

# StoryTelling Workshop

# Introduction

Story-telling is one of our most powerful tools as organizers and movement builders

## **Storytelling is a practice of leadership**

Your story is the “why” of organizing—the art of translating values into action through stories. It is an iterative discussion process through which individuals, communities, and nations construct their identity, make choices, and inspire action.

## **Each of us has a compelling story to tell**

Each of us has a story that can move others. As you learn this skill of story-telling, you will be able to tell a compelling story that includes elements that identify yourself, your audience and your strategy to others.

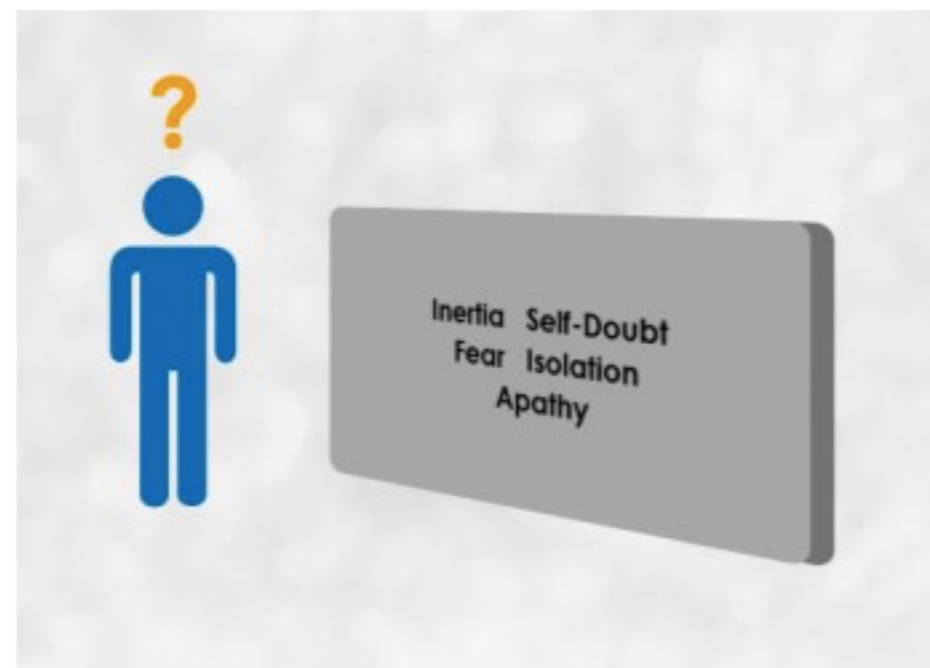
## **Why Tell Stories? Two Ways of Knowing or Interpreting**

Leaders employ both the “head” and the “heart” in order to mobilize others to act effectively on behalf of shared values. In other words, they engage people in interpreting they should change their world – their motivation – and they can act to change it – their strategy.

The key to this story-telling is understanding that values inspire action through emotion.

# Story Telling facilitate actions

**Some emotions inhibit action, but other emotions facilitate action.**



# Story of SELF

**A “story of self” tells why we have been called to serve.**

The story of self expresses the values or experiences that call each person to take leadership on climate change

Choice points, moments in our lives when values are formed because of a need to choose in the face of great uncertainty

When did you feel you had to do something about it? Why did you feel you could? What were the circumstances? What specific choice did you make?

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# Story of NOW

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

includes a description of the path we can take to achieve goals relative to the mission – the unique strategy or set of ideas that will help us to overcome the challenge we face and succeed.

- The strategy – your plan to achieve your goal.
- A strategic “hopeful” choice that each person in your audience can make
- A specific ask for each person that involves a commitment of time, resources before they leave. (For example: recruit 10 people to join an event; donate \$30 to support our local organizing effort; or show up for an artbuild before the action....etc.)
- A vivid description of what collectively can be achieved if we take action together.