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Building the **Right to Health**  
Movement



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# **Moving Others to Action Through Personal Story**

- Why we tell stories (2 minutes)
- Preparing to tell your story (8 minutes)
- Reflect and write (10 minutes)
- Practice (10 minutes)
- Share and debrief (15 minutes)

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- To understand the role storytelling plays in moving others to action
  - To reflect on your own personal story
  - To begin telling your personal story, as you will tell it in your work as an organizer



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**Why storytelling?**



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**Simple: nothing else works**

# Stories speak to our emotional brains

- “Data satisfies the analytical parts of our brain, but stories touch our hearts.”

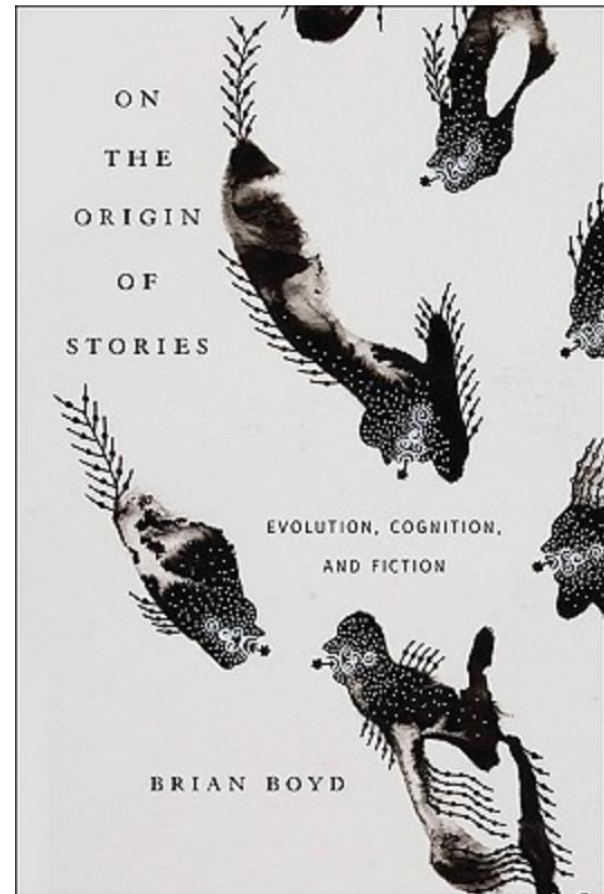




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# Stories Motivate, Teach, and Connect Us

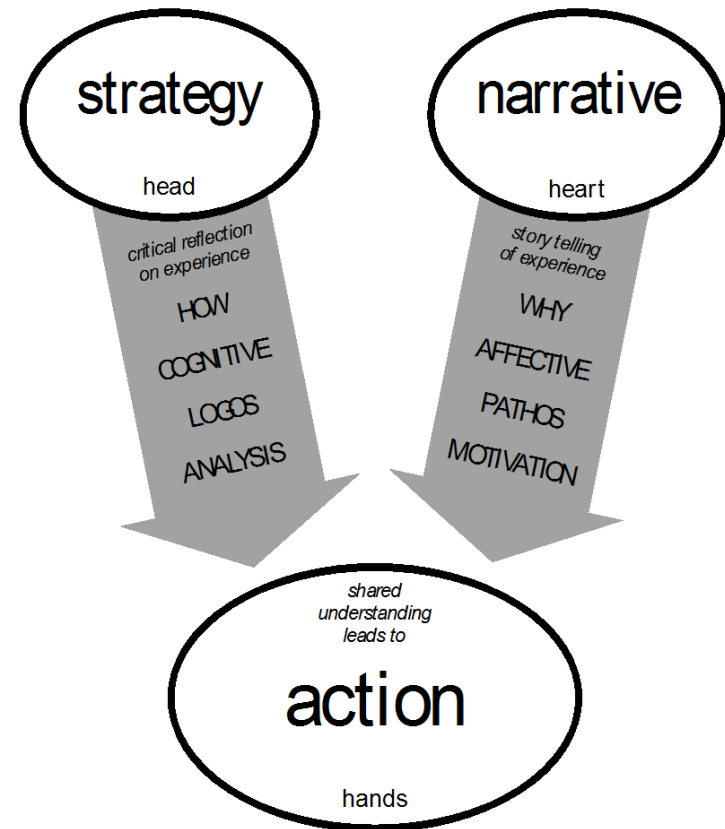
- Anthropologists tell us that storytelling is central to human existence. That it's common to every known culture. That it involves a symbiotic exchange between teller and listener – a negotiation we learn from infancy







# Public Narrative



*Public Narrative*



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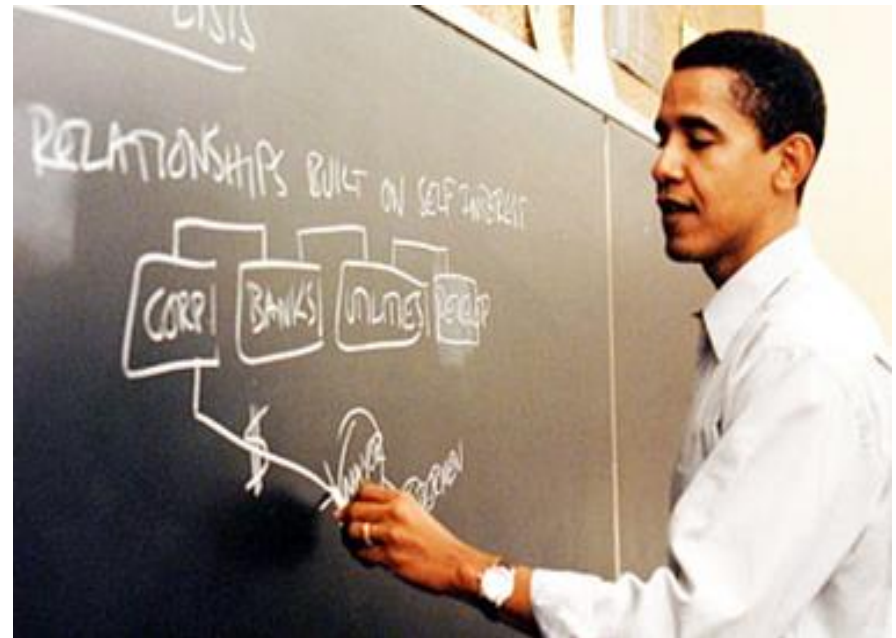
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**But we're talking about  
storytelling for *organizers*...**

# Organizing Starts with Building Relationships

- As organizers, we use stories to establish
  - Shared identity
  - Shared vision
  - Shared responsibility





# Outline of a story

**character**



CHALLENGE

**plot**

OUTCOME

CHOICE



**moral**



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**Let's start with what not to  
do...**



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# Don't Talk to Strangers

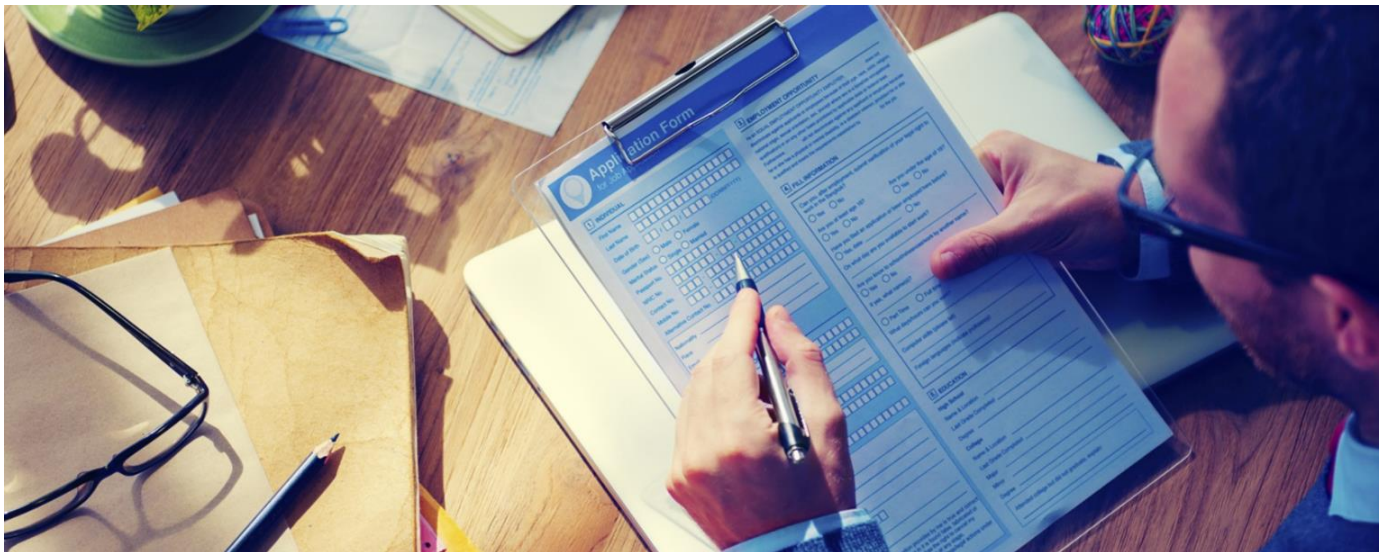
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- The first rule of storytelling: “Know your audience.”



# Don't Recite your Resume

- Things that can be part of the story:
  - Education, Previous Jobs, Personal Experience
- But remember: **YOU** are the story



# Don't Make Stuff Up

- “If you always tell the truth, you don't have to remember anything.”
- Everyone has a story. It can be simple. That's okay.







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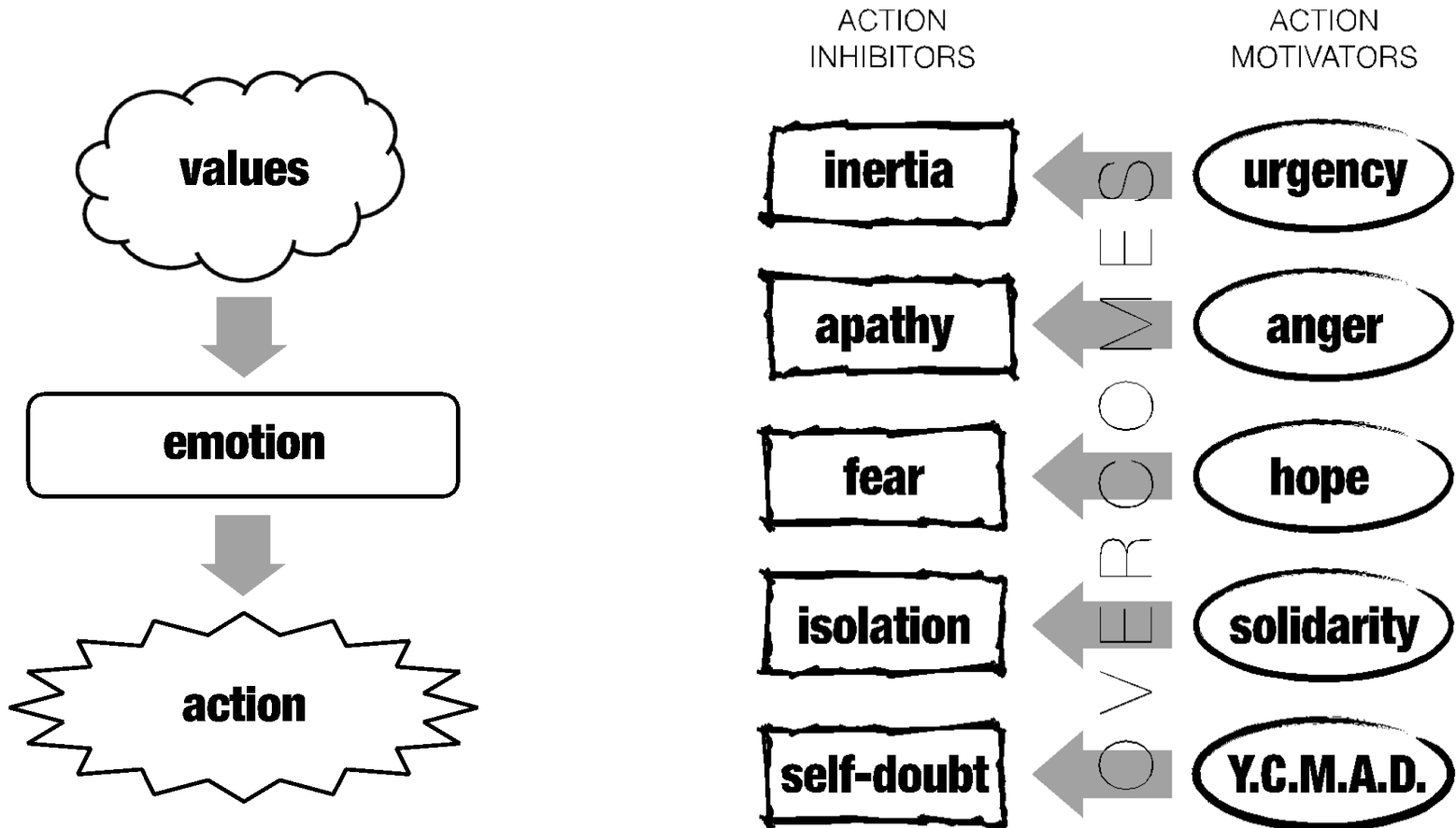
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**Now let's talk about what  
*you should* do.**



# Ground Your Story in Values and Emotion



# Listen with Purpose

- Ask questions.
- Relate to experiences
- Find common values



## Pivot back to “Why”

- Your story is the answer to “why are you here?”
- Don’t forget to bring it back to the big picture.



# Be Truthful, Responsive, and Intentional

- You are telling your story for a reason. It should be different for different audiences and in different environments.



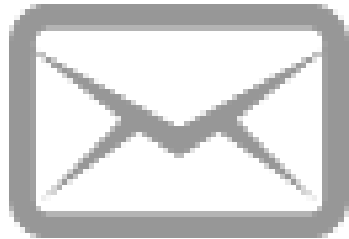
# Weave Personal Story into Everything You Do

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Media



Email



Social  
Media



Phone  
Calls



Face  
to  
Face





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# Have a Challenge, Choice, and Outcome

**character**



CHALLENGE

**plot**



OUTCOME



CHOICE



**moral**



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**Ok, so now what?**





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# Example of a Compelling Story of Self

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- <https://vimeo.com/280550650>



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**Reflect and write.**

# The Makings of a Compelling Story

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- Where and when does your story begin?
- What do we need to know about you?
- What challenges did you face?
- What choice did you make (and why?)
- How has that brought you here?



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**Practice!**



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# Share and Debrief

- Write. Rinse. Repeat.
  - Write the 15 minute, 10 minute, 5 minute, 2 minute and 30 second version
  - Write the big group, small group, and 1:1 version
- How do you get to Carnegie Hall?
  - Practice, practice, practice!