

# Storyteller Training

**ENGAGE**  
M I C H  G A N





# Icebreaker

Name, hometown, pronouns and:  
What is your favorite dish to bring to a group dinner or potluck?



# Why Do We Tell Stories?

# Stories Have Power with People



Throughout history, stories are how human beings communicate about the world.

From novels and movies and other popular media, to religious texts and folklore, humans sharing and telling stories go back to our roots and everyday lives.



# Connecting with People



We're competing for people's attention and telling a story is more memorable than a fact sheet.

If we can help people **feel something vs. think about something**, the call to action is easier.

Helps bring big issues closer to home for people.



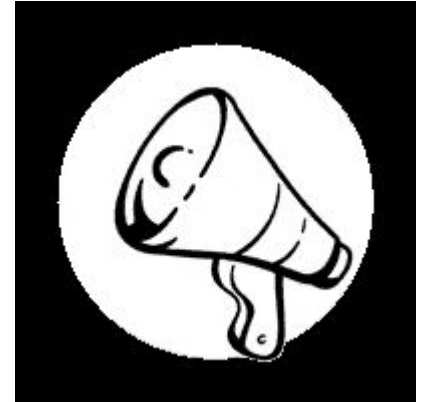
# Capture and Keep Attention



In communications work, a good strategy is to talk in a way that captures and keeps attention and leads to a desired action.

Stories are a great way to do that because of the memorable, emotional connection we can foster.

But we always want to include in our stories a “Call to Action” (This is SUPER important).





# Using Our Stories to Drive Action



# Stories Driving Action: In Our Communities



Telling your story can help motivate your friends, family, neighbors and community to join you in your call to action.





# Stories Driving Action: Lawmakers and Other Orgs



Our stories can help influence elected officials and other organizations to take our side on the issues and help with our call to action.



# Stories Driving Action: The Media



We can tell our stories to the media so our calls to action can be shared with a broader audience.

This is where we'll be focusing our attention for training/best practices purposes because if you can talk effectively with the media, which is not something most people do, the other areas will be easier.



# Formatting Your Story



It's important that you write down your story in a way that is clear and concise, hits on the important parts of the entire message and can be helpful to practice.

So let's talk about **Talking Points**, the **Heroes' Narrative** and the **Message Triangle**...

# Formatting Your Story: Talking Points



Talking points are your story broken down into bite-sized pieces. Think of it like a script that you can recite in any order.

Putting your story into a talking point format will help ensure you're hitting on all the elements of your story and helps reinforce best practices with delivering those messages by ensuring your answers are short and concise.

## Example

# Formatting Your Story: Heroes' Narrative



Borrow from stories: Quest, Threat, Hero, Hero Tools

- Like we mentioned earlier: stories have been used throughout human history and there are some themes we can borrow from novels, movies and other media to make our stories flow and make sense to people.

**Quest:** Defines what matters. This is what we're all trying to achieve.

**Threat:** What is stopping us from taking a step toward achieving our quest?

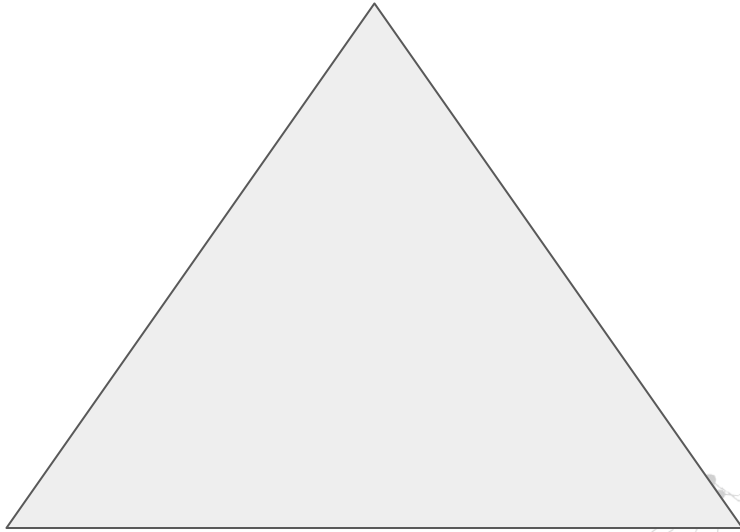
**Hero:** This is you! How do you talk about yourself and what drove you to action.

**Hero's Tools:** This is where we talk about policy. What will help the hero achieve their quest?

# Formatting Your Story: Message Triangle



Information



Action

Values

Knowing how to deliver a complete story in a small soundbite is important. The Message Triangle helps us do that. With three key pieces, we can summarize the message and call to action all in one:

**Information:** Talk about what is happening

**Values:** Talk about why it matters

**Action:** Talk about what can be done about it



# Storytelling Tips and Tricks

# Keep It Short and Concise



We don't always have a lot of time to share our stories depending on the situation.

Most interviews with the media will only use one soundbite, clip or quote, so we want to make sure it counts.

Gives you more control over your voice and remember to hit the most important things.



# “I Don’t Know”



Don't be an expert where you're not, feel free to say “I don't know” and talk about what you do know.

Connect with people who do have the answer.

Follow up once you can get the answer.



# Practice!



Like with anything in life, being a good storyteller takes practice.

Practicing will help you feel more confident.

Build skills to improvise quickly.

We'll be doing this in our second training!



# The Little Things



**What do I do with my hands?** (Little ball, big ball)

**What do I wear?** (Be comfortable/confident, but represent your cause well)

**What if I'm nervous?** (Remember, you're just talking to a person!)

**What if I screw up?** (Feel free to start over!)



# Staying on Message

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Remember, we have a job to do and that is to push folks toward our call to action.

We don't need to have answers to every single question that gets thrown our way, our main goal is to get our story out.

Sometimes, but rarely, you may run into off-base question or questions that are adversarial in nature.

That's where the concept of **"Pivoting"** comes into play.

# Pivoting Phrases



You can use “**Pivots**” to redirect a question so you can deliver your message:

## Examples:

“I don’t know about that, but here’s what I do know...”

“Look, the fact of the matter is...”

“I don’t have the answer to that right now, but I’m happy to follow up...”

“I hear you, but...”





# Take Home Worksheet.



**Questions?**