Strategic Storytelling

SPITFIRE
SPARK CHANGE

Jen Carnig, Spitfire

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Overview

- **What Stories Do**

- **What is Strategic Storytelling?**

- **What Kind of Stories Can We Tell?**

- **The Storyteller's Toolbox**

- **Building a Storytelling Culture**

- **Questions**

What Stories Do

Stories Connect Us

Stories Create an Emotional Connection

Stories Build Credibility

Syracuse settles Taser lawsuit filed by two high school students, sets new police policy

Trevon Hanks, former Henninger High School student suing Syracuse police over tasering in 2012. He's at the NYCLU office in Rochester. *(John O'Brien | jobrien@syracuse.com)*

What Is Strategic Storytelling?

What is your objective?

Who is your audience?

What Kind of Stories

Can We Tell?

Types of Stories

- **Nature of Our Challenge**

KNGF Guide Dogs

Types of Stories

- Nature of Our Challenge

- **How We Got Started**
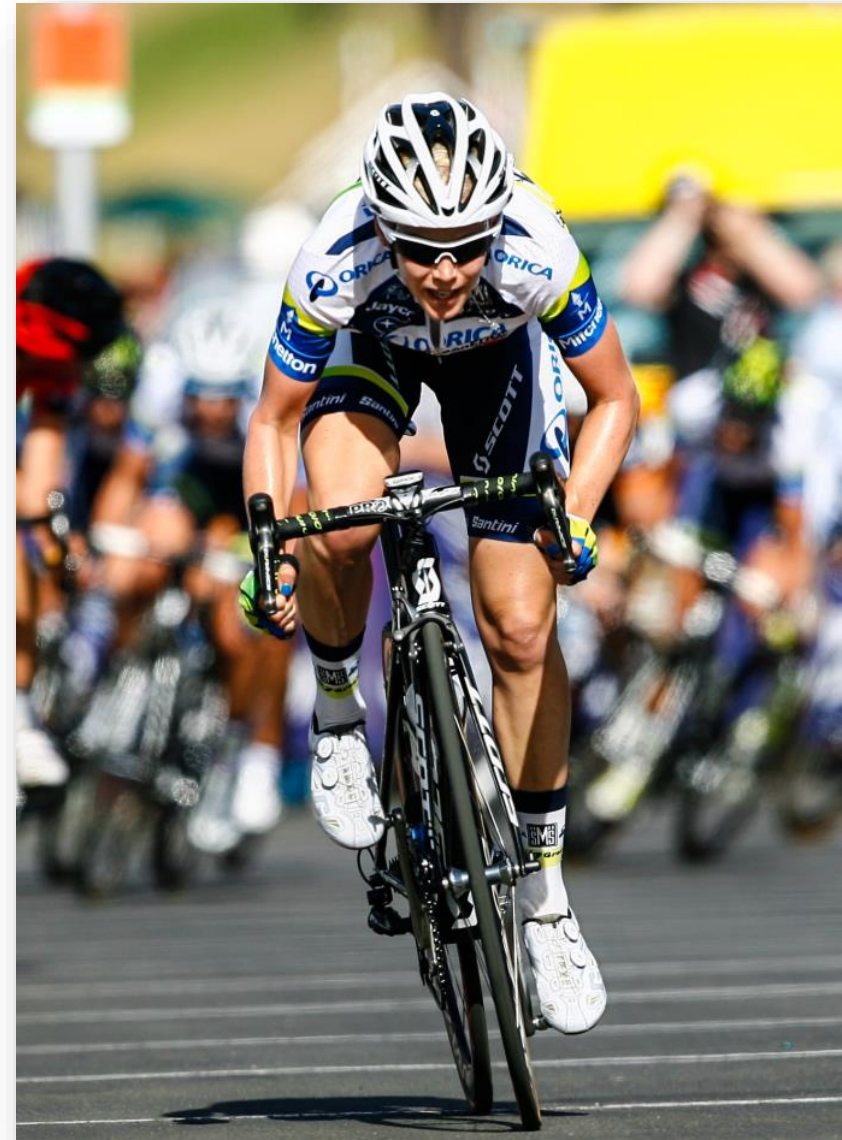
Chamberlin House

THE FIRST RESIDENTS & STAFF OF THE CHAMBERLIN HOUSE INC., CIRCA 1979
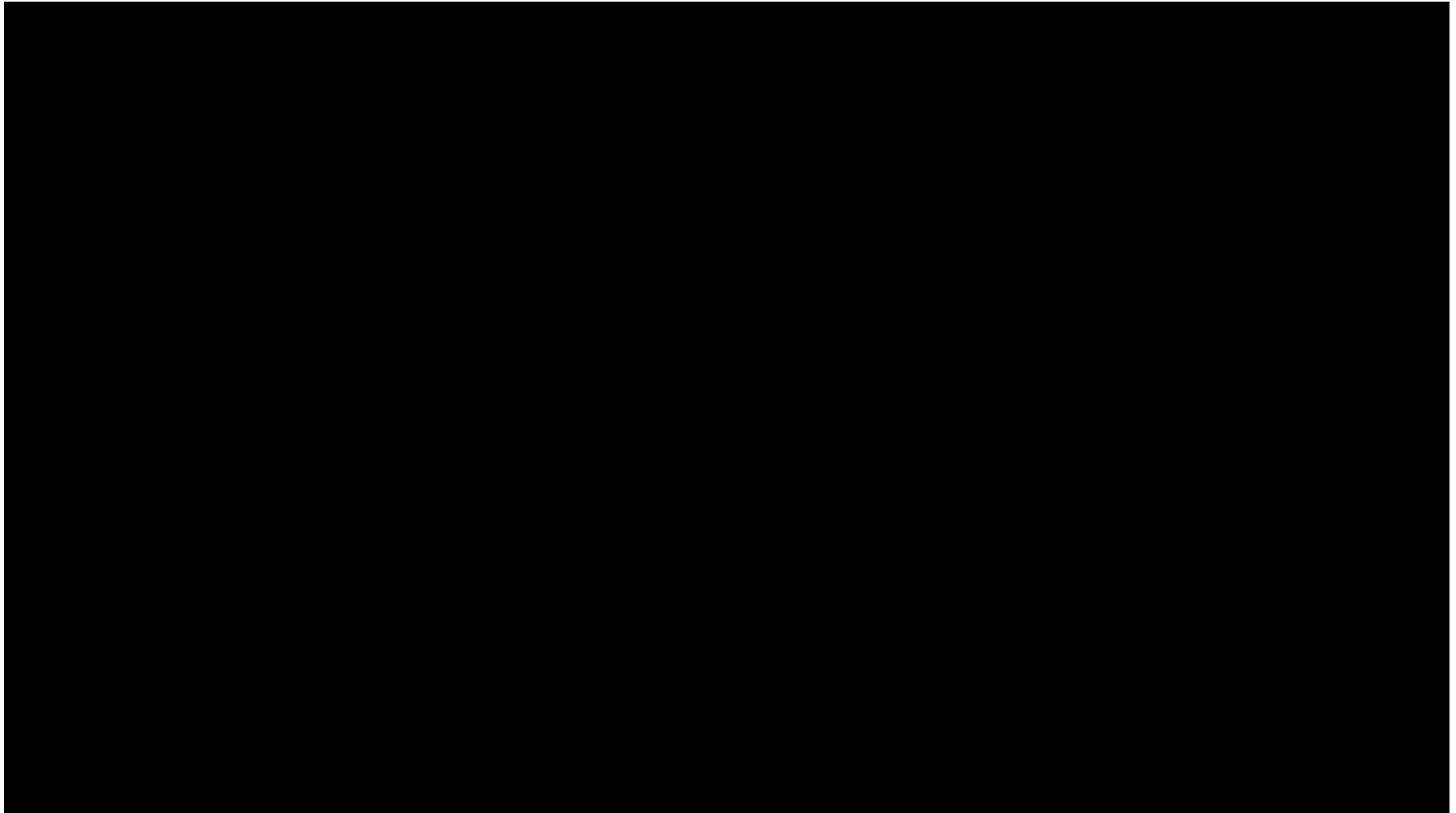
Types of Stories

- Nature of Our Challenge

- How We Got Started

- **Performance**

Added Value Community Farm

Types of Stories

- Nature of Our Challenge

- How We Got Started

- Performance

- **Where We're Going**

Martin Luther King's Speech

Imagine A World Without Hate

Types of Stories

- Nature of Our Challenge

- How We Got Started

- Performance

- Where We're Going

- **Emblematic Success**

Girls Who Code

Hear what a few of our Alumna have to say:

> Joelle **Girls Who Code, '13 IAC Alum**

Joelle grew up in Queens, New York, with a strong interest in both the arts and STEM subjects. She came to Girls Who Code without any experience in coding, but now credits the Summer Immersion Program for her success in the field. Joelle is currently a first-year computer science major and theater minor at Brandeis, where she is a prestigious Science.

"There are so few women — and even fewer women of my background — in engineering. Meeting developers of color was empowering, and you need empowerment moments to get you through the long, hard process of becoming a computer scientist."

— Joelle Robinson, *Brandeis Now*

Types of Stories

- Nature of Our Challenge

- How We Got Started

- Performance

- Where We're Going

- Emblematic Success

- **Striving to Improve**
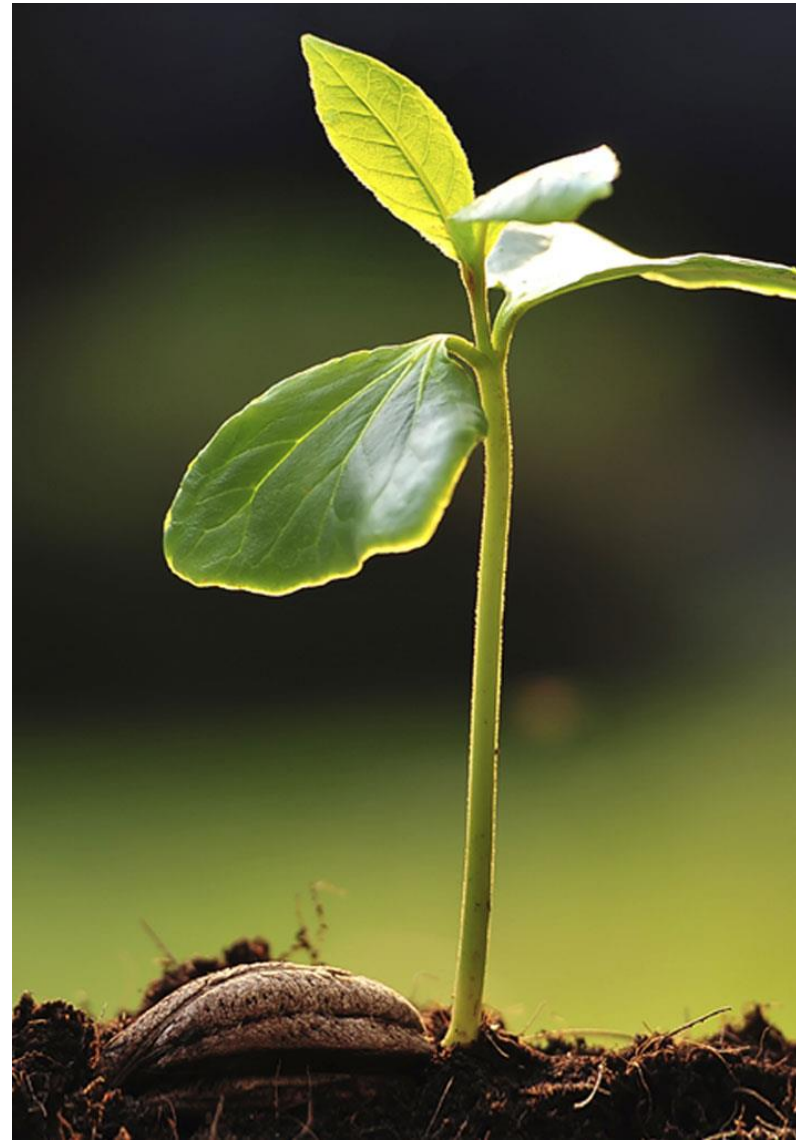
Anthony Weiner

Types of Stories

- Nature of Our Challenge

- How We Got Started

- Performance

- Where We're Going

- Emblematic Success

- Striving to Improve

- **Why We Do
What We Do**

Voice

The Storyteller's Toolbox

Character

- **One main character**

- **Real person**

- **Name**

Conflict

Plot

Plot: Beginning > Middle > End

Resolution

Resolution: The Moment of Truth

Show, Don't Tell

Starry Night by Vincent Van Gogh
everydayweirdaris.com

One Central Point

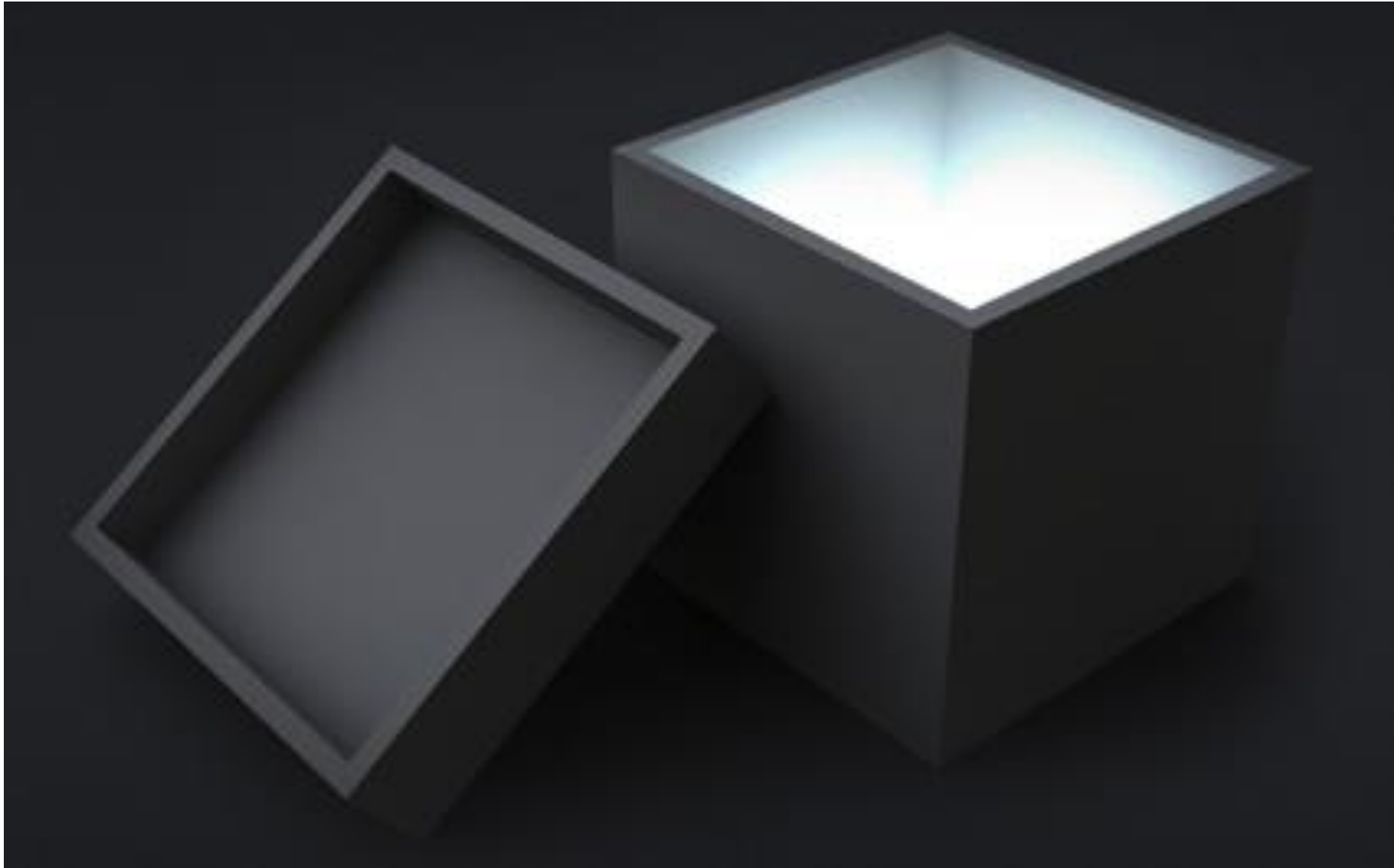# Can you tell your story in one sentence?

Have a Call to Action

Beware of the Black Box

Story Structure

- **Beginning**   **"Once upon a time"**

- **Conflict**   **What happened?**

- **Resolution**   **The moment of truth**

- **Central Lesson**   **So what?**

Your Turn

Questions

Building a Storytelling Culture

Ask for Stories

Tell Stories

Teach Stories

Thank You!
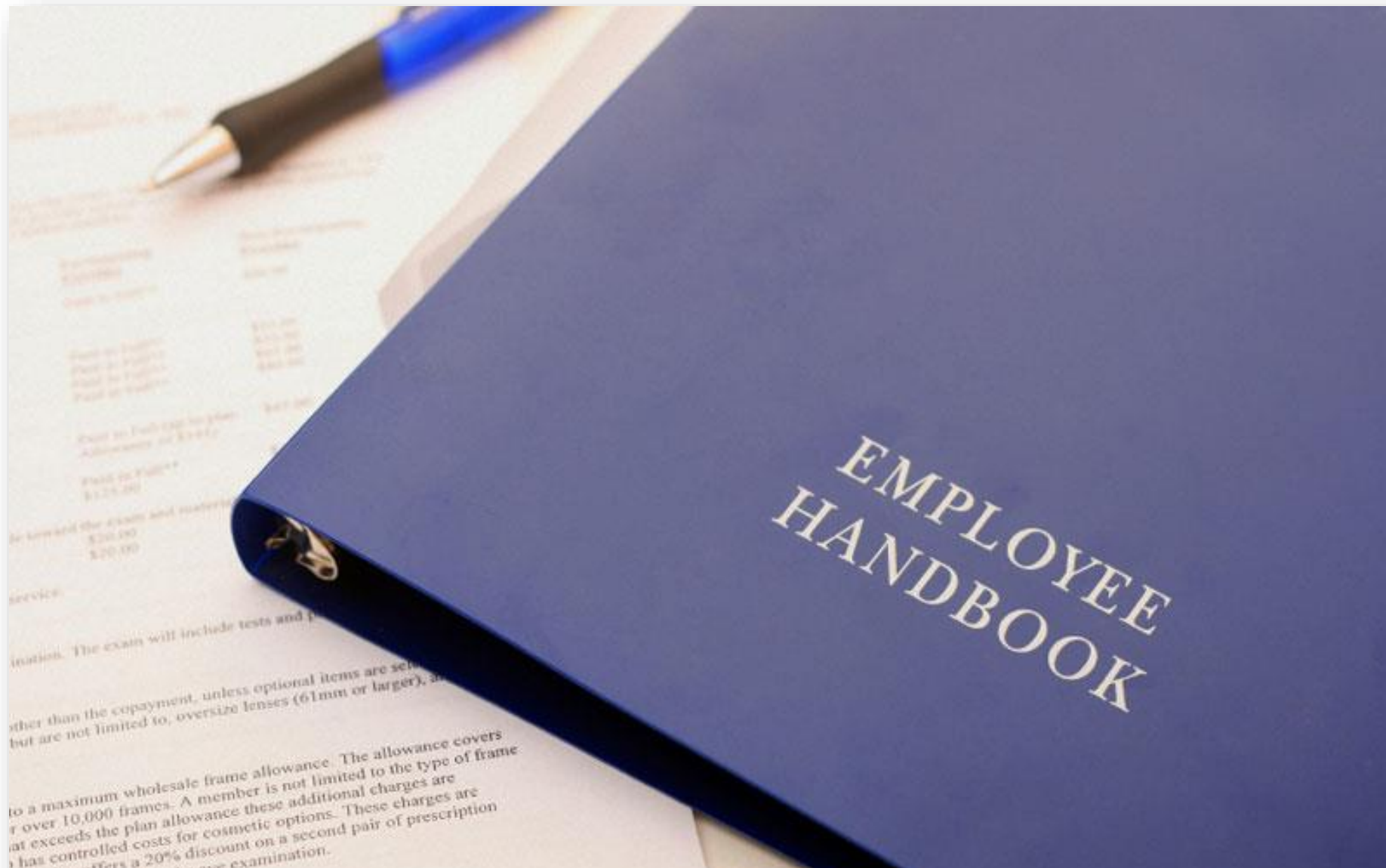
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