

marca strategy

EFFECTIVE STORYTELLING

Using stories to create change



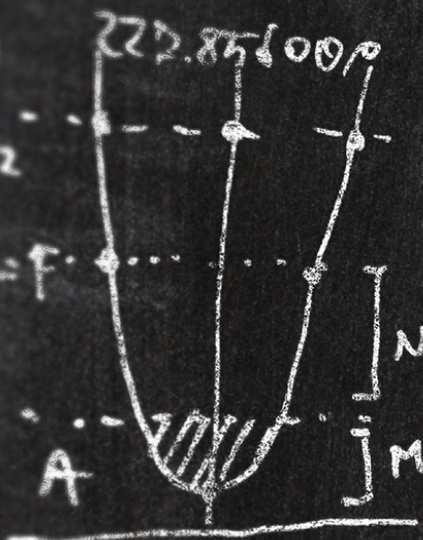
OBJECTIVES

- 1. Importance and value of storytelling**
- 2. How to craft compelling stories**

AGENDA

1. Challenges
2. Why stories?
3. What makes a good story
4. Which stories to tell
5. Who is your audience?
6. Create your blueprint
7. Questions and answers

CHALLENGES



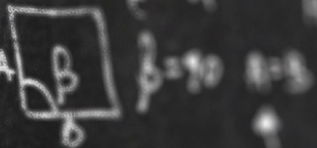
$$d+b+c = 4x^2$$

$$v_1 = \sqrt{3x+4y}$$

$$\sum_i = \cos(x) \cdot 2b^2$$

$$\pi = 3.14 \dots$$

$$\sum \begin{cases} x^2 + y^2 = 54 \\ 2x + 5 = -xy \\ 432x = y + 2b \end{cases}$$



$$\begin{cases} N_1, M_y \\ N_2, N_x \end{cases}$$

$$\tan(\beta) = F$$

$$\sin(\beta) = N_2$$

$$\sin(\alpha) = N_1$$

$$\tan(\alpha) = \frac{y}{x}$$

$$\sin(\alpha) = \frac{y}{r}$$

$$4.5553298 = MN + K_2$$

$$4.551781 + K_2 + Y_2 = \sqrt{MN}$$

$$r = 6 \begin{cases} 2x + y = c \\ 2x + y = c \end{cases}$$

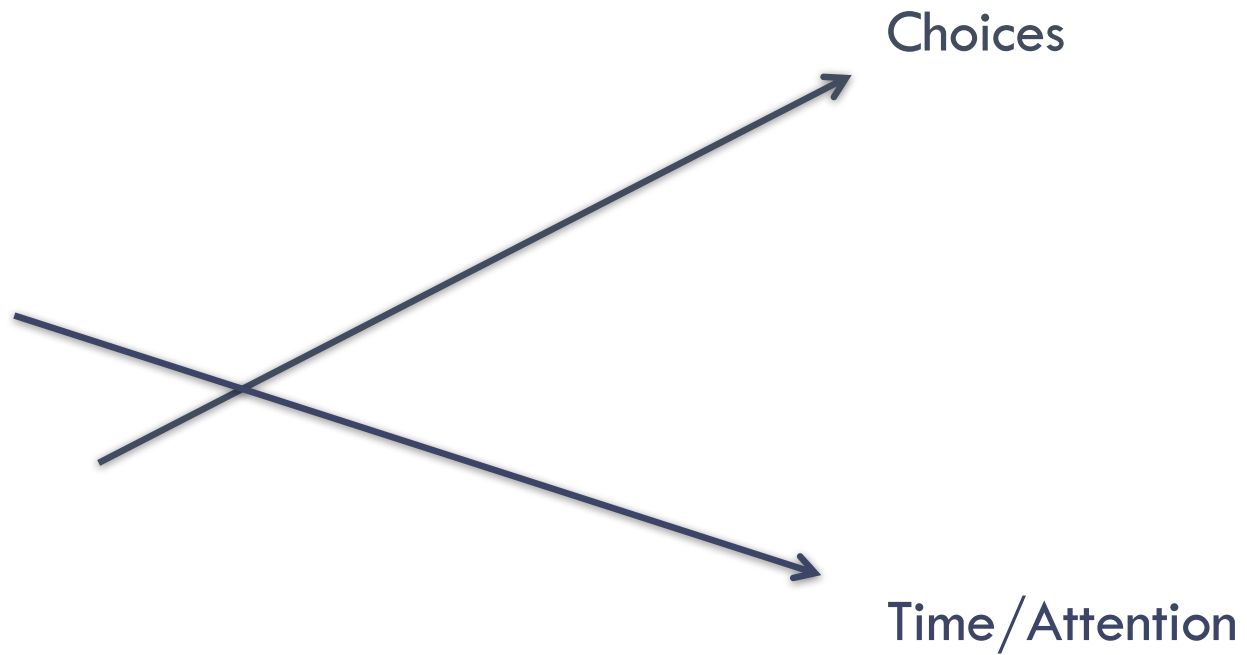
$$\sqrt{42 + K} = \dots$$



STORY

WHY STORIES?

WHY STORIES?



**YOU CAN'T CHANGE THE WAY PEOPLE THINK
OR ACT UNTIL YOU CHANGE THE WAY THEY
FEEL.**



CREATES EMPATHY



BRAKES BARRIERS



BRIDGE GAPS



INSPIRE ACTION THROUGH EMOTION



HELP US...

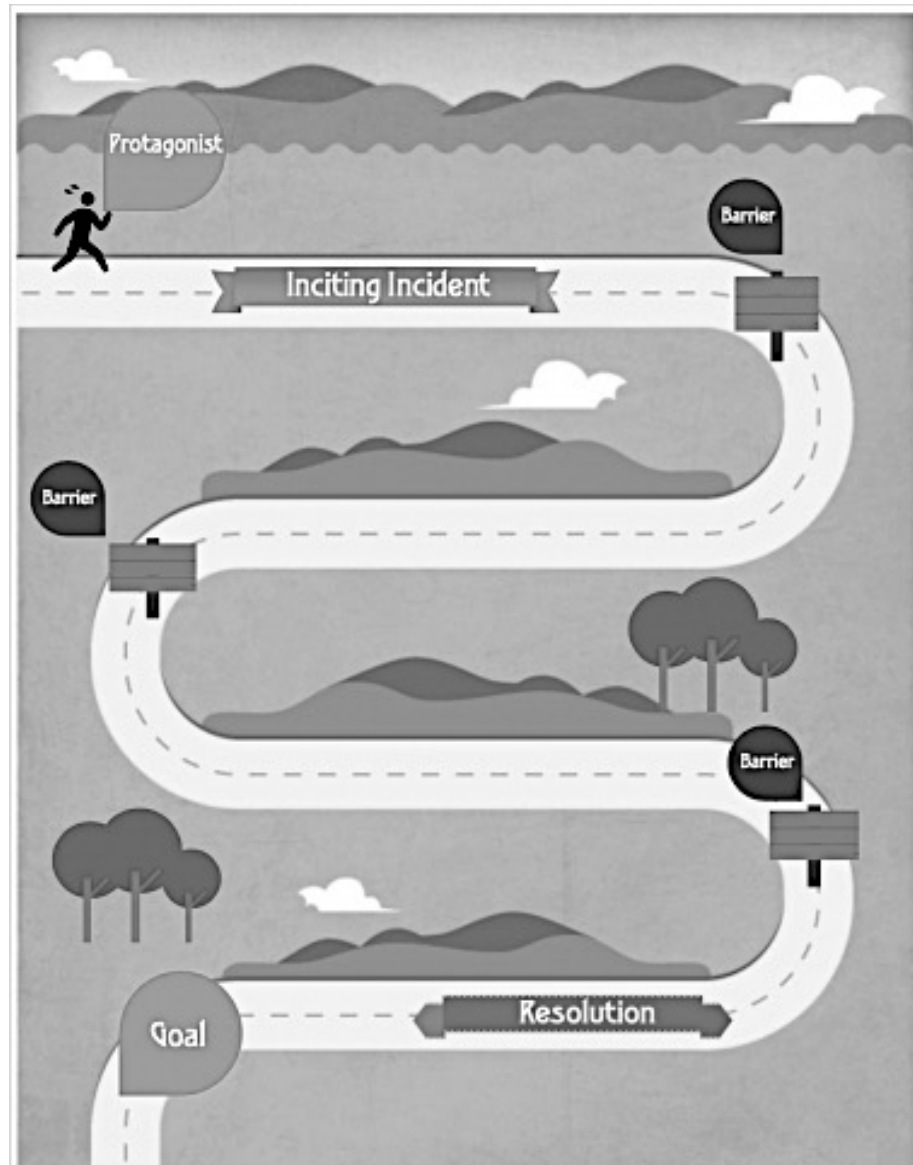
.... Remember...

WHY STORIES?

- Creates empathy
- Brakes Barriers
- Bridge Gaps
- Drive action through emotion
- Help us remember

WHAT MAKES A GOOD STORY?





WHAT MAKES A GOOD STORY?

- Write the way you speak – real + genuine
- Connect through emotion
- Get rid of jargon
- Not a sales pitch
- Give details – place the audience in the story
- Trust your audience



NIKE SLOGAN

While an occasional disinclination to exercise is exhibited by all age cohorts, the likelihood of positive health outcomes makes even mildly strenuous physical activity all the more imperative.

Source: Andy Goodman



IMMIGRANT ORG.

Since 1990, The Calgary Bridge Foundation for Youth has been empowering immigrant youth to fulfill their potential in Canadian society. Last year we helped over 11,000 individuals bridge the journey to Canadian life and find a sense of belonging.

For many, kids and adults, arriving to Calgary meant escaping war, famine or even death. They are here now and they are safe. Now what? They don't speak the language, don't know how to find a home, a job, how the school system or the health system works. Who is going to help them?

YOUNG WOMEN IN ENERGY

Young Women in Energy was founded to champion the interests of young women working in energy.

YWE aims to address the recognized need to increase female presence, development and leadership in the energy industry. We are building an authentic community where members join because they are genuinely interested in connecting with and learning from peers.

Many non-profits have a success story...we don't. Only 1% of leaders in the energy sector in Alberta are women. This means when you go home tonight and tell your daughters they can be anything they want when they grow up, you must add "except a leader in our main industry."

SUICIDE PREVENTION

A branch of the Canadian Mental Health Association, CSP is an education centre with the largest English language library dedicated to the collection and dissemination of suicide prevention, intervention and postvention resources.

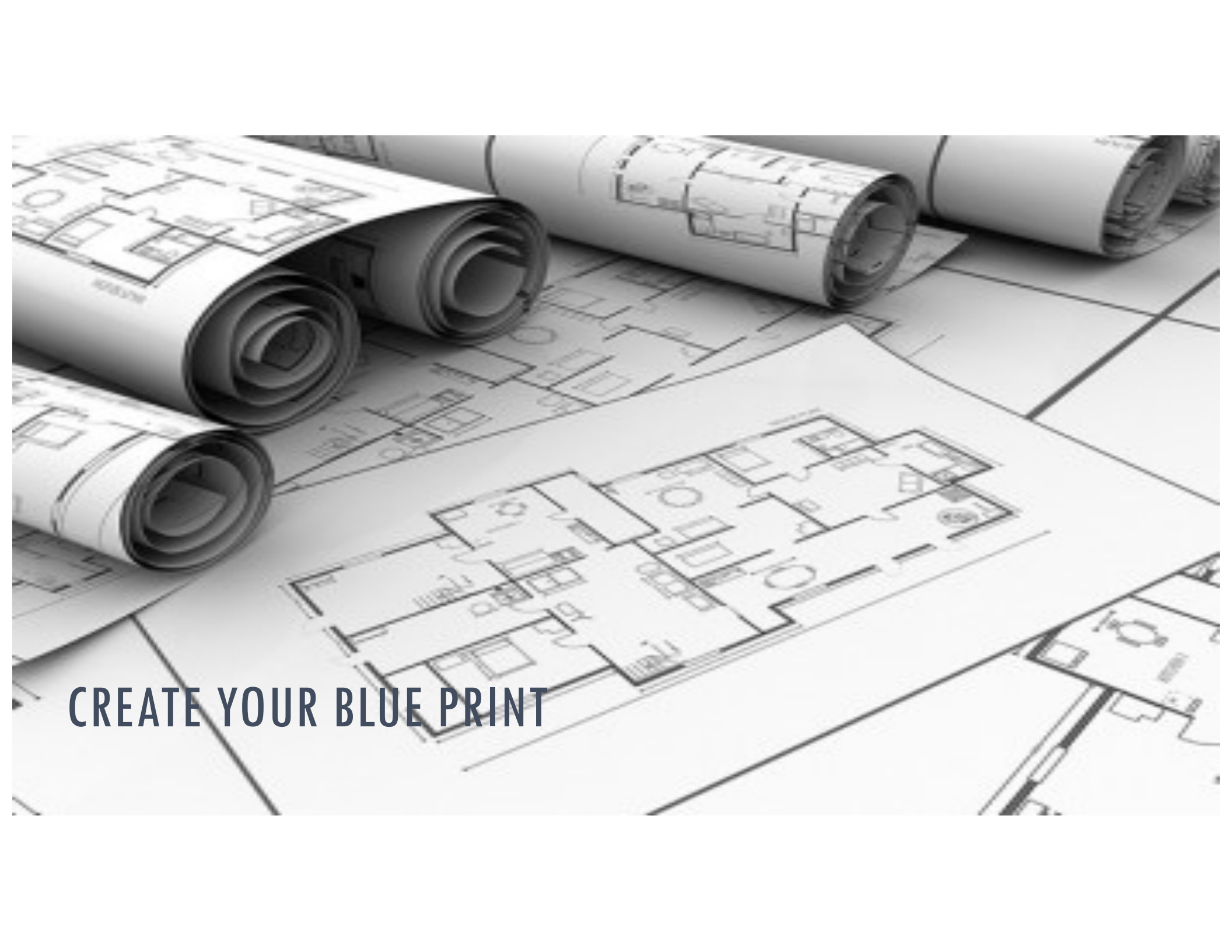
Imagine a 747 crashing and killing all those on board. Now imagine that happening every month for an entire year. What would our response be?

WHO IS YOUR AUDIENCE?



WHO IS YOUR AUDIENCE?

1. What do they care about?
2. What are you trying to achieve?
3. What do you want people to do as a result of your story?



CREATE YOUR BLUE PRINT

CREATE YOUR BLUE PRINT

I want to tell a story about (cause).....,
so that I can (action).....

POST IT NOTES

1. One idea per post-it note.
2. Start with an “intro”, “main points” and “conclusion”.
3. Grab all the notes and stick them up on a wall.
4. Physically see what your story could look like.
5. Re-arrange the notes, change, take out, add...

CREATE YOUR PROTOTYPE?

1. Create
2. Share
3. Reflect

STORYTELLING IN PRACTICE

- Find your stories
- Find the “small moments”
- Make storytelling a habit
- Practice
- Rewrite

Questions?

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THANK YOU

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