GETTING TO ACTION
The Art & Power of Storytelling

UNDERSTAND THE NARRATIVE TO CHANGE THE STORY
STORY-CENTERED STRATEGY

UNDERSTAND THE NARRATIVE TO CHANGE THE STORY

STORY LISTENING

STORY CRAFTING

STORY TELLING
WHAT MOVES YOU?
WHAT GETS YOU TO ACTION?
<table>
<thead>
<tr>
<th>MOVEMENT</th>
<th>WHY STORY</th>
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<tbody>
<tr>
<td>PASSIVE</td>
<td>ACTIVE</td>
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UNDERSTAND THE NARRATIVE TO CHANGE THE STORY
MOVEMENT

PASSIVE  ACTIVE
DIVIDED  UNITED
DRIFT    PURPOSE
REACTIVE INITIATIVE
INACTION CHANGE
APATHY EMPATHY
INERTIA RESPONSIVE
FEAR COURAGE
UNDERSTAND THE NARRATIVE TO CHANGE THE STORY

**WHY STORY**

**MOVEMENT**

- Passive
- Divided
- Drift
- Reactive
- Inaction
- Apathy
- Intertia
- Fear

- Active
- United
- Purpose
- Initiative
- Change
- Empathy
- Responsive
- Courage

STORY
START WITH WHY

The heart leads.
The head follows.
The hands take action.

Simon Sinek’s Golden Circle

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LISTEN

CRAFT

SHARE

QUOTES & DEFINING WORDS

THOUGHTS & BELIEFS

ACTIONS & BEHAVIORS

FEELINGS & EMOTIONS

Source: Stanford D.School, Institute of Design
I WANT TO TELL A STORY ABOUT ____________________________________,

SO THAT I CAN ________________________________________________.

SHOW ME THE MONEY  IDEA TIME  I HAVE A DREAM  BUILD A TEAM  TIME TO OVERCOME

UNDERSTAND THE NARRATIVE TO CHANGE THE STORY
EVERY UNDOCUMENTED STUDENT – A SUCCESS STORY

SHAPING A NARRATIVE

UNDERSTAND THE NARRATIVE TO CHANGE THE STORY

CHALLENGES

Inertia
Self-Doubt
Fear
Isolation
Apathy

CHOICES

Commitment

PROJECT

LISTEN

CRAFT

SHARE

EMPATHY

LISTEN

CRAFT

SHARE

PROJECT

CHANGE

CHALLENGES

STRUGGLE

LISTEN

CRAFT

SHARE

PROJECT

CHANGE

CHALLENGES

STRUGGLE

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CRAFT

SHARE

PROJECT

CHANGE

CHALLENGES

STRUGGLE

LISTEN

CRAFT

SHARE

PROJECT

CHANGE

CHALLENGES

STRUGGLE
Focus on the key elements of your story—specific events, actions, and people. Think about your story in the context of the Challenge, Choice & Change framework. Take a moment to write your story.

**CHALLENGE**
Tell us about the challenge you want to address. Why are you passionate about this issue (story)?

**CHOICE**
What did you do with this challenge? What choices did you have to make? Why?

**CHANGE**
What happened as a result of your choices? What did you learn from this experience?

*Adapted from Marshall Ganz’s Work.*
My name is _____________ and I’m from ________________________________.

I’m working to ________________, because I believe ________________________.

The challenge we need to overcome is ________________________________.

I believe if we _____________________________________________ we can do it!

We need to __________________ (choice/value statement) ________________________.

We can ____________________________ (name the outcome/change) ________________.

We can make a difference.
TELLING YOUR STORY

- Purpose (why statements)
- Volunteer to Speak at Events
- Story Hour/Minute at Work
- Listen, Listen, Listen
- Watch/Listen to Your Favorite Storytellers
- Practice, Practice, Practice
- Keep Rewriting Your Story

UNDERSTAND THE NARRATIVE TO CHANGE THE STORY
We become the stories we tell about ourselves.

- Tony Saldaña

Humanist, Educator & Artist
UNDERSTAND THE NARRATIVE
TO CHANGE THE STORY