



ACTIVATING YOUR INNER AESOP: SHARING STORIES WITH PASSION AND EMOTION

Katherine Cavanaugh

Amy Grassette

Maureen Neal

EFFECTIVE STORYTELLING



Value of Storytelling

Storytelling is a way to use personal experiences to talk about issues in a broader way. This human understanding and connection can help:

- *Challenge assumptions, generalizations, and stereotypes*
- *Humanize issues*
- *Create bridges with people*
- *Build community based on shared humanity*
- *Develop empathy and understanding*
- *Expand perspectives*

Benefits of Storytelling


- Help individuals to better understand their own experience, help them find the strength to share their voice, and gain confidence in the power of that voice.
- Allow individuals to be an instrument for change.
- Demonstrating how the health center and support services help, and how it could help others.
- Influence more effective policy solutions and resource allocation



Sharing your Message and Values

- Engaging your audience by telling your story for a specific purpose and conveying that message to your audience clearly.
- Your message and purpose should guide which parts of your story to tell.
- Audiences will create their own meaning based on what they hear and how they interpret things.
- Control the message so they take away the information and perspective you want the audience to obtain or receive from your story.

Developing Your Story



Who is my audience?

What is my goal for sharing a story?

What do I want the audience to feel, think, or do?

What parts of my story can create that feeling and message?

How does this story relate to other people's experiences? To social issues?

How can this story create change? How did this story change me?

Storytelling Tips

Evoked Emotion and Dramatic Tension

- Focus on emotions rather than data and dates.
- Include emotions to inspire and motivate the audience to action.

Draw a Picture for the Audience

- Use vivid sensory language to immerse the audience in the world you are creating.
- Demonstrate a core message through your story. Show them-- don't tell them.

Be Simple and Relatable

- Don't get stuck in the weeds. Edit out the irrelevant details.
- Focus only on what they need to know so they don't get lost in dates, years, or get off topic.
- Be clear and concise.

Be Credible

- Always be truthful. People can tell if you're exaggerating or not being honest, and you will lose credibility.
- If part of your story is not credible, they may disregard the entire message.

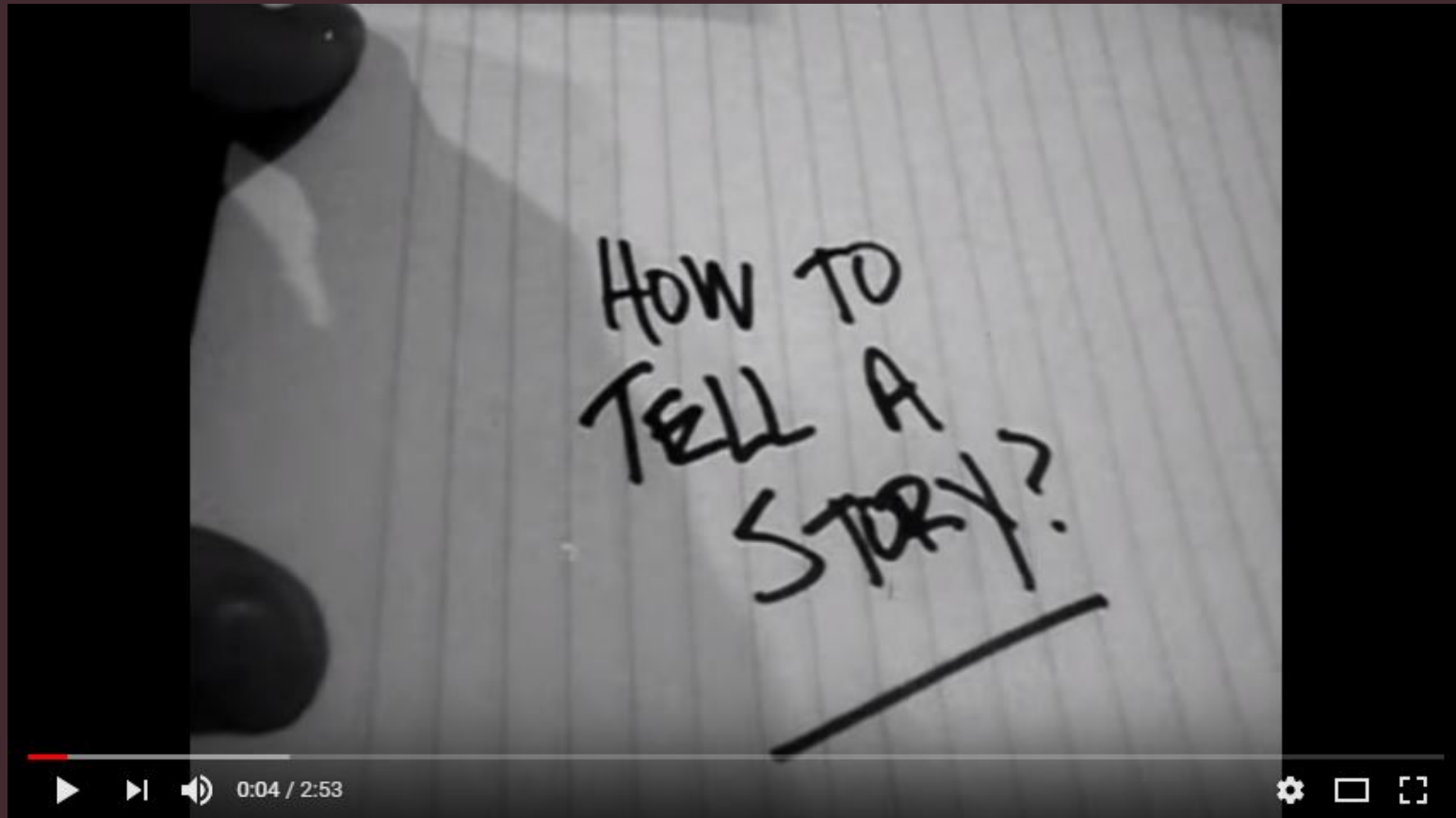
Telling the WHOLE Story

- Often messages focus on homelessness as an individual failing
- When the problem is defined as an individual issue, you do not see the connection to other people in similar situations, society, or policy.
- You want the audience to see that larger picture.
- When telling personal stories, it is important to connect how experiences were influenced by policies or social realities

AMY GRASSETTE

- What was effective?
- What did you relate to?
- What emotions or images did you see or feel?
 - What could have been improved?

STORYBOARDS



Create Your Own Storyboard

Story of person experiencing homelessness or clinician contextualizing the personal experience within social issues. Use the board to draw pictures of the different pieces of the story

- Personal Experience:

- *How did they lose housing?*
- *What was their experience like without housing?*
- *How did they become housed?*

- Clinician:

- *What brought you to this work? Why do you invest your time and energy here?*
- *What have you learned that you want to share with people?*
- *What have you seen or heard that people should know?*

PERSONAL STORY CONSTRUCTION

