

**Historic
Hoosier
Hills
RC&D**



Storytelling

August 19, 2015

Agenda

Welcome

Power of Stories

Structure of Stories

Story Identification

Capturing your Story

Branding your Stories

Wrap Up

OBJECTIVE

MAKE YOU & YOUR ORGANIZATION
SUCCESSFUL!

YOUR BRAIN IS WIRED FOR STORIES

Your Brain on Stories

- Increases cortex activity
- Neurally & chemically links story & listener
- Neurally & chemically links speaker & listener
- Aids learning and memory

Your Brain on Stories

YOUR BRAIN ON STORIES

VISUAL CORTEX

COLORS & SHAPES

WERNICKE'S AREA

LANGUAGE COMPREHENSION

OLFACTORY CORTEX

SCENTS

AUDITORY CORTEX

SOUNDS

BROCA'S AREA

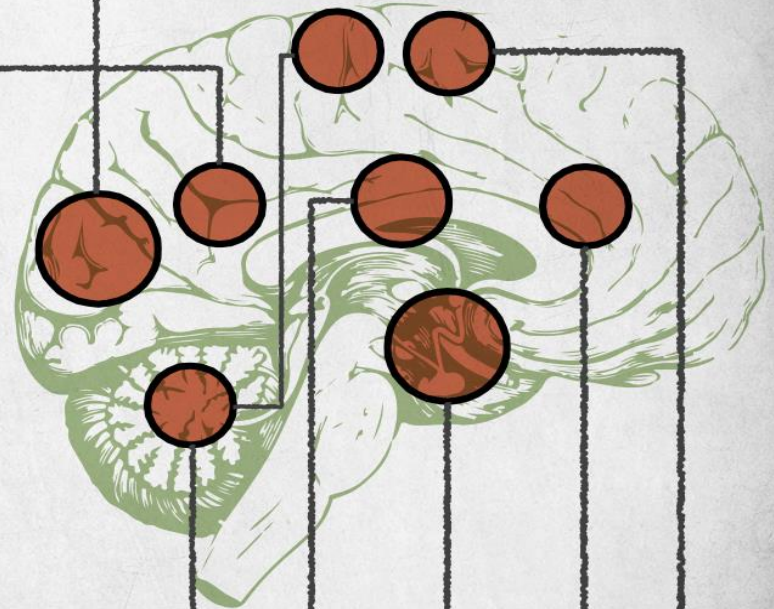
LANGUAGE PROCESSING

MOTOR CORTEX

MOVEMENT

SENSORY CORTEX & CEREBELLUM

LANGUAGE COMPREHENSION



Stories are Powerful

Memory Study



+



1 out of 21



“ ... ”



8 out of 21



“ ? ”

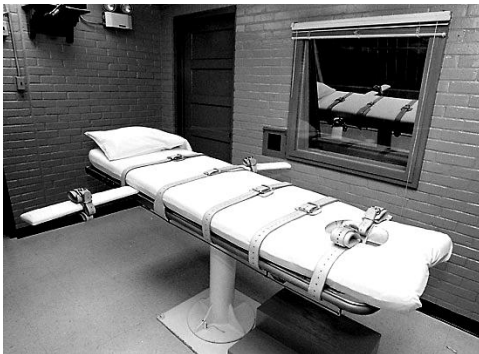


16 out of 21

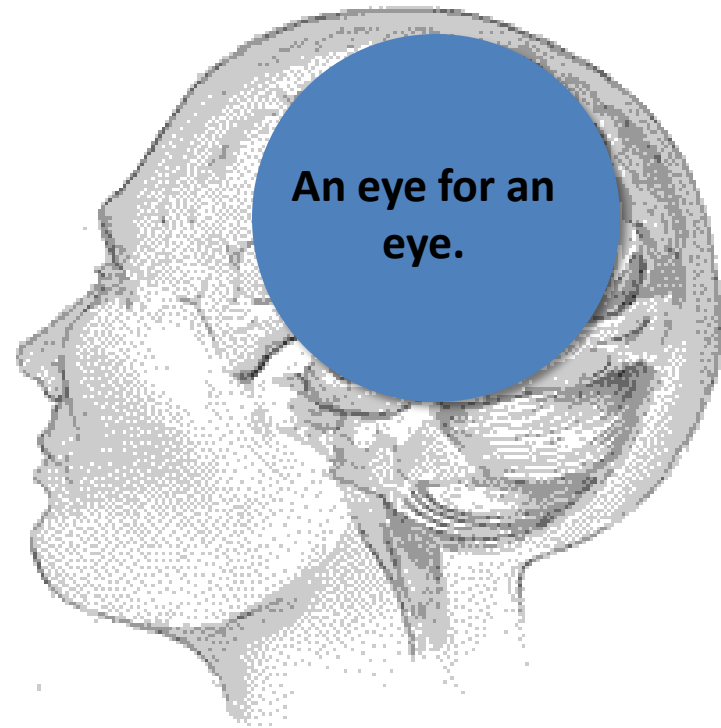
Opinions on Capital Punishment

The Facts

Statistics prove the death penalty is not a stronger deterrent than a life sentence.



Mindset based on Cultural History



Opinions on Capital Punishment

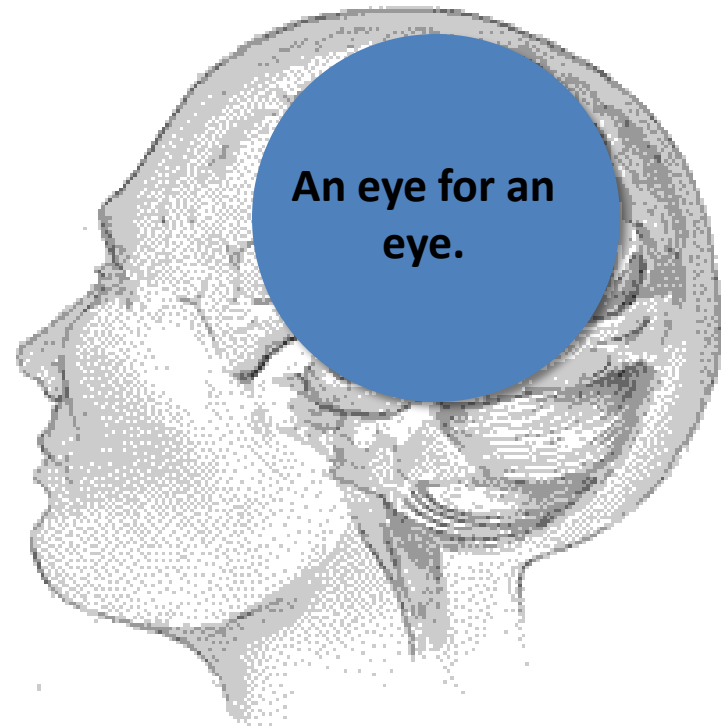
New Arguments

It's immoral for the state to sanction killing.

It's unconstitutional.



Mindset Unchanged



The Innocence Project



Jeffrey Deskovic, New York

Age: 41

Exonerated: 2006

Years in Prison: 16 years

Compensation: Over \$13,000,000 (so far)

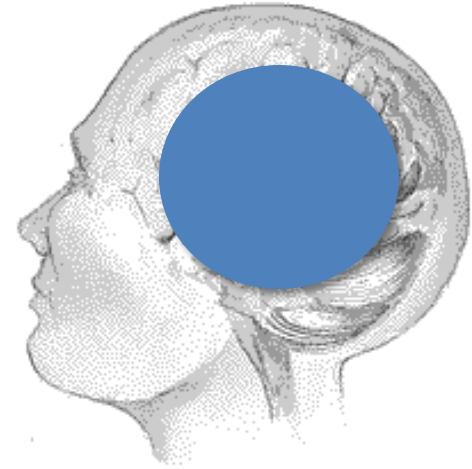
A national litigation and public policy organization dedicated to exonerating wrongfully convicted individuals through DNA testing and reforming the criminal justice system to prevent future injustice.



The Innocence Project

Innocent people have been executed.

It's better to wait and be certain than make a mistake that can never be corrected.



CNN

10/12/11

When offered a choice between sentencing a murderer to capital punishment or life in prison with no chance of parole, half of all Americans say they prefer a life sentence over the death penalty – the first time that has happened in CNN polling.

Changing Hearts & Minds

“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.”

Annette Simmons

Leader & Advocate for Storytelling

Changing Hearts & Minds



Story of starving Child

\$



Story of starving Child +
Millions of Other Starving Children

$\frac{1}{2}$ \$

Stories are Powerful

Help us remember

Determine what we choose to believe

It is how we change hearts and minds!

Storytelling Exercise



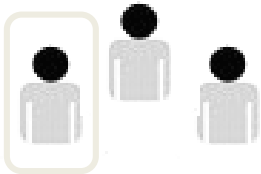
2 minutes

Think about a time when there was something you *really* wanted.



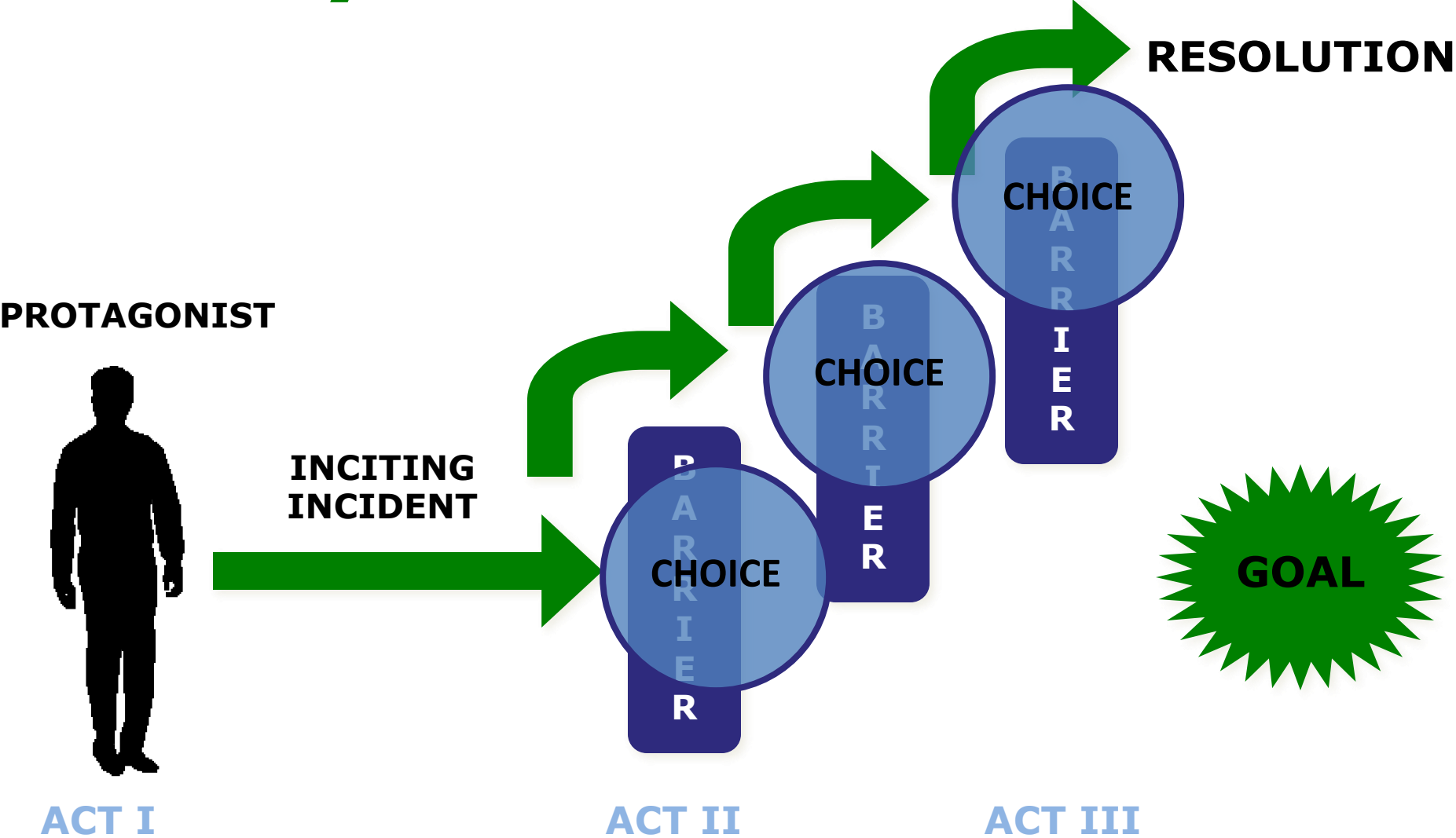
2 minutes

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



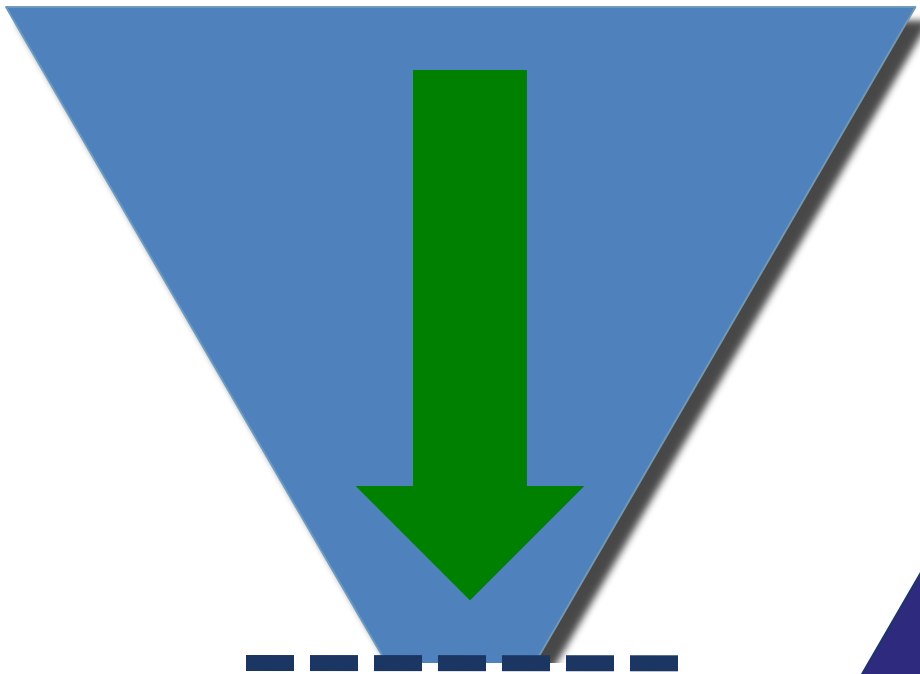
Start with the person sitting closest to the door. The person who will go last is the timekeeper.

Story Structure

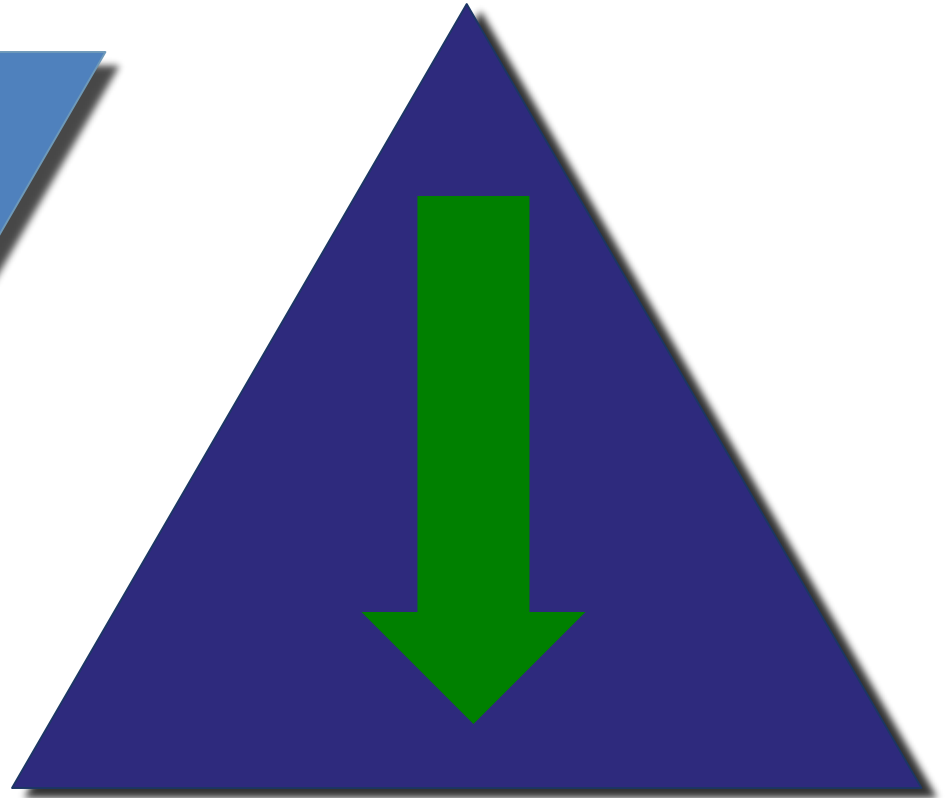


Story Structure

JOURNALISTIC STORYTELLING



NARRATIVE STORYTELLING



Nature Conservancy Journalistic

Forests

Inspiring Stories: Our Latest Forest Work



Support The Nature Conservancy

DONATE NOW

Help the Conservancy's work to [preserve plants, animals and natural communities all over the world.](#)

[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.

Nature Conservancy Narrative

Florida

Letting Florida's Bears Lead the Way for Conservation



Watch a Slideshow



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

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 crisscrossed** with new roads due to Florida's rapid

Help Protect the World's Forests!

DONATE NOW

[With your help](#), we can protect forests around the world.



Nature Conservancy Narrative

Florida

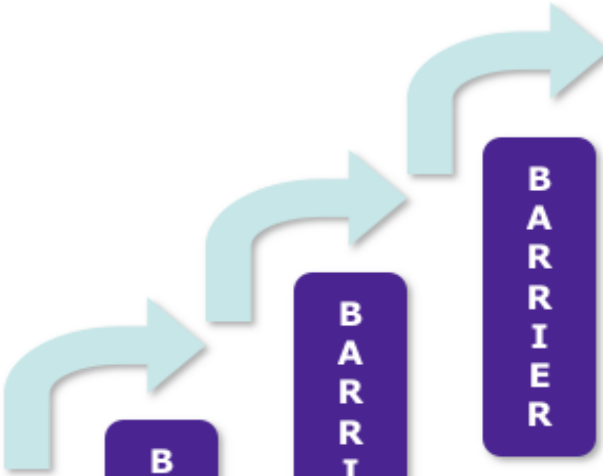
Letting Florida's Bears Lead the Way for Conservation



Story

- The frag
- Abc mes
- The mak hab

PROTAGONIST



RESOLUTION



Story by

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 crisscrossed** with new roads due to Florida's rapid



STORIES TO TELL

Stories to Tell

Welcome to Southeast Indiana



Identify your “core stories” and make sure everyone who represents your organization knows them by heart.

Nature of Our Challenge Story



EMPLOYERS

I NEED EMPLOYEES




We'll help you find responsible, entry level employees in Cincinnati.

[MORE ▶](#)

JOB SEEKERS

I NEED A JOB



Say goodbye to poverty— let us help you find a job in the Cincinnati area.

[MORE ▶](#)

ADVANCEMENT MEMBERS

I WANT TO ADVANCE



Current Members: Not getting ahead in your first job? Advance to earn more.

[MORE ▶](#)

DONORS

I WANT TO HELP



Your contribution of any amount will help eliminate poverty in Cincinnati one job at a time. [MORE ▶](#)



Donate your time, money or resources. Everything helps.

search our site...

Job Skills Training & Employment Assistance

Cincinnati Works offers a holistic approach to eliminating poverty in the Tri-State area by providing job skills training and ongoing employment counseling.

Over 5,000 people have been helped begin their journey to economic self-sufficiency since Dave and Liane Phillips founded Cincinnati Works in 1996. Cincinnati Works is a 501(c)(3) nonprofit organization that brings hope and encouragement to people living in poverty, through a network of job services and employer partnerships.

More About Us 

Join Our Mailing List

Subscribe to receive our monthly eNewsletter and stay connected!

First & Last Name

Email Address

How We Got Started Story



[Knowledge Center](#) | [Foundation Stories](#) | [News & Events](#) | [Contact Us](#)

search

History

Sta

Brief History of The Greater Cincinnati Foundation



In 1963, a group of Greater Cincinnati area business people was intrigued by the success enjoyed by community foundations in other cities. They wanted to see a community foundation established in Cincinnati.

At the same time, the board of the Fresh Air and Convalescent Aid Society, an organization which brought women and children out of the crowded tenement areas during the hottest months of the summer for two weeks of good food, comfortable living, and planned recreation in the country, realized that its mission had become outdated.

The Fresh Air and Convalescent Aid Society decided to disband and needed an alternative charitable use for its \$600,000 endowment. The business leaders and the Fresh Air Board came together and The Greater Cincinnati Foundation was born. The Fresh Air and Convalescent Aid Society's endowment became GCF's first unrestricted fund.

Ne

[GC](#)

The
Ext

Foundation's leadership responsible for ensuring efficient, high quality and

Success Stories

Easter Seals TriState

Stories of Hope

Robert Beckham



Robert, 2012 Tailgate Bash Ambassador, worked in the Building Ability carpentry program for over a year. In June he took the next step toward his goal of working in the construction industry and was hired in Building Value on the new landscaping crew. He plans to work his way through employment opportunities at Building Value.

[Read more](#)

Easter Seals TriState

donate

Who We Are | Our Programs | Explore Resources | Get Involved | Ways To Give | Connect Locally

Operation Vets THRIVE

Thousands of veterans will be returning to our region in the coming years. Operation Vets THRIVE is an area wide initiative led by Easter Seals TriState to assist our returning heroes with the resources they need to not just reintegrate into the community, but to THRIVE in our community.

LEARN MORE

● ● ● ●

Our mission is to spread help, hope & answers

Easter Seals TriState Empowers people with disabilities and disadvantages to more fully live, learn, work and play in our communities. Stay connected! Sign up to receive news and special announcements.

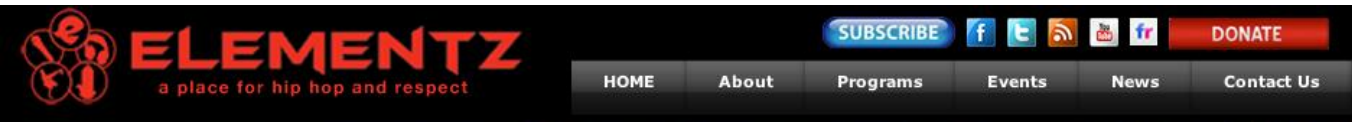
Your email address...
Your zip code... [join us](#)

Our mission is to spread help, hope & answers

Easter Seals TriState Empowers people with disabilities and disadvantages to more fully live, learn, work and play in our communities. Stay connected! Sign up to receive news and special announcements.

Your email address...
Your zip code... [join us](#)

Values Story



Watch more videos on our [YouTube](#) channel



VALUES

We treat all people with respect

We believe in the creative and leadership potential of youth

We encourage innovation to create programs of relevance to young people

We strive to create a culturally relevant environment that encourages a sense of family and personal validation

We value the use positive urban art forms to encourage self expression, personal growth and improve student achievement.

We develop connections for our youth with credible, supportive adults who identify with the culture of our youth.

We believe in bringing young urban artists into the mainstream of arts and culture in Cincinnati

Upcoming Events

11/21 – BUILDING WELCOMING COMMUNITY
October 28, 2013
Thursday November 21st Elementz Urban and Temple Shalom welcome all who are interested in a broad discussion of what works (and doesn't) for Youth and some ideas about why now is a good time to talk broadly about ... [More Info >](#)

Friday Nov. 1st – The Beat Lounge Beat Battle
October 25, 2013
Be sure to join us on this first friday of the month at 7 PM as we will host the Beat Lounge Beat Battle at Elementz. As always you be prepared to hear Cincinnati's freshest music producers ... [More Info >](#)

What's New

Professional Video's & Picture's from Studio PERCEPTIONS
October 28, 2013
Studio Kre8v put on a wonderful & respectful recital recently here at Elementz called **In Motion Vol II**. A full house of families, friends & supporters gathered to witness an evening of dance all choreographed by members of ... [More Info >](#)

A Tour of Our "Urban Oasis"
October 17, 2013
Elementz Creative Director, Abdullah Powell, & recording artist, Tafari McDade, walk you through quick a tour of Elementz on its busiest night in history. See the space that we call an "Oasis of Hope" that supports Tafari and the vast ... [More Info >](#)



Where We Are Going Story

The screenshot shows the top of the Cincinnati Symphony Orchestra website. On the left is the CSO logo with the text "CINCINNATI SYMPHONY ORCHESTRA" and "LOUIS LANGREE - MUSIC DIRECTOR". To the right is a navigation menu with links: "Concerts & Events", "Music & Musicians", "Plan Your Experience", "Support & Volunteer", "Education & Community", "Partners", and "About Us". A "Parking Alert for Upcoming Events" notification is visible above the menu. A red "Pop" icon is in the top right corner. The main banner features a blue and white abstract image on the left and a portrait of a man on the right. The text "Rhapsody in Blue" is overlaid on the banner.

Education

Educational Vision

The vision of the Cincinnati Symphony Orchestra's educational program is to establish life-long relationships with the community, promoting active participation in music. The program shall encourage participants to listen, appreciate, advocate, perform, volunteer and contribute. The vision will be achieved through concerts and services, partnerships with educational, social and artistic organizations in our region, and a strong community presence.

Educational Mission

The mission of the CSO's Education Department is to plan, implement and present age-appropriate orchestral performances and experiences of classical music with an emphasis on serving students in grades 1-12.

< November				
Sun	Mon	Tue	Wed	Th
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28

EXERCISE - THINK OF YOUR STORIES:

SUCCESS STORIES!

NATURE OF CHALLENGE

HOW WE GOT STARTED

VALUE STORIES

STRIVING TO IMPROVE STORY

WHERE WE ARE GOING STORY

CAPTURING YOUR STORIES

Tools for Capturing Stories

- Storytelling outline
- Storytelling template

Use the Storytelling Outline: for Your Story

Collecting Someone's Story

Well, I'll never forget this one young woman. She came from an underserved community, and she was just so shy, but I knew right away UDM would be a good fit for her. So, I stayed after her until she applied, and then we helped her apply for financial aid so her family could afford to send her. And now she's a junior, she's doing great, and she's starting to think about a career in health care.



Don't Accept Jargon

Okay, hold on right there for a second. When you say “underserved,” what do you mean exactly?

Well, like I said, Tina came from an **underserved community**, and...



Don't Accept Jargon

Oh, well, the recession had hit her neighborhood pretty hard. There were a lot of empty storefronts, and a couple of schools had closed. In fact, her high school was so overcrowded, they parked a couple of double-wide trailers on the football field and used them as extra classrooms.



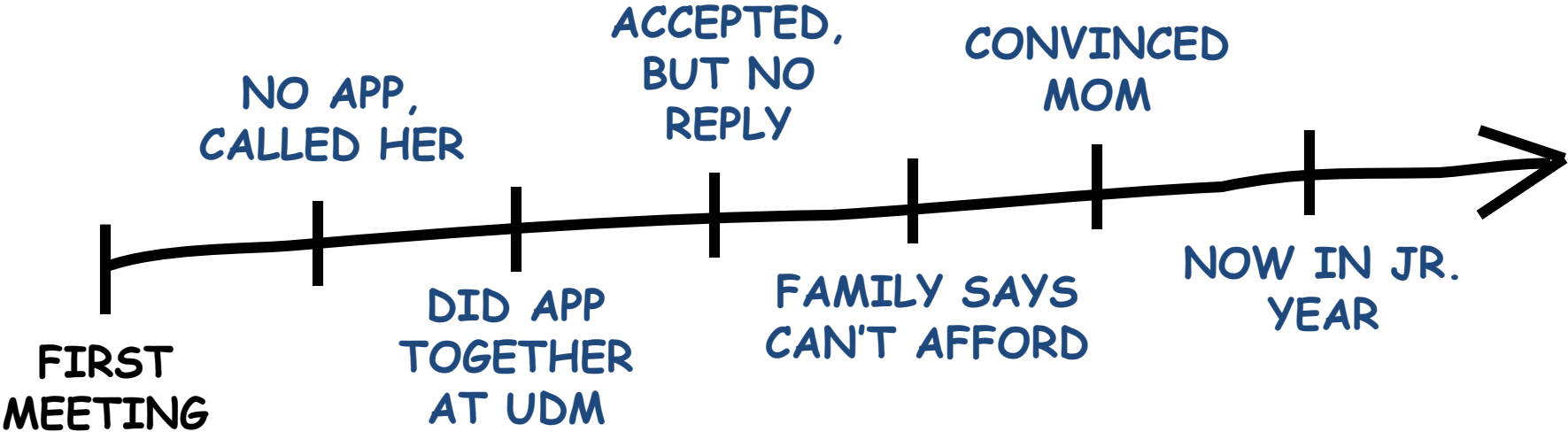
Develop a Timeline

Sounds good, but let's take it one step at a time. First, tell me about how you met Tina.

But like I said, we really worked with her because we could all see her potential.



Develop a Timeline



Don't Accept "We"

And when you say "we,"
who else was working
with you to help Tina?

Once we convinced
Tina's mom that the
application process wasn't
that complicated, the rest
was mostly paperwork.

Oh, that would
be Ted.



Don't Accept "We"

At first, Tina's mom was pretty adamant about not accepting any aid, but when we showed her the figures about the number of students on scholarship, she finally agreed.



Look for Moments of Vulnerability

Honestly, I started to get discouraged. I mean, her daughter has a chance to go to college, and she just doesn't want to deal with it!?!

And when Tina's mom didn't want to deal with the financial aid process, how did you feel?



Press for Direct Quotes

Yeah, she said, “This family has never taken any handouts and we’re not about to start now”.

Ted said Tina’s mom was “pretty adamant”.
Do you remember what she said?



Ask for Surrounding Details

Actually, I saw Tina and her mom on campus last week, and her mom came up to me, took my hand, and said, “Thank you for helping my daughter.”

Anything else we should know about Tina’s story?



Tools for Capturing Stories



Tim Keelan, Founder
StoryQuest

- Don't accept jargon.
- Map out a timeline of the story.
- Don't accept "we."
- Look for moments of vulnerability.
- Press for direct quotes.
- Ask for surrounding details.

And Get Pictures!

65% are visual learners

Pictures processed 60K times faster than text

Increasing desire for infographics



Tools for Capturing Stories

- Storytelling outline
- Storytelling template

YOU!

**“The world is shaped by two things –
the stories we’re told and
the memories we leave behind”**

Vera Nazarian

Author

Acknowledgement to:



<http://www.thegoodmancenter.com>



FOR QUESTIONS AND SUPPORT:

MAY.MELISSE@GMAIL.COM

513.800.7999