

A Nina Mason Pulliam Charitable Trust Learning Event

# ***The Power of Storytelling***

***Presented by Liz Warren***

**Wednesday, November 13, 2019**

**Heard Museum**



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**What is a story?**

***A Story is narrative form  
that documents change.***



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**Your stories are your organization’s “narrative capital.” How and why do stories work?**

- *Based in concrete moments in time*
- *Utilizing images and senses*
- *Listeners can “see”*



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### ***Most important!***

- ***What they can see they can feel***
- ***What they can feel, they can act on***



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### 1<sup>st</sup> Story Prompts

- You said “yes” to the wrong person
- A date or an appointment or meeting that went wrong
- You needed help and you got it



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### 2<sup>nd</sup> Story Prompts

- A mentor who has guided you
- You misjudged someone – or you were misjudged
- A client or co-worker of yours inspired you



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### 3<sup>rd</sup> Story Prompts

- The moment you knew you were on the right path
- What you learned when something went wrong that shouldn't have



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## **Story Structures:**

### *Stories Document Change*

#### *The Five Ps:*

- People
- Place
- Problem
- Progress
- Point

#### *How Something Came to Be:*

- How it was before
- How things changed – over time or in a moment
- How things are now and
- What it means



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### **Affirmative Feedback**

- When you finish telling your stories, tell your partner what you enjoyed and what you want to know more about!
- Identify the values you heard in your stories.

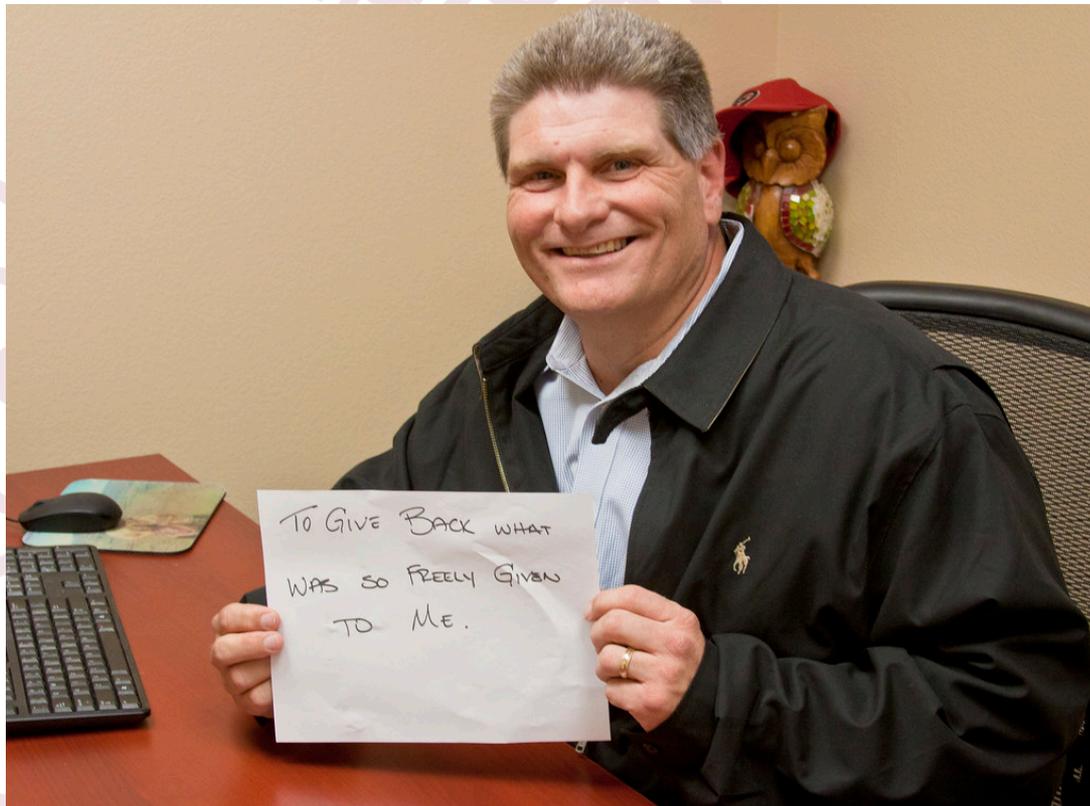


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**Brent Downs**  
Executive  
Director  
St. Joseph  
the Worker



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### But . . . Now What?

How do I create narrative capital for my organization?

- **Commit** to developing and sharing stories.
- **Allow** yourself to talk before you write.
- **Don't** make it harder than it is.



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- **Know** the values your stories contain.
- **Leverage** those values to **Adapt** existing stories to new contexts.
- **Just** do it.
- **Get** help if you need it!



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