story that will let your facts in.”
Why is narrative so powerful?

How do you tell a good story?

What kinds of stories should you tell?
2 minutes
Think about a time when there was something you really wanted.

2 minutes
Tell a story about that time to the people in your group in 2 minutes or fewer.

Start with the person seated closest to 12 noon. The person who will go last is the timekeeper.
1st Storyteller: when everyone at your table has told a story...

...open this envelope and follow the instructions inside (and please don’t leave the room.)
I liked your story!
What do your stories have in common?
Story Structure

- Protagonist
- Inciting Incident
- Goal
PROTAGONIST

GOAL

BARRIER
Story Structure: A Short Course in Human History
Bush shaking.
Unusual.
Must watch closely.
Whatever.
Duly noted.
Story Structure

PROTAGONIST

RESOLUTION

GOAL

BARRIER

BARRIER

BARRIER
Story Structure

ACT I
IDENTIFICATION
PROTAGONIST
INCITING INCIDENT
BARRIER

ACT II
EMOTION
BARRIER

ACT III
REFLECTION
RESOLUTION
GOAL
Story Structure: Journalistic vs. Dramatic Narrative

**Journalistic Storytelling**

**Dramatic Narrative**
Story Structure: Journalistic vs. Dramatic Narrative

Forests
Inspiring Stories: Our Latest Forest Work

Stopping wars? Tracking bears with text-messaging collars? Rebuilding forests with the help of rodents? It's all part of The Nature Conservancy's surprising new work to protect forests. Get inspired by the stories below — and then help support our work!

Florida: Tracking Florida Bears
See how the Conservancy and partners are tracking Florida's threatened black bears with text-messaging collars to locate their critical habitat corridors.

Support The Nature Conservancy
DONATE NOW
Help the Conservancy's work to preserve plants, animals and natural communities all over the world.
Florida: Letting Florida’s Bears Lead the Way for Conservation

Story Highlights

- The habitat of Florida black bears has become fragmented by development and new roads.
- About 10 of the bears now have collars sending text messages of their positions.
- The information will help Florida landowners and policy-makers make conservation decisions that help bear habitat and people.

Story by Judy Althaus, Photography by Carlton Ward Jr.

For more than 1 million years, Florida black bears have ambled through pristine forests that seemed to stretch forever. But today, these bears hear the drum roll of advancing civilization.

The threat is real. Bear territory is now fragmented and smaller populations are unable to support large numbers of individuals.

View a slideshow and see how tracking Florida black bears is informing conservation decisions across central Florida. Photography by Carlton Ward Jr.

Help Protect the World’s Forests!

DONATE NOW

With your help, we can protect forests around the world.
Story Highlights

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• About 10 of the bears now have collars sending text messages of their positions.
• The information will help Florida landowners and policy-makers make conservation decisions that help bear habitat and people.
“Reunion”
PROTAGONIST
Suman

GOAL
Reunite her grandfather and his old friend, Yusuf

BARRIER
Locating Yusuf, bringing him to India

OVERTCOMES BARRIER
Uses Google

RESOLUTION AND MEANING
Reunion accomplished... Google is awesome
Why is narrative so powerful?

How do you tell a good story?

What kinds of stories should you tell?
Tell a story about how you are working to understand, prevent or respond to sexual and intimate partner violence.
Use this template to outline your story.

Storytelling: Tapping the Power of Narrative
SVRI Forum 2017 • Story Structure Worksheet

Select one point about your work to understand, prevent and respond to sexual and intimate partner violence, and choose a story that will illustrate that point – something that actually happened, whether it’s an incident in which you were involved, something you observed, or simply a story you heard about from a colleague.

Follow the directions below and answer the questions in the spaces provided to outline your story. You do not need to write out the entire story word for word.

THE POINT

What one point do you want listeners to take away upon hearing this story? (While this may not be evident to your audience until the end of the story, you must be clear on your intended message from the beginning.)
Magalia’s Story
Storytelling: Tapping the Power of Narrative

SVRI Forum 2017 • Story Structure Worksheet

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THE POINT

What one point do you want listeners to take away upon hearing this story? (While this may not be evident to your audience until the end of the story, you must be clear on your intended message from the beginning.)
What did you like about the story?

How can we make it better?
Building a Storytelling Culture: Step #1

Telling stories in presentations, featuring them on your website, and making them a regular agenda item during internal meetings are all good ways to weave storytelling into your day-to-day operations. But if you truly want to build a storytelling culture that binds everyone on your team together for years to come, try assembling a "sacred bundle". [Full story.](#) Please note: Apple Mail users may need to scroll down manually.
Chronic Disease 39%
Immunization 23%
Health Promotion 23%
Access 8%
Injury 7%
Stories

Stored
Definitely Not

The End
CRISIS TEXT LINE