



Partners
In Health

ENGAGE

Building the **Right to Health**
Movement



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Story of Self

Moving Others to Action Through Personal Story

-
- To understand the role storytelling plays in moving others to action
 - To reflect on your own personal story
 - To understand your personal story in the context of your work as an organizer

Stories speak to our emotional brains

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





Public Narrative



Public Narrative

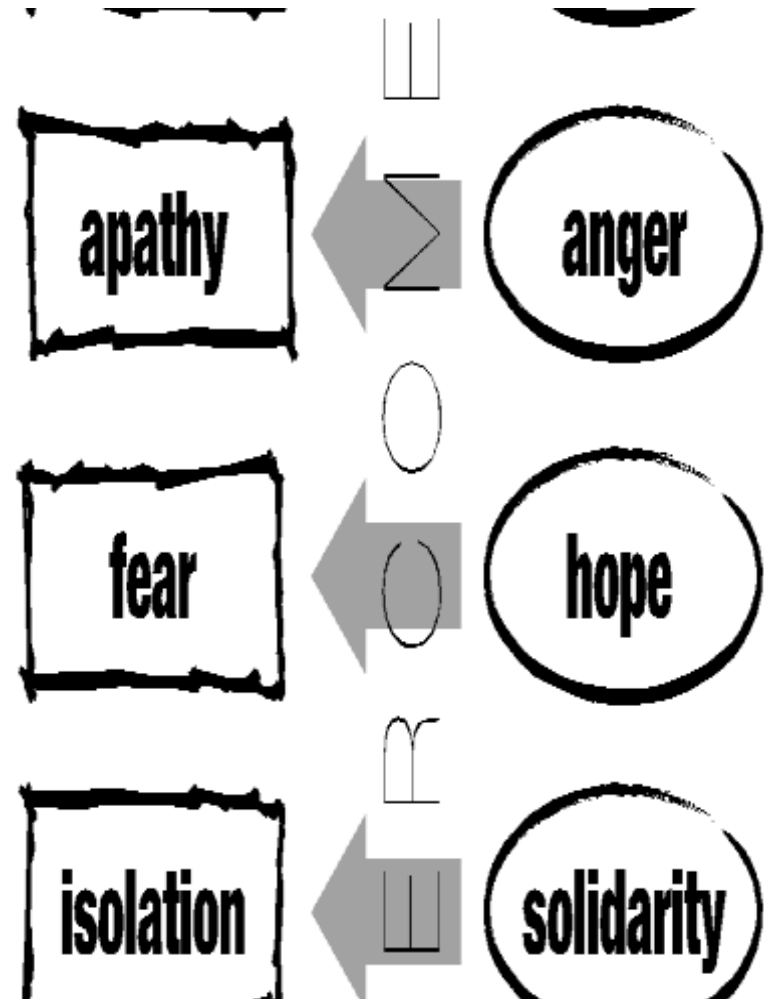
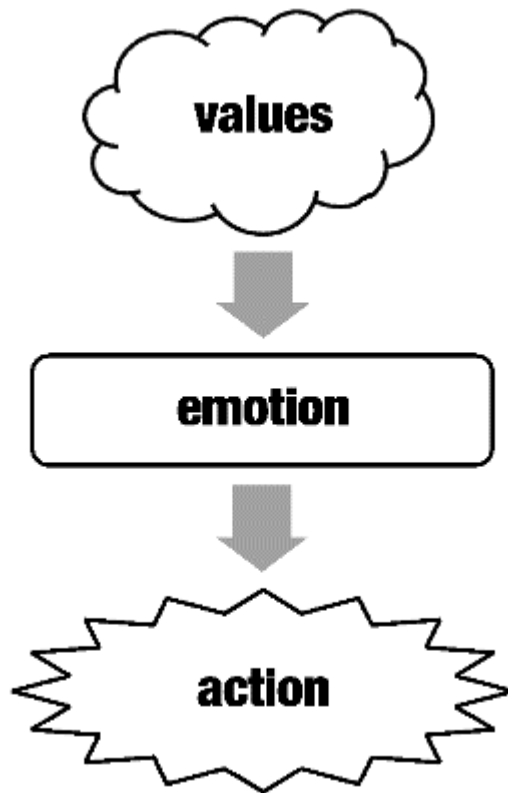


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Organizing Starts with Building Relationships

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

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

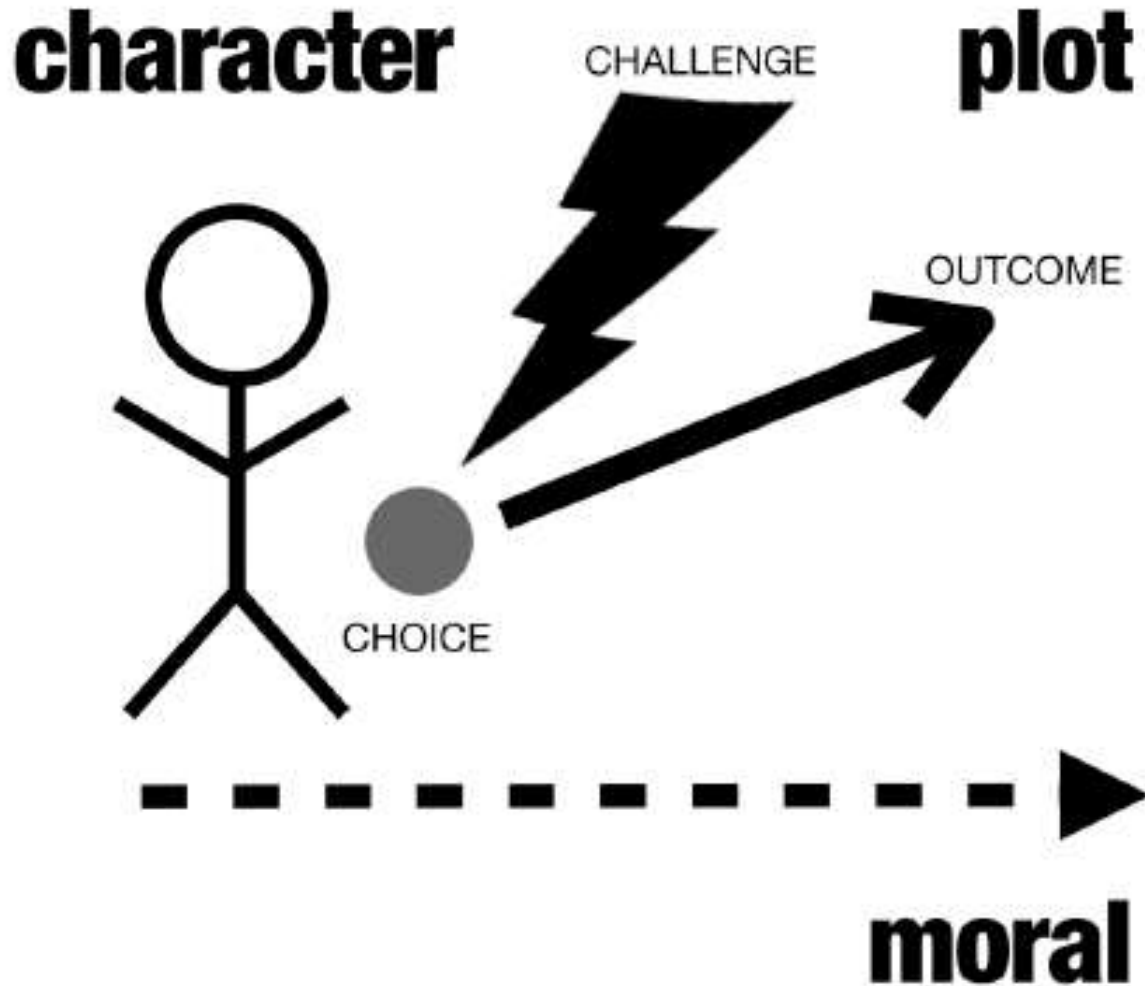
- You are telling your story for a reason. It should be different for different audiences and in different environments.





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Have a Challenge, Choice, and Outcome



Why PIH Engage

- What is compelling to you about PIH's mission?
- How does PIH Engage's work enable you to act on your values?
- What makes PIH Engage different from other GH organizations ?





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Weave Personal Story into Everything You Do

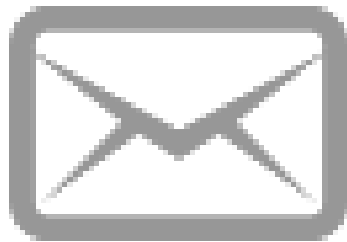
Media

Email

Social
Media

Phone
Calls

Face
to
Face





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Reflect and write.

The Makings of a Compelling Story

- 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 in groups of 2



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Big group example



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Share and Debrief

- Write. Rinse. Repeat.
 - Write the 5 minute, 2 minute and 30 second version
 - Write the big group, small group, and 1:1 version