



Storytelling

**as a
Best Practice**

Andy Goodman • September 13, 2016

How often do you tell stories as part of your work?

A. Rarely or Never (I love data. There, I said it.)

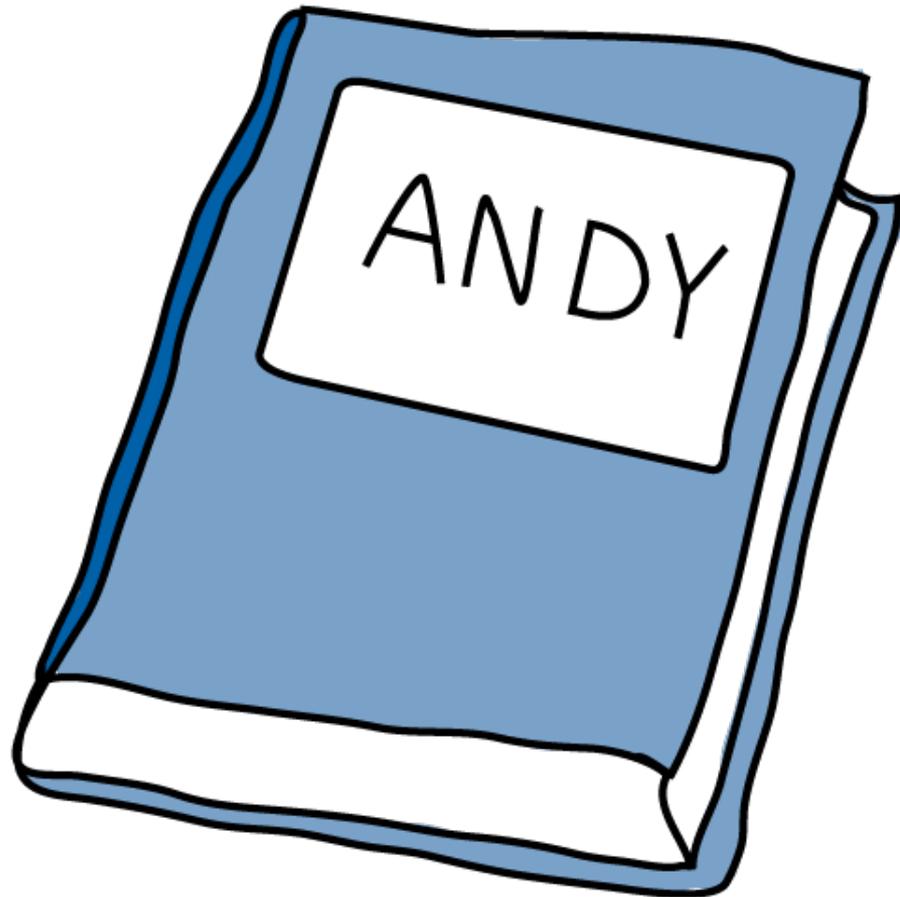
B. Occasionally (I'm story-curious.)

C. Frequently (Sipped the Kool Aid. Almost ready to drink.)

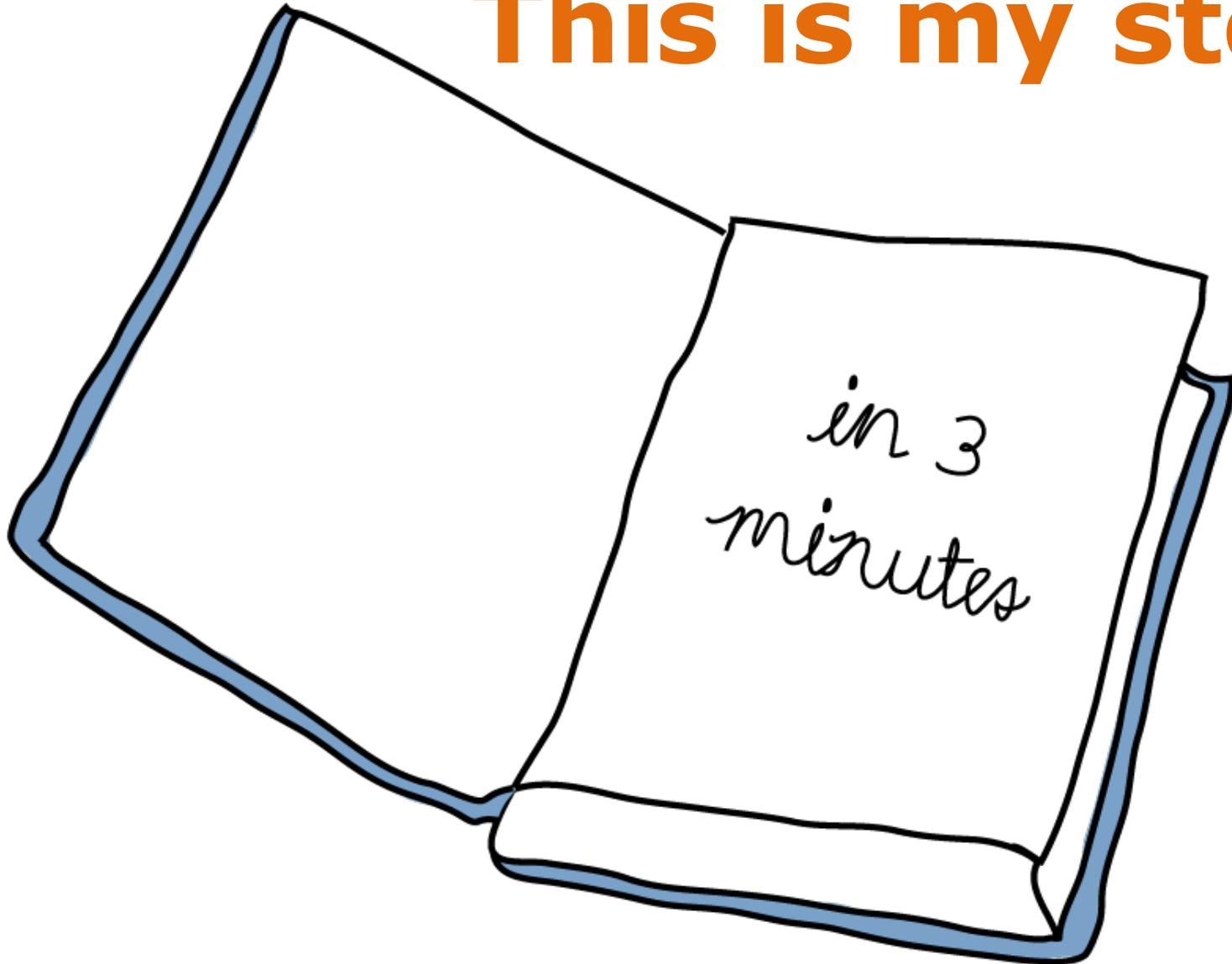
D. All the Time (Do I have to stay?)

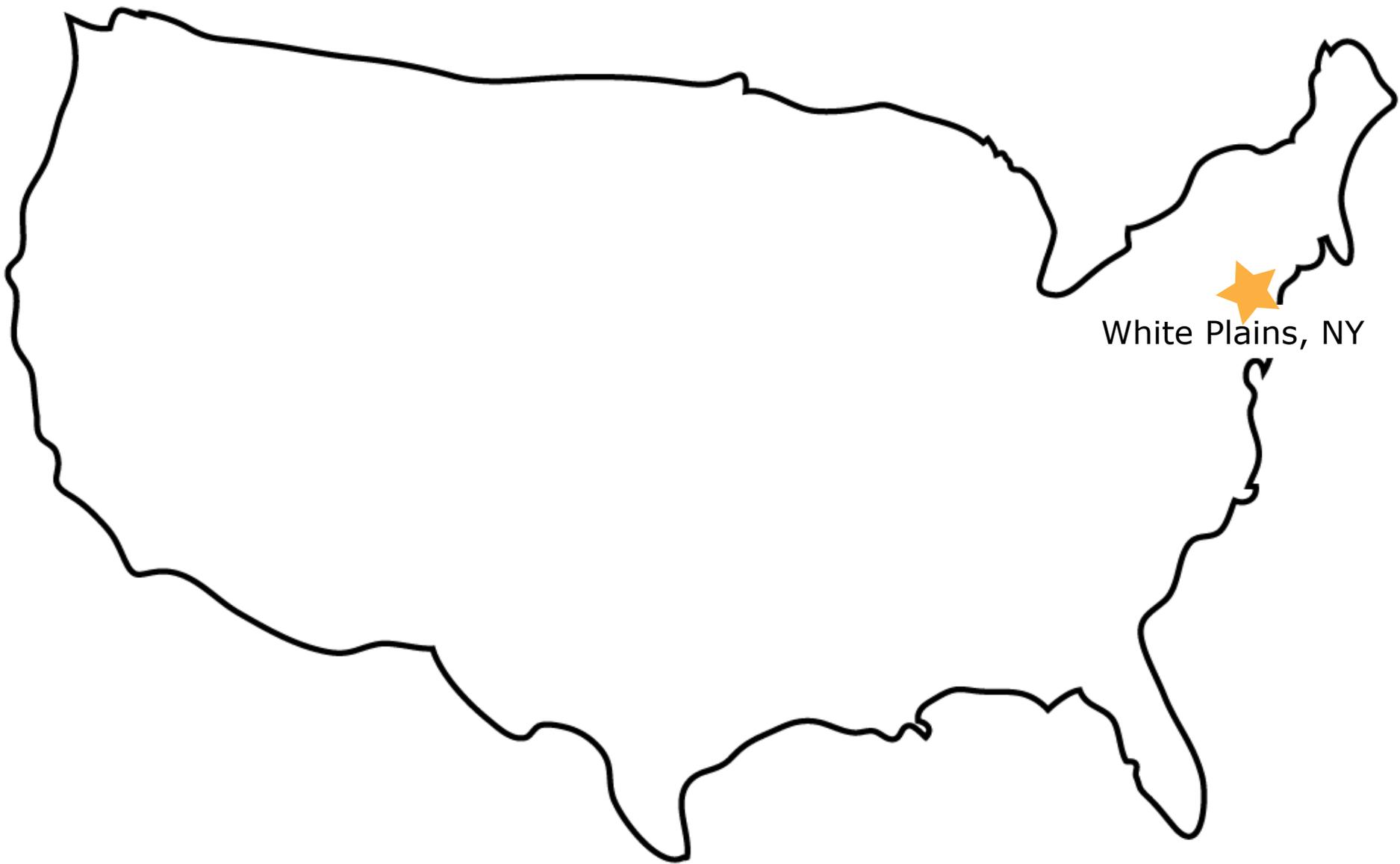


This is my story.



This is my story.





White Plains, NY



Me

Dick & Jane
(not their real names)

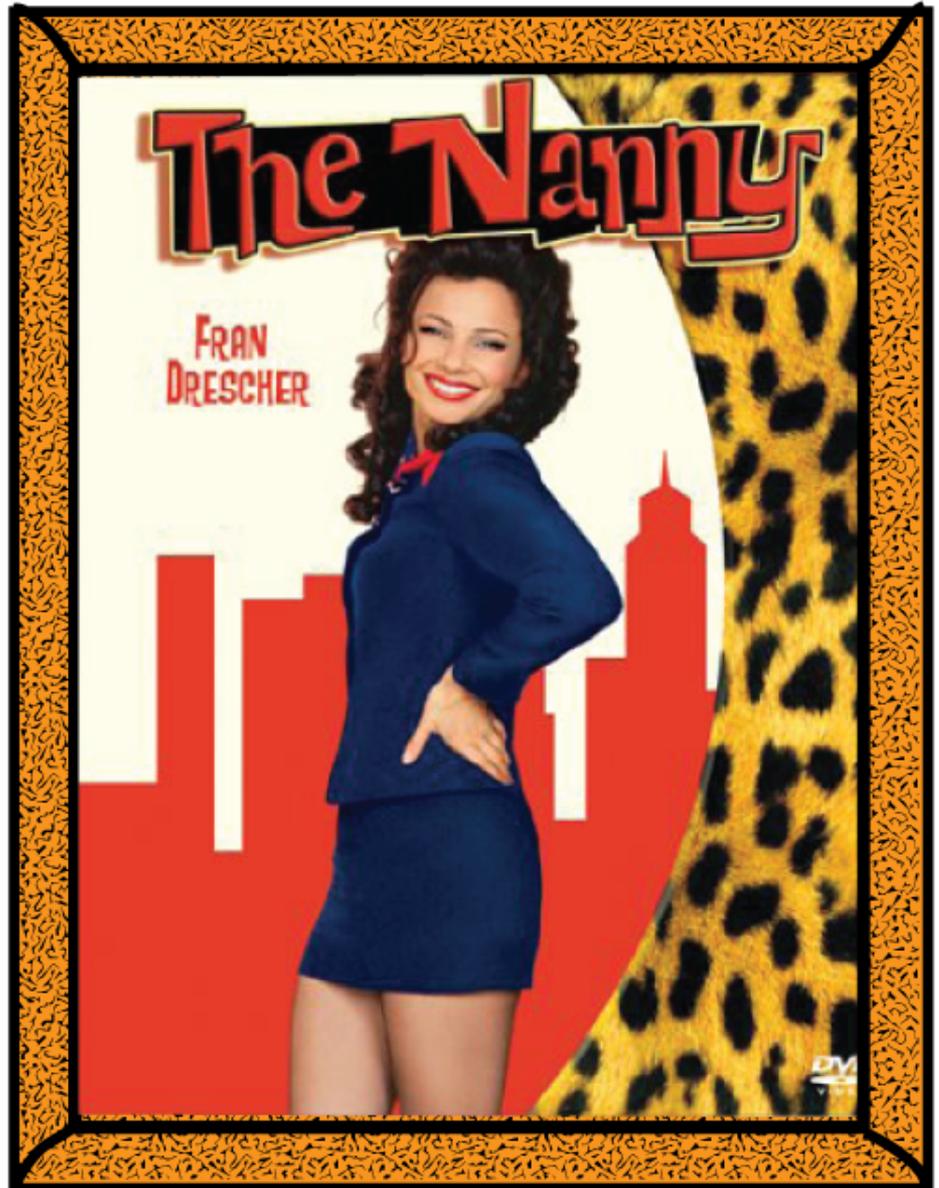


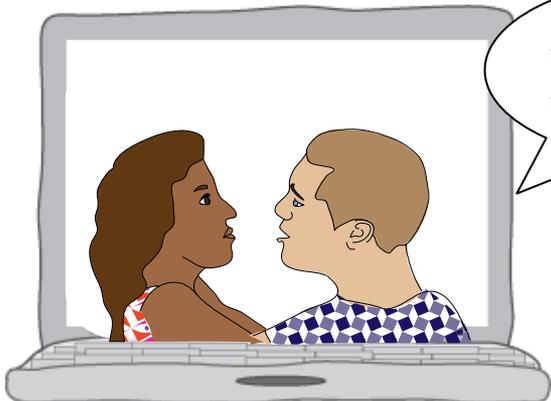




**Fun, creative work
environment**

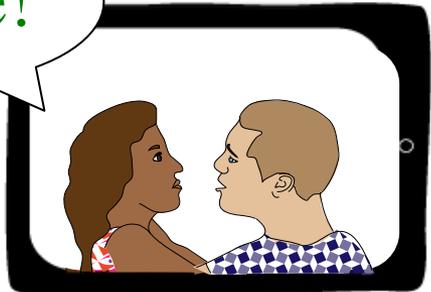
**Swirling, sucking
vortex of despair**





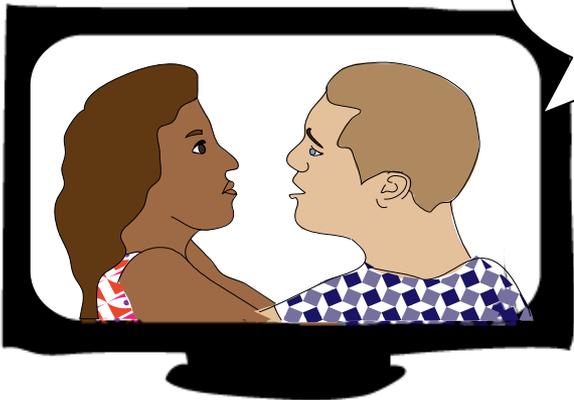
Reduce!

Reuse!



ENVIRONMENTAL MEDIA ASSOCIATION

Recycle!





the
goodman center

where do-gooders learn to do better



**Typical Nonprofit
Client**



A black silhouette of a person's head and shoulders is shown in profile, facing right. They are holding a yellow telephone receiver to their ear with their right hand. A yellow coiled cord is visible at the bottom left. A large, white speech bubble with a black outline extends from the top of the person's head towards the upper right. Inside the speech bubble, the text "Y'know, we're real good at what we do. We're just not so good at talking about it." is written in a brown, sans-serif font.

Y'know, we're real good
at what we do. We're just
not so good at talking
about it.



Oh, well, we work with at-risk youth from underserved communities with multiple risk factors and blah, blah, blah...



A story? Oh, you should talk to Jill who runs our communications. She's got plenty of stories...I think.

Executive Director

Program Manager

Board Member

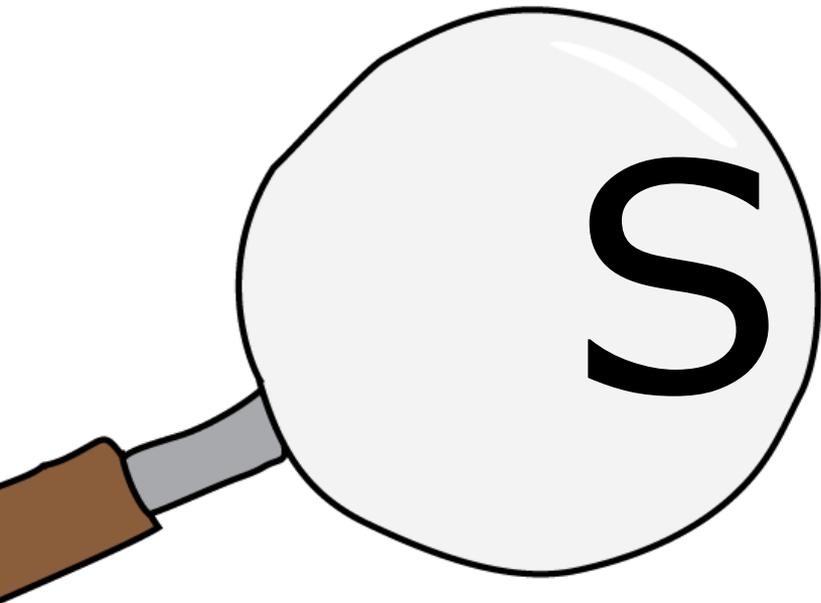


**They couldn't tell me
a good story.**

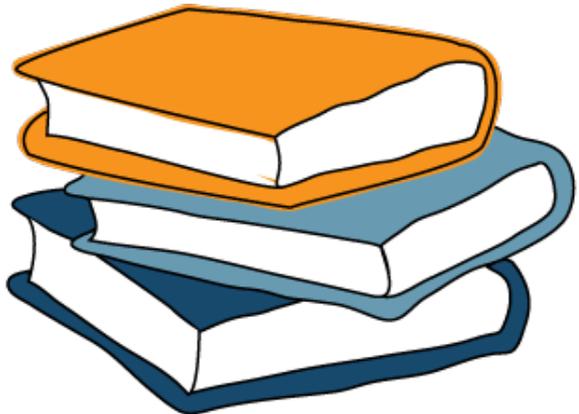
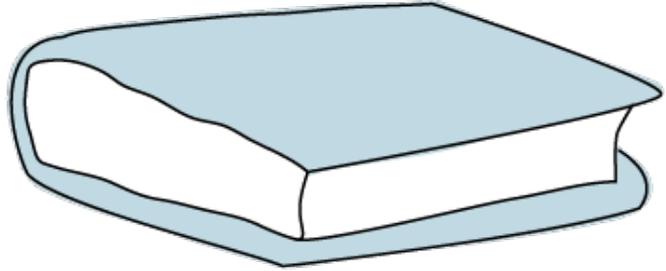




WTF?



Storytelling





BILL & MELINDA
GATES foundation



Robert Wood Johnson Foundation





MARYLAND

**Department of Health
and Mental Hygiene**





Why is narrative so powerful?

What makes a good story?

Why should *you* tell stories?



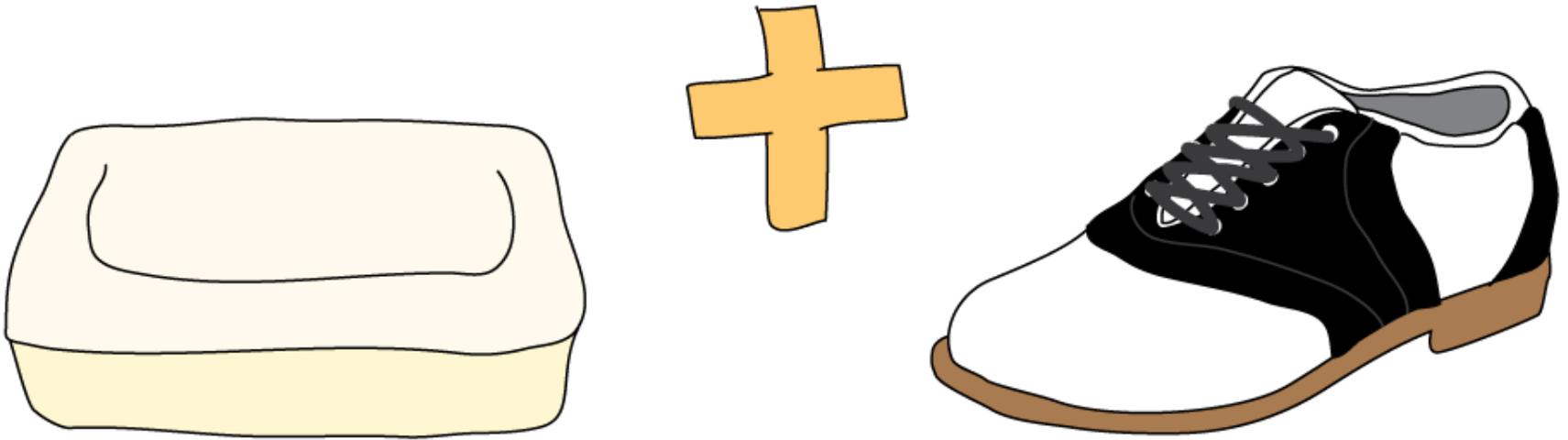
Why is narrative so powerful?



How We Remember

Memory Study (1976)
5-year olds

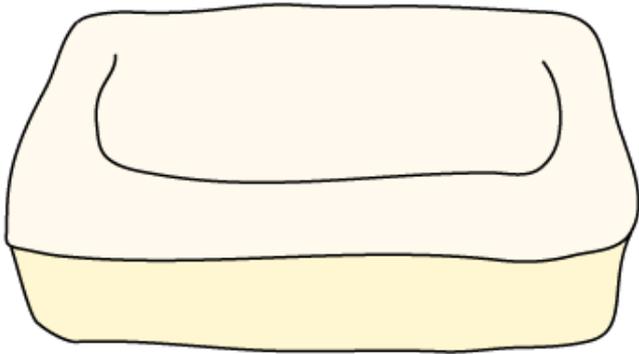
Why is narrative so powerful?



soap and shoe

1 out of 21

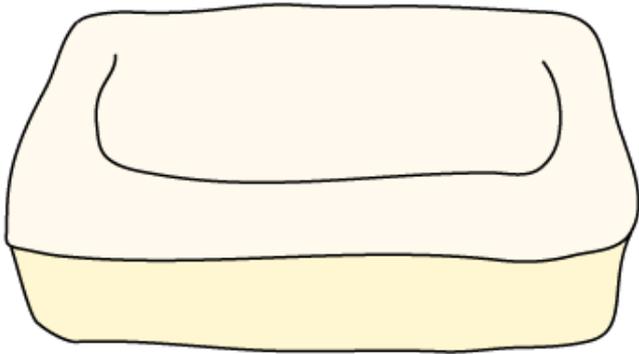
Why is narrative so powerful?



soap and shoe in a sentence

8 out of 21

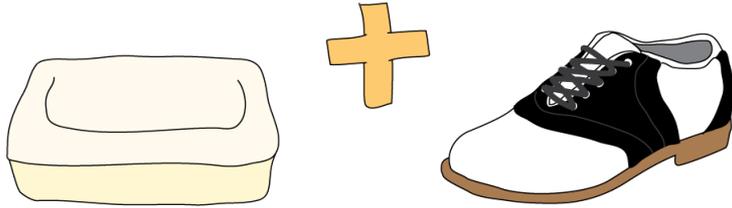
Why is narrative so powerful?



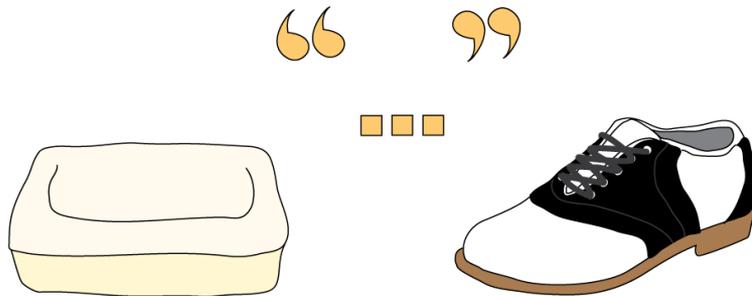
soap and shoe in a question

16 out of 21

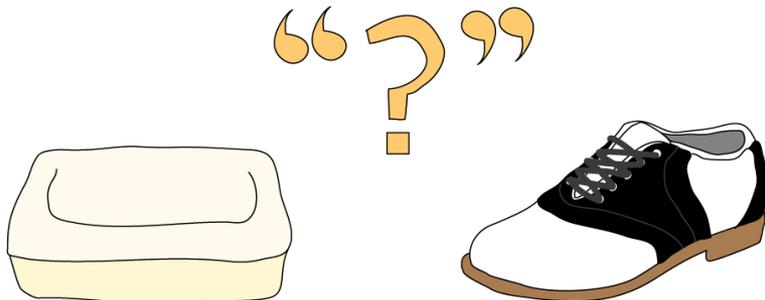
Why is narrative so powerful?



1 out of 21



8 out of 21



16 out of 21

Why is narrative so powerful?



Transforming Cancer Knowledge, Attitudes and Behavior Through Narrative

Annenberg School of Communications & Keck School of Medicine

Why is narrative so powerful?



Can storytelling help us protect more Mexican-American women from cervical cancer?

Why is narrative so powerful?

Cervical Cancer

Highly preventable through Pap tests, HPV vaccination

250,000 deaths annually worldwide

Mexican-American women particularly at risk

What causes cancer?

In most cases, the exact cause of cancer is not known. However, it is clear that certain changes in cells can cause cancer. These cell changes can be acquired or inherited. If the changes are acquired, they are caused by environmental factors and things people do, such as smoking. Almost all cervical cancers and some vaginal and vulvar cancers are caused by *human papillomavirus*, also called *HPV*, which is an acquired virus. However, if the changes are inherited, they are passed from parent to child through *genes*.

What is gynecologic cancer?

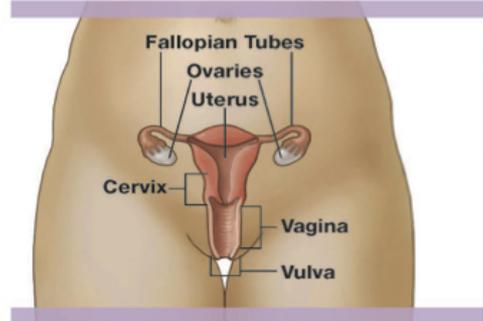
Gynecologic cancer is any cancer that starts in a woman's reproductive organs.

While they are often discussed as a group, each gynecologic cancer is unique. Each has different signs, symptoms, and risk factors (things that may increase your chance of getting each cancer). For some of these cancers, there are ways to lower your risk.

The five main types of gynecologic cancer are:

- **Cervical cancer:** Begins in the *cervix*, the lower part of the uterus (or womb).
- **Ovarian cancer:** Begins in the *ovaries*, located on each side of the uterus.
- **Uterine cancer:** Begins in the *uterus*, the pear-shaped organ in a woman's *pelvis* where the baby grows when a woman is pregnant.

- **Vaginal cancer:** Begins in the *vagina*, the hollow, tube-like channel between the bottom of the uterus and the outside of the body. It is also called the birth canal.
- **Vulvar cancer:** Begins in the *vulva*, the outer part of the female genital organs, which includes the inner and outer lips of the vagina, the clitoris, and the opening of the vagina and its glands.



Additional types of gynecologic cancer exist, and include fallopian tube cancer and primary peritoneal cancer. (Please see p. 13 for more information.)

Who gets gynecologic cancer?

While all women are at risk for gynecologic cancer, this risk generally increases with age.

Each year in the United States, approximately 71,500 women are diagnosed with gynecologic cancer and approximately 26,500 women die from it.

Why is narrative so powerful?

3 Groups of Women

**African-
American**
(n=236)

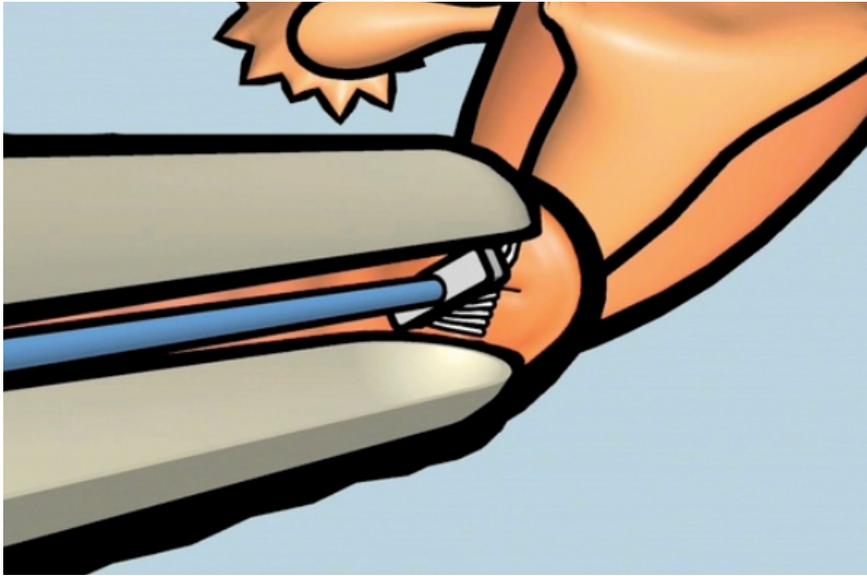
**European-
American**
(n=268)

**Mexican-
American**
(n=254)



Why is narrative so powerful?

Each group of women was divided in half:



“It’s Time”

NON-NARRATIVE



“The Tamale Lesson”

NARRATIVE

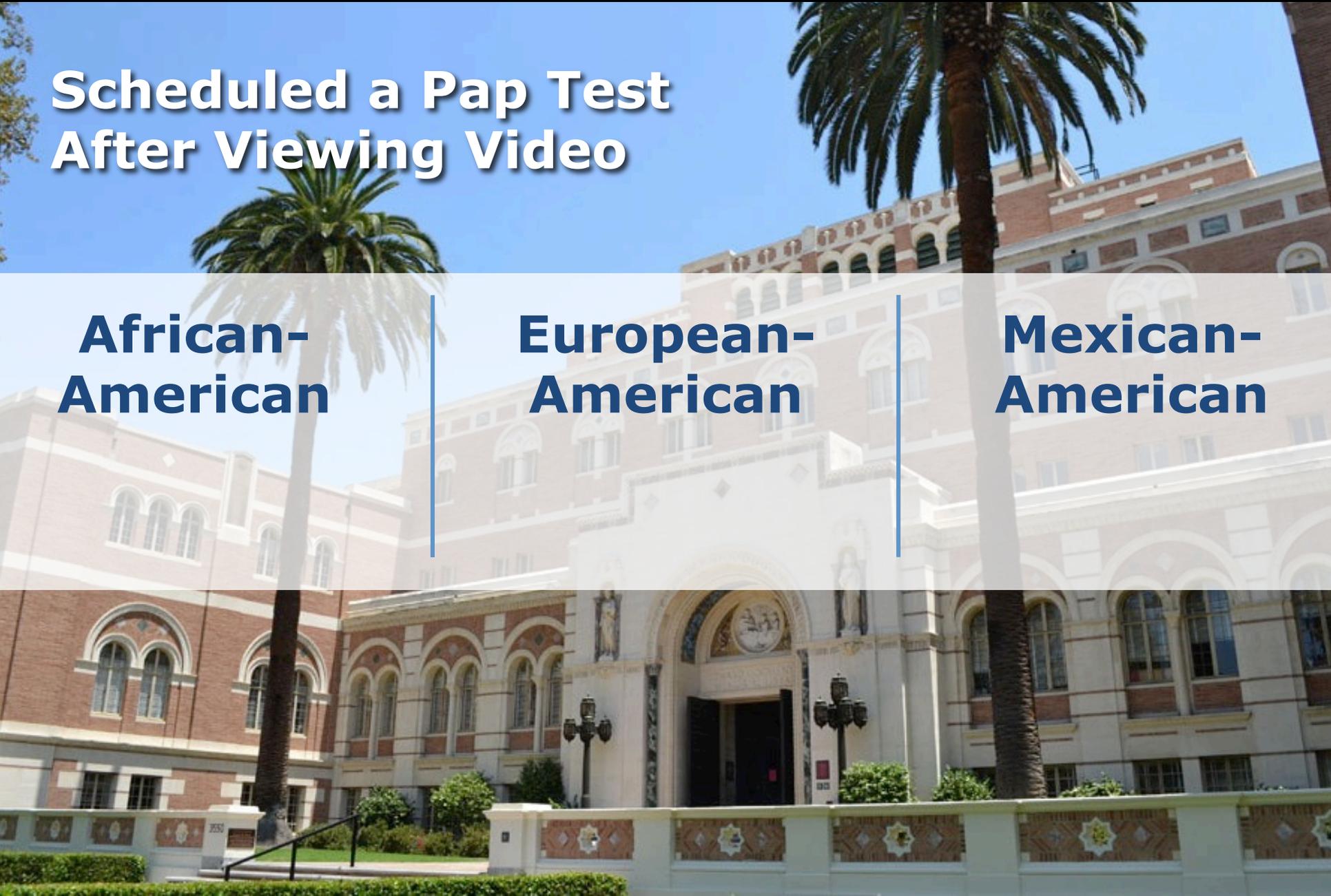
Why is narrative so powerful?

**Scheduled a Pap Test
After Viewing Video**

**African-
American**

**European-
American**

**Mexican-
American**



Why is narrative so powerful?

Scheduled a Pap Test After Viewing Video

**African-
American**

57% non-narr.
64% narrative

**European-
American**

**Mexican-
American**



Why is narrative so powerful?

Scheduled a Pap Test After Viewing Video

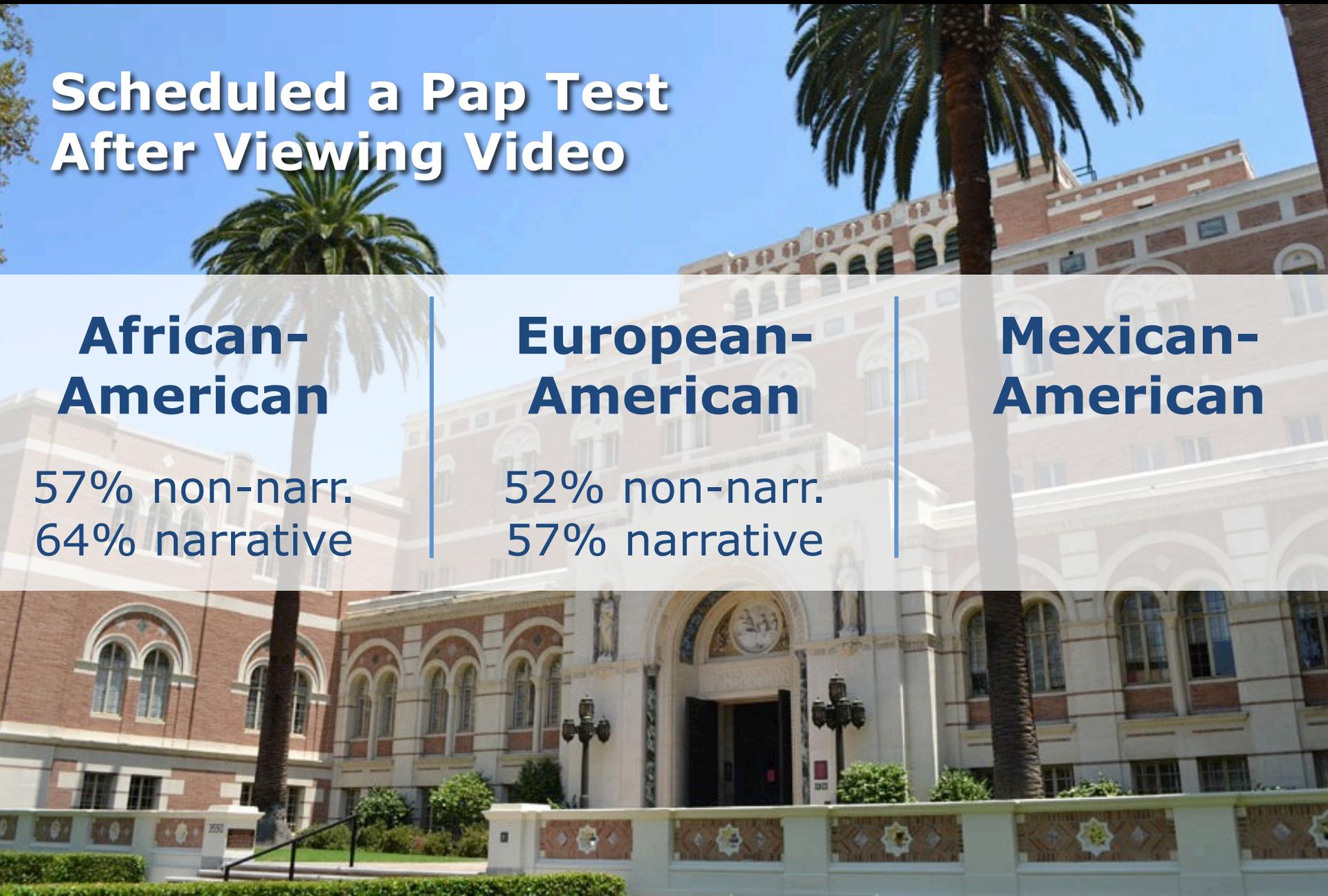
African- American

57% non-narr.
64% narrative

European- American

52% non-narr.
57% narrative

Mexican- American



Why is narrative so powerful?

Scheduled a Pap Test After Viewing Video

African- American

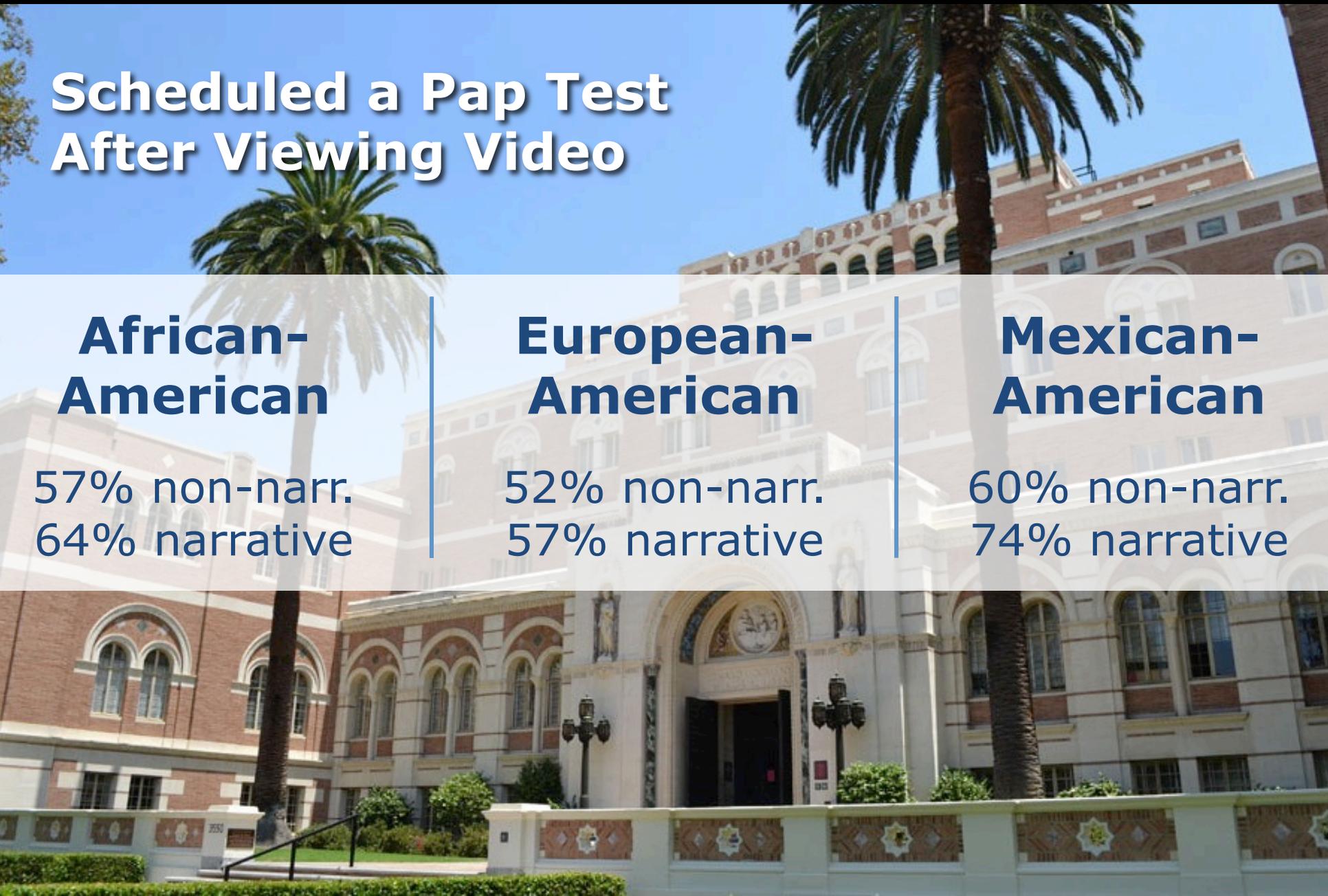
57% non-narr.
64% narrative

European- American

52% non-narr.
57% narrative

Mexican- American

60% non-narr.
74% narrative



Why is narrative so powerful?

Scheduled a Pap Test After Viewing Video

African-American

57% non-narr.
64% narrative

European-American

52% non-narr.
57% narrative

Mexican-American

60% non-narr.
74% narrative

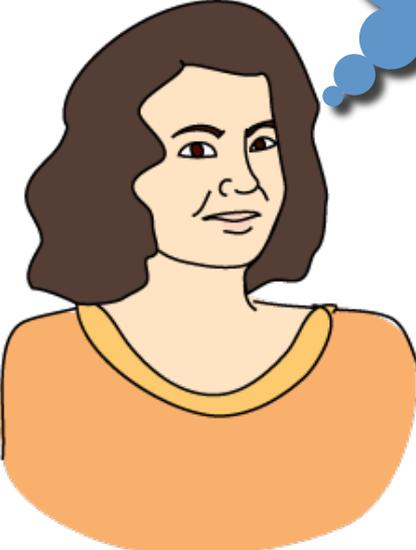
14%

Why is narrative so powerful?



A person wearing teal scrubs, a teal surgical mask, and teal gloves is holding a white metal case. The case has two latches and is labeled with the text "HUMAN ORGAN FOR TRANSPLANT" in red. The background is a blurred hospital setting with blue lighting and another person in teal scrubs.

**HUMAN
ORGAN**
FOR TRANSPLANT



Doctors won't work as hard to save my life.

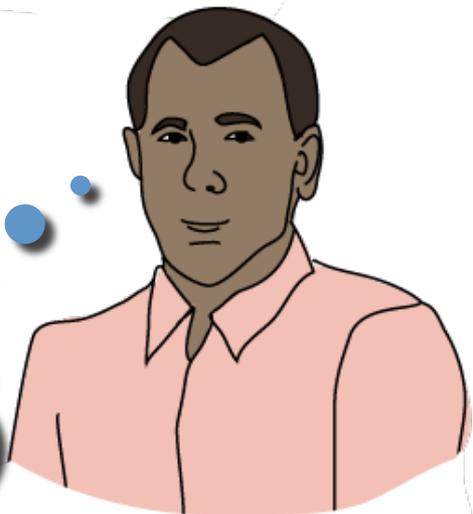


I'm too old to be an organ donor.

What are the narratives *against* organ donation?



It's against my religious beliefs.



Only rich people will get my organs.

Doctors won't work as hard to save my life.



At a glance

120,905

people need a lifesaving organ transplant (total waiting list candidates). Of those, 77,628 people are active waiting list candidates.

Totals as of today 12:47pm EDT

2,553

transplants performed this year
Total Transplants January - January 2016 as of 04/15/2016

1,193

donors
Total Donors January - January 2016 as of 04/15/2016



Only rich people will get my organs.





Equator

Macapá

Belém

São Luís

Fortaleza

Nhamunda

Manaus

Teresina

Macoró

Natal

Araguaína

PIAUI

Recife

SOUTH AMERICA

BRAZIL

BAHIA

Maceió

Aracaju

MATO GROSSO

Salvador

Cuiabá

Goiânia

MINAS GERAIS

Brasília

Belo Horizonte

Cachoeiro do Itapemirim

BOLIVIA

GRAN CHACO

Campo Grande

Rio de Janeiro

PARAGUAY

PARANÁ

São Paulo

Curitiba

Asunción

A hand is holding a red, textured card. The card features a gold lion logo with three stars above it in the upper left corner. The text 'DOADOR DO SPORT' is printed in large, bold, yellow letters in the center. The background of the card has a faint, dark graphic of a person's silhouette with arms raised. The card is held against a dark background.

**DOADOR
DO
SPORT**



*immortal
fans*

SPORT RECIFE / OGILVY & MATHER BRASIL

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[At the Edge](#)

[Data Mine](#)

[The Run 20](#)

Thousands of Brazilian Soccer Supporters Become 'Immortal Fans'

An organ donation campaign from one of Brazil's biggest soccer clubs is slashing transplant waiting lists.



THE MAN WHO WALKS UP TO THE DEAD MAN
THE STORY FACTOR

How do you get your message across? He gives inspiration, influence, and persuasion through the art of storytelling. He walks up to the dead man, who was listening to a man who was talking and said, "That is the story." He walks up to the dead man, who was listening to a man who was talking and said, "That is the story."

ANNETTE SIMMONS

with the author's foreword and a foreword by Doug Lipman
foreword by Doug Lipman

The Story Factor

“Facts don't have the power to change someone's story. Your goal is to introduce a new story that will let your facts in.”

Annette Simmons



Why is narrative so powerful?

What makes a good story?

Why should *you* tell stories?





Disney · PIXAR

UP

WHO'S IT ABOUT?

Carl Fredricksen

WHAT DOES HE WANT?

Spend his life with Ellie,
raise a family

WHAT'S IN HIS WAY?

Cannot have children

SO WHAT DOES HE DO?

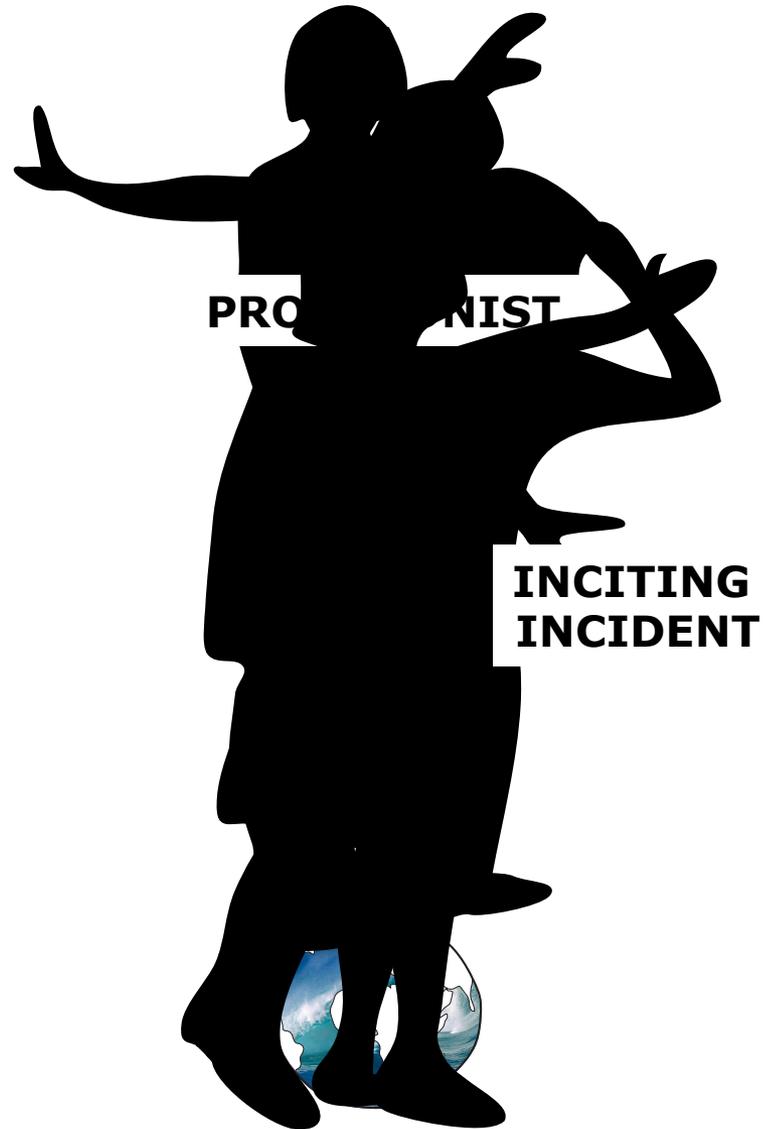
Plans an adventure

AND IN THE END?

If you keep putting off
to tomorrow...

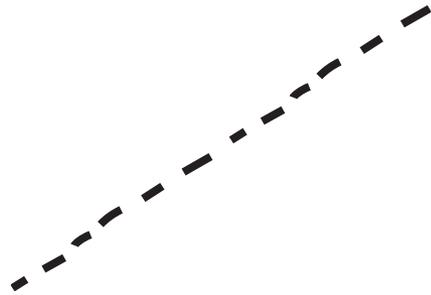


Story Structure



Story Structure

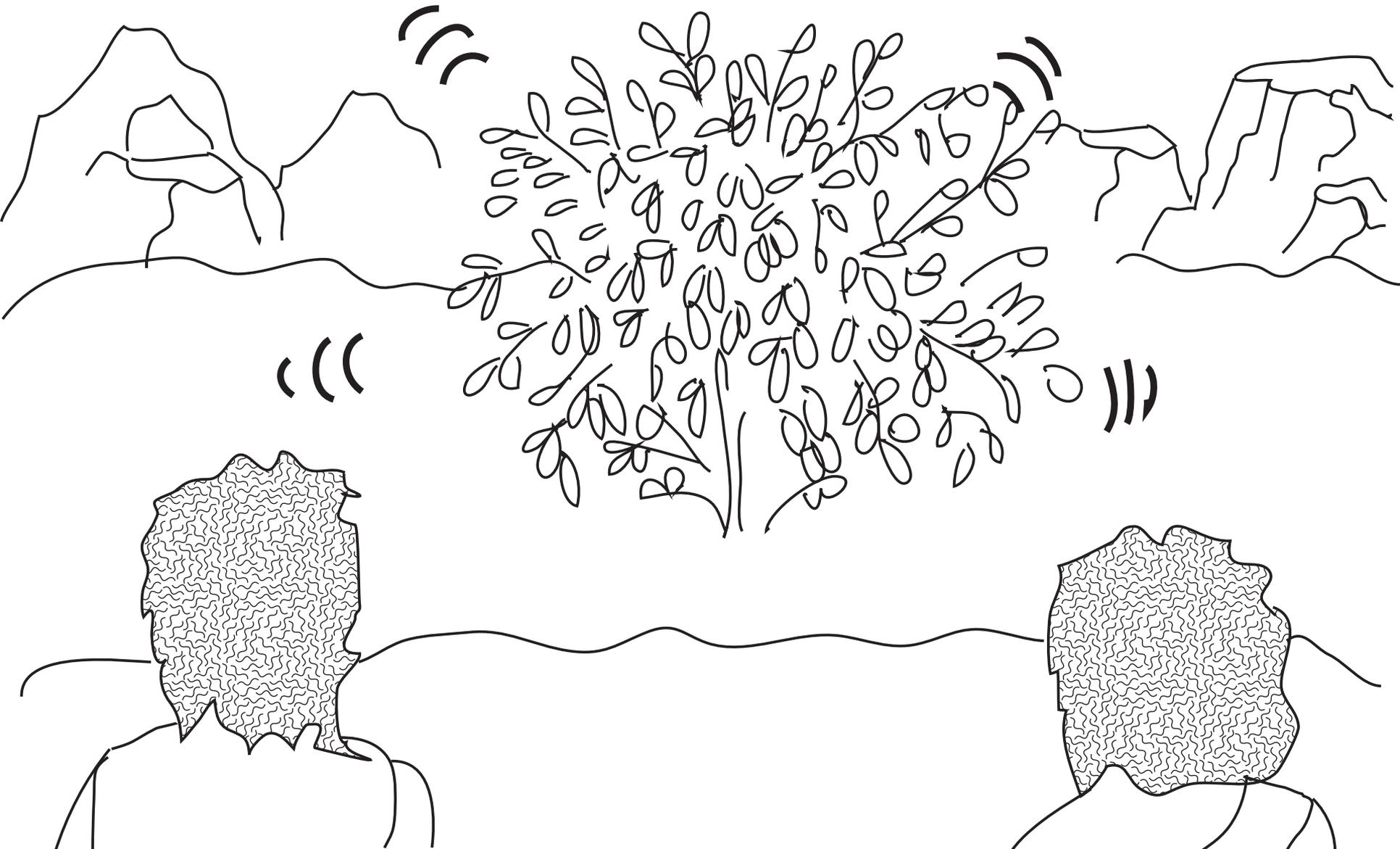
PROTAGONIST



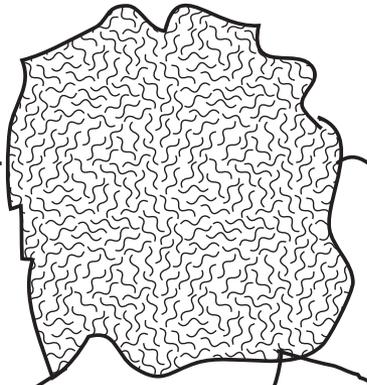
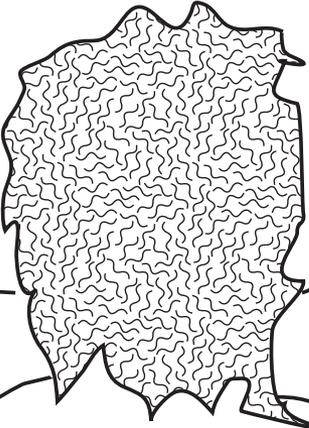
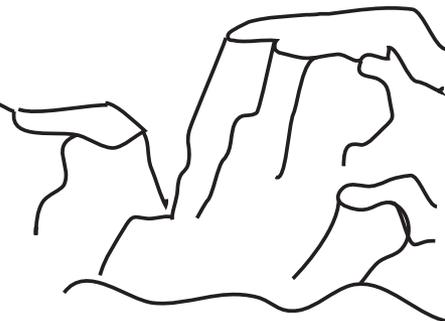
BARRIER

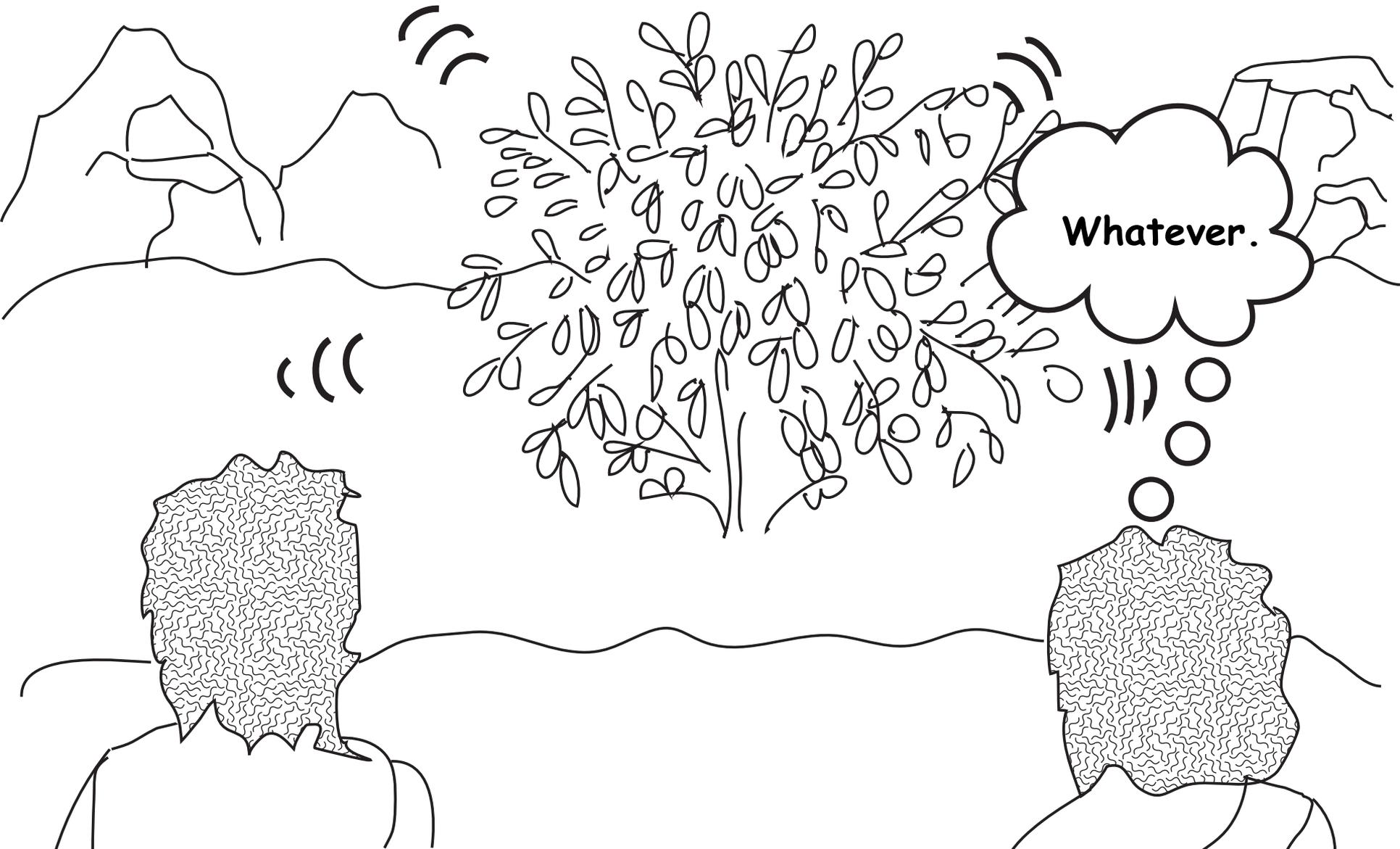
Story Structure: A Short Course in Human History



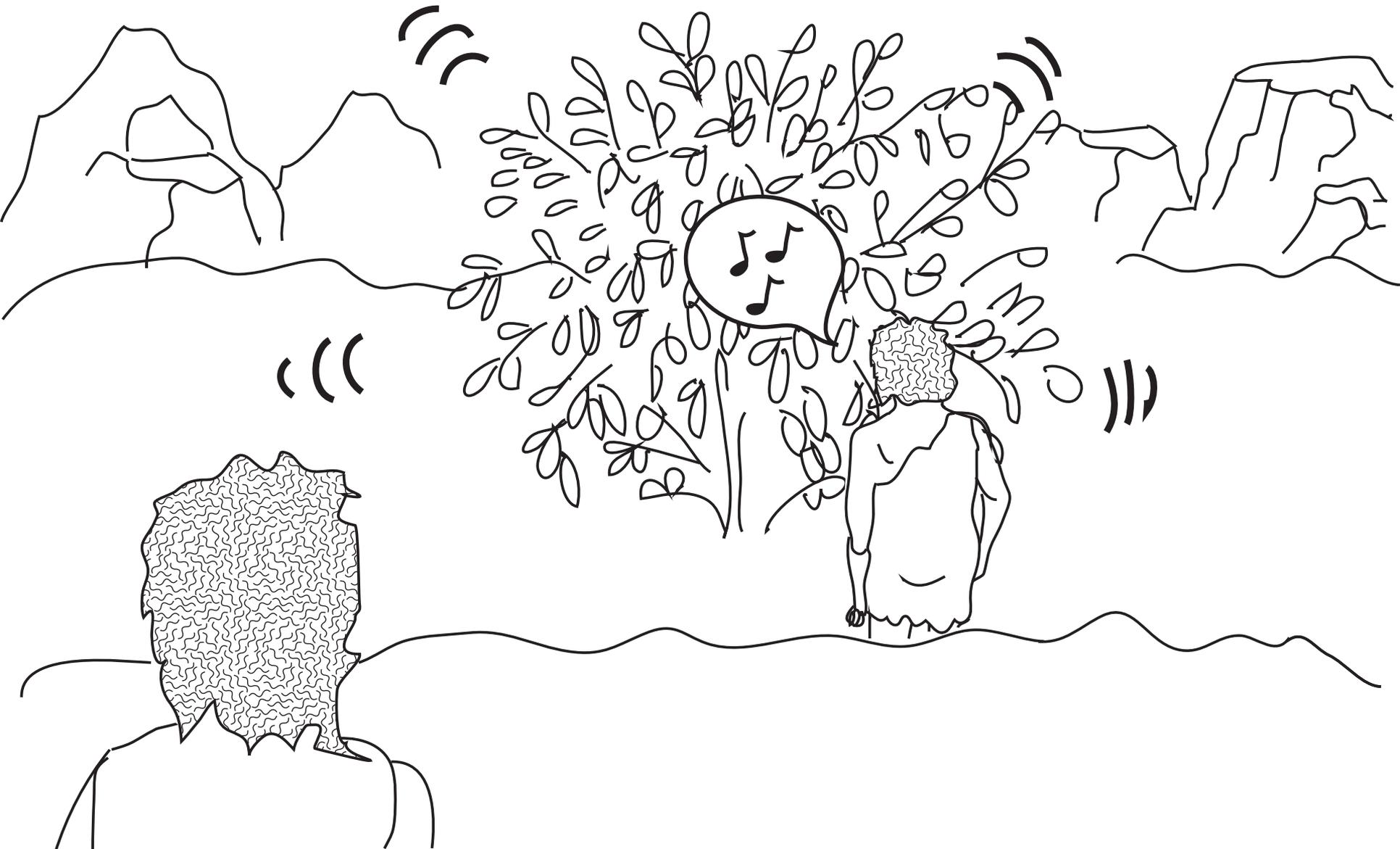


**Bush shaking.
Unusual.
Must watch closely.**



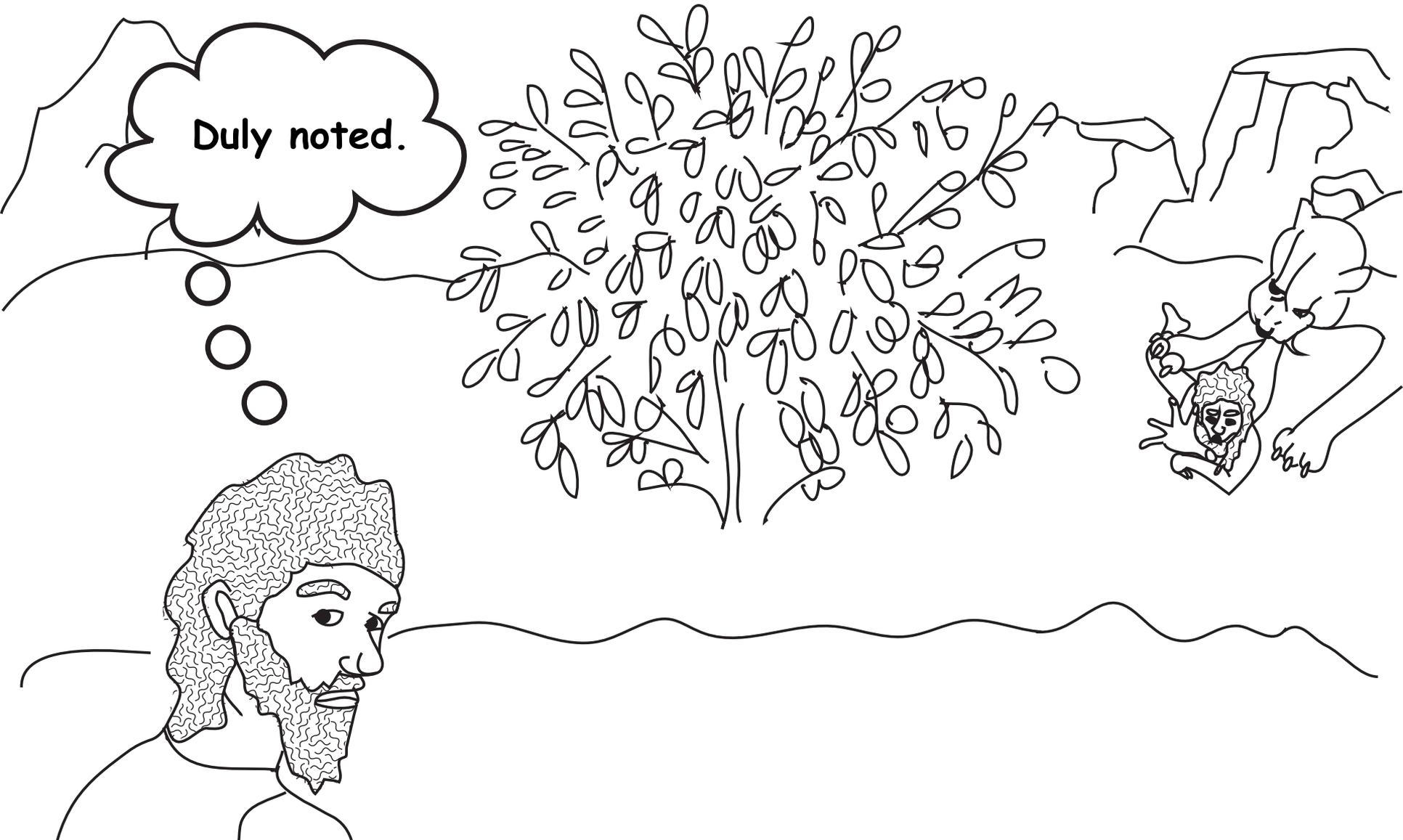


Whatever.

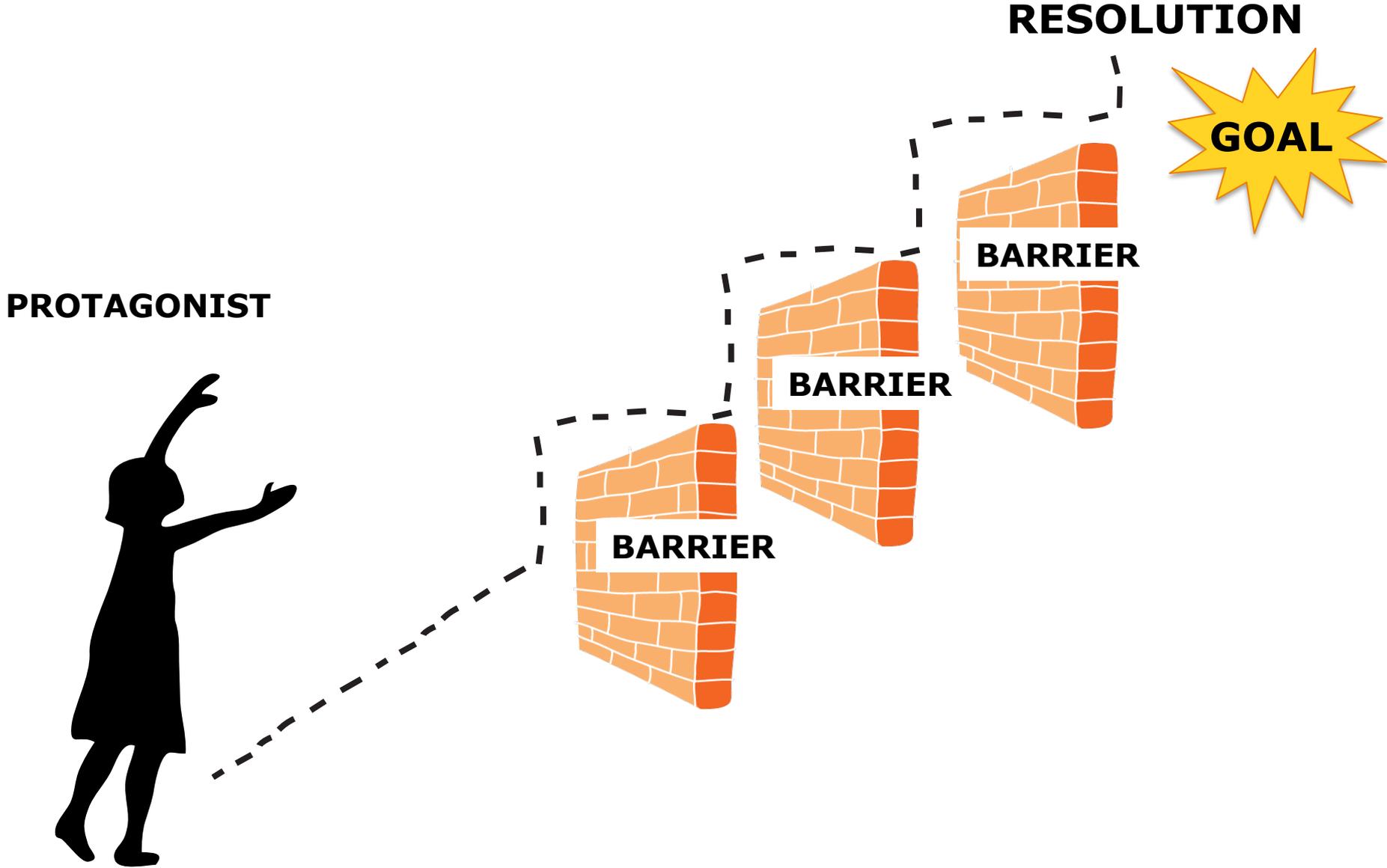




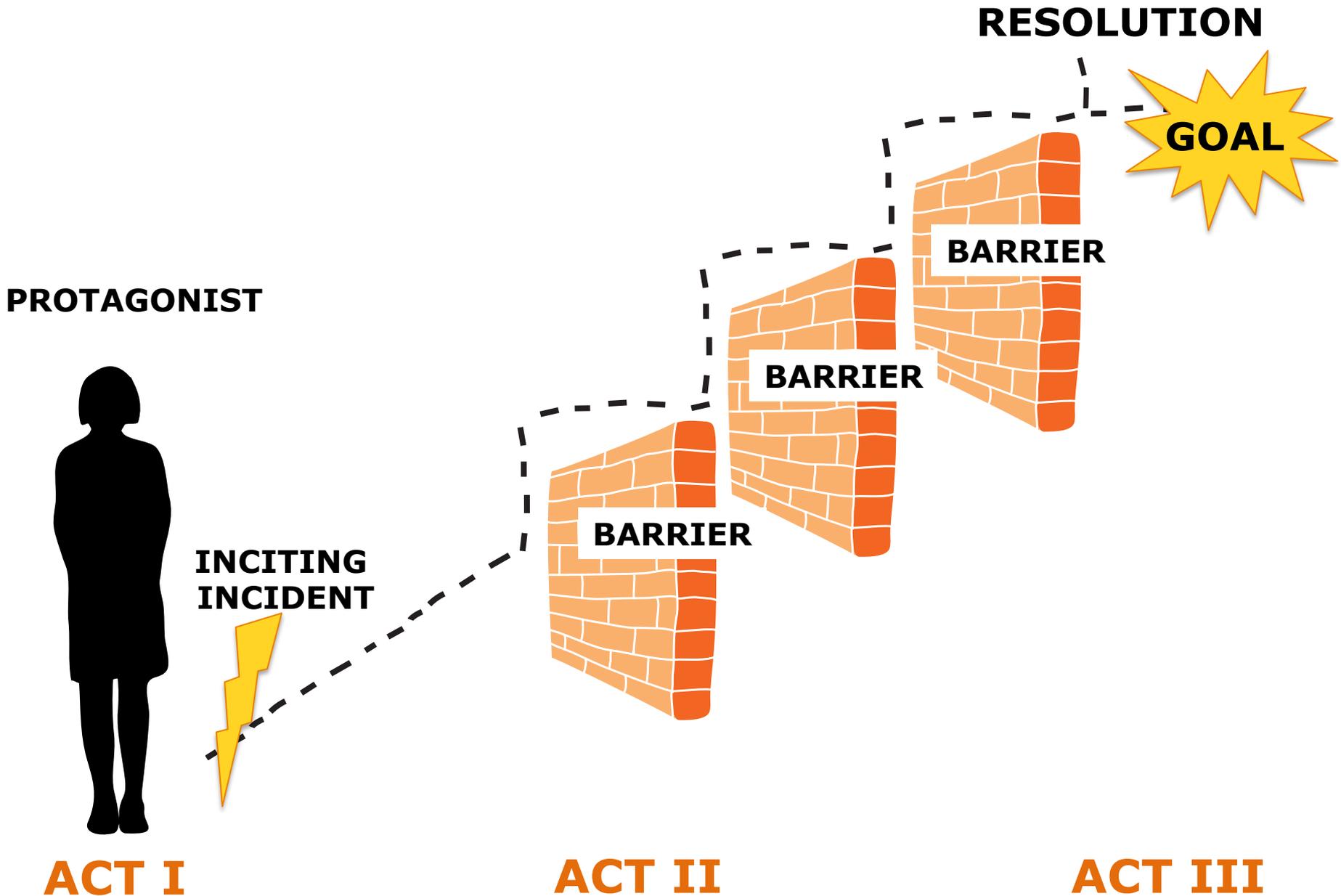
Duly noted.



Story Structure



Story Structure



Surfers



Healing

A Foundation for Autism



PROTAGONIST
Izzy Paskowitz

GOAL
Share the joy of surfing

BARRIER
Kids don't want to go

OVERCOMES BARRIER
Takes them anyway

MEANING
More to sports than who won or lost



Why is narrative so powerful?

What makes a good story?

Why should *you* tell stories?





 Nurse-Family
Partnership
Helping First-Time Parents Succeed



Dr. David Olds



Elmira Sustainable Results: Mothers (Low-Income, Unmarried - 15-Year Follow-up)

- **79% fewer verified reports of child abuse and neglect**
- **33% fewer subsequent pregnancies**
- **30 fewer months of welfare use**
- **44% fewer behavioral problems due to alcohol and drug abuse**
- **69% fewer arrests**



Olds, D., Eckenrode, J., Henderson, Jr. C., et al. *JAMA*, 1997; 278: 637-643.





Dr. David Olds





Baltimore • 1970

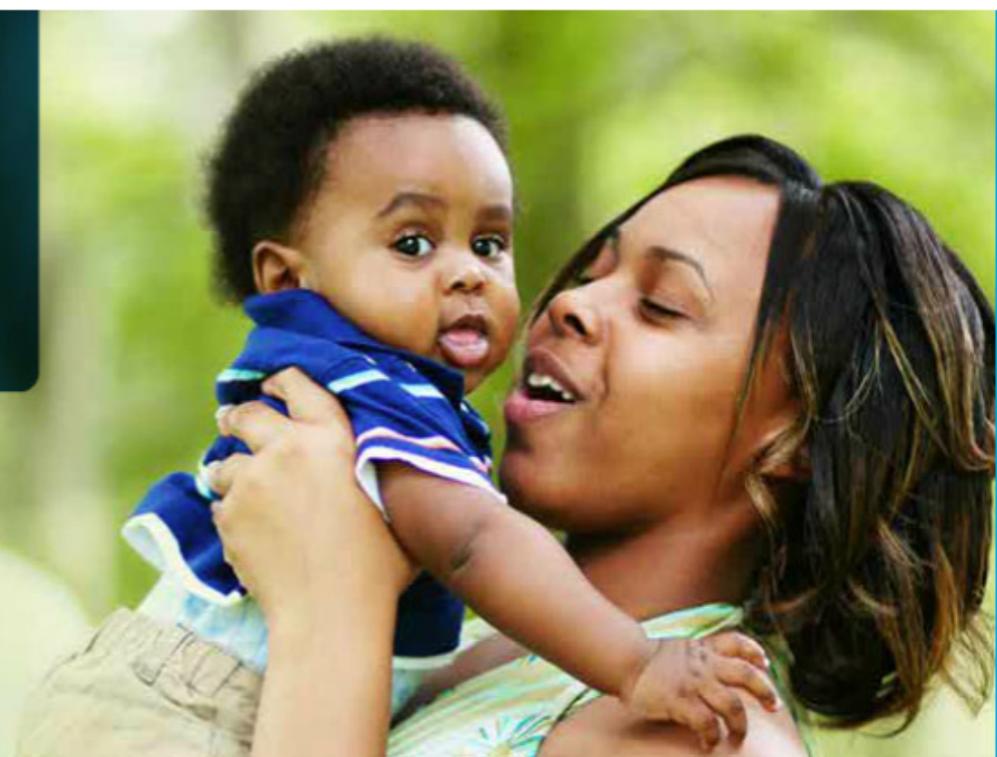


“Suddenly I was talking from my heart, and not just from the mind.”



“I’m smart,” says Crystal proudly, “and I want my son to be smart, too.”

» [click to read Crystal's story](#)



Crystal | Nely | Amanda | Maria

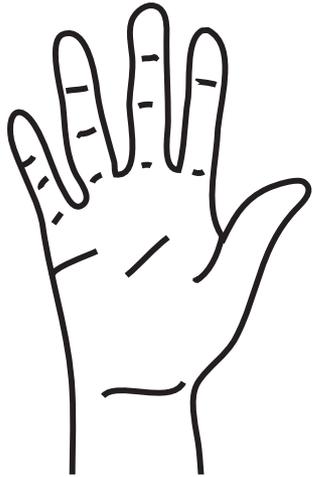
[First-Time Moms](#) | [Nurses](#) | [Communities](#) | [Supporters](#) | [Public Policy](#) | [Proven Results](#) | [About](#) | [Español](#)

Making a long-term difference by supporting a top-rated charity.

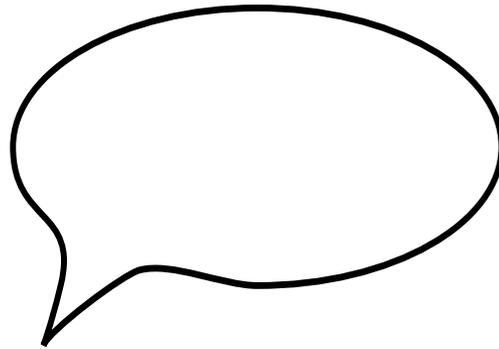
With a proven record of effective outcomes, Nurse-Family Partnership has earned the reputation of one of the country's top-rated charities. Not only does this maternal and child health program change the lives of low-income, first-time moms and their children, but it also strengthens communities by helping to break the cycle of poverty.

Resources

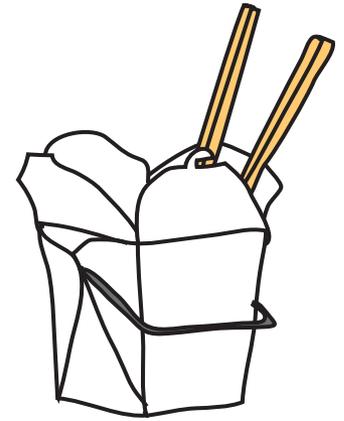
- [Make a donation](#)
- [Friends and major supporters](#)
- [Third-party endorsements](#)
- [Proven results](#)



Questions



Comments



Take Aways



free-range THINKING™

free-range thinking™ is a monthly journal of best practices, resources and generally useful stuff for public interest communicators who want to reach more people with more impact



Building a Storytelling Culture: Step #1

Telling stories in presentations, featuring them on your website, and making them a regular agenda item during internal meetings are all good ways to weave storytelling into your day-to-day operations. But if you truly want to build a storytelling culture that binds everyone on your team together for years to come, try assembling a "sacred bundle". [Full story](#). Please note: Apple Mail users may need to scroll down manually.

Join a Google Hangout about Storytelling on September 9th

As part of the A Billion + Change initiative, the Points of Light Foundation has assembled a panel of experts to talk about "Inspiring Others Through the Power of Storytelling." [Full story](#).

New Campaign Planning Tool from Spitfire

Spitfire, creators of "The Smart Chart" and "Discovering the Activation Point", has just unveiled an invaluable new tool to help you plan more effective campaigns. *Planning to Win: The Just Enough Guide*

WHY BAD ADS
Happen to
GOOD CAUSES

AND HOW TO ENSURE THEY
WON'T HAPPEN TO YOURS.



*A guide for creating more effective public interest print advertising
featuring new data from an unprecedented 10-year study by RoperASW.*

Written by
ANDY GOODMAN
Designed & Published by
CAUSE COMMUNICATIONS

WHY BAD PRESENTATIONS
Happen to
GOOD CAUSES



AND HOW TO ENSURE THEY
WON'T HAPPEN TO YOURS.

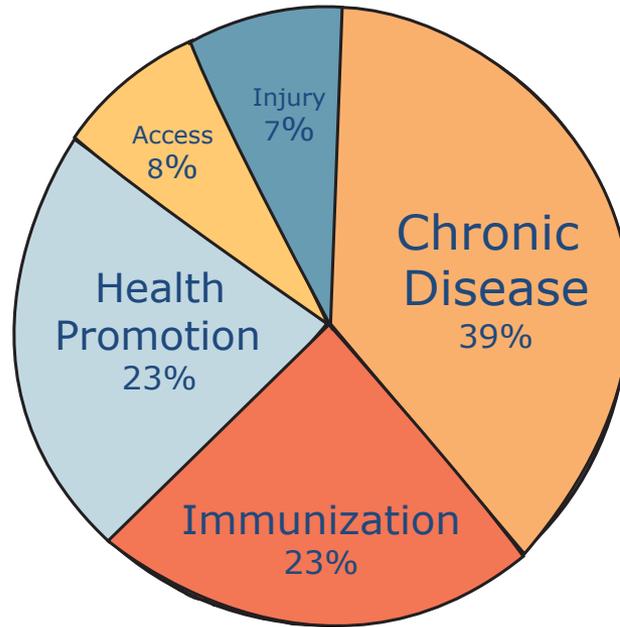
Written, Designed and Published by
ANDY GOODMAN & CAUSE COMMUNICATIONS
Creators of Why Bad Ads Happen to Good Causes

STAY CONNECTED VIA TWITTER: @GoodmanCenter





numb



jars

stories



stored

Definitely Not

The End



**Storytelling
as Best Practice**

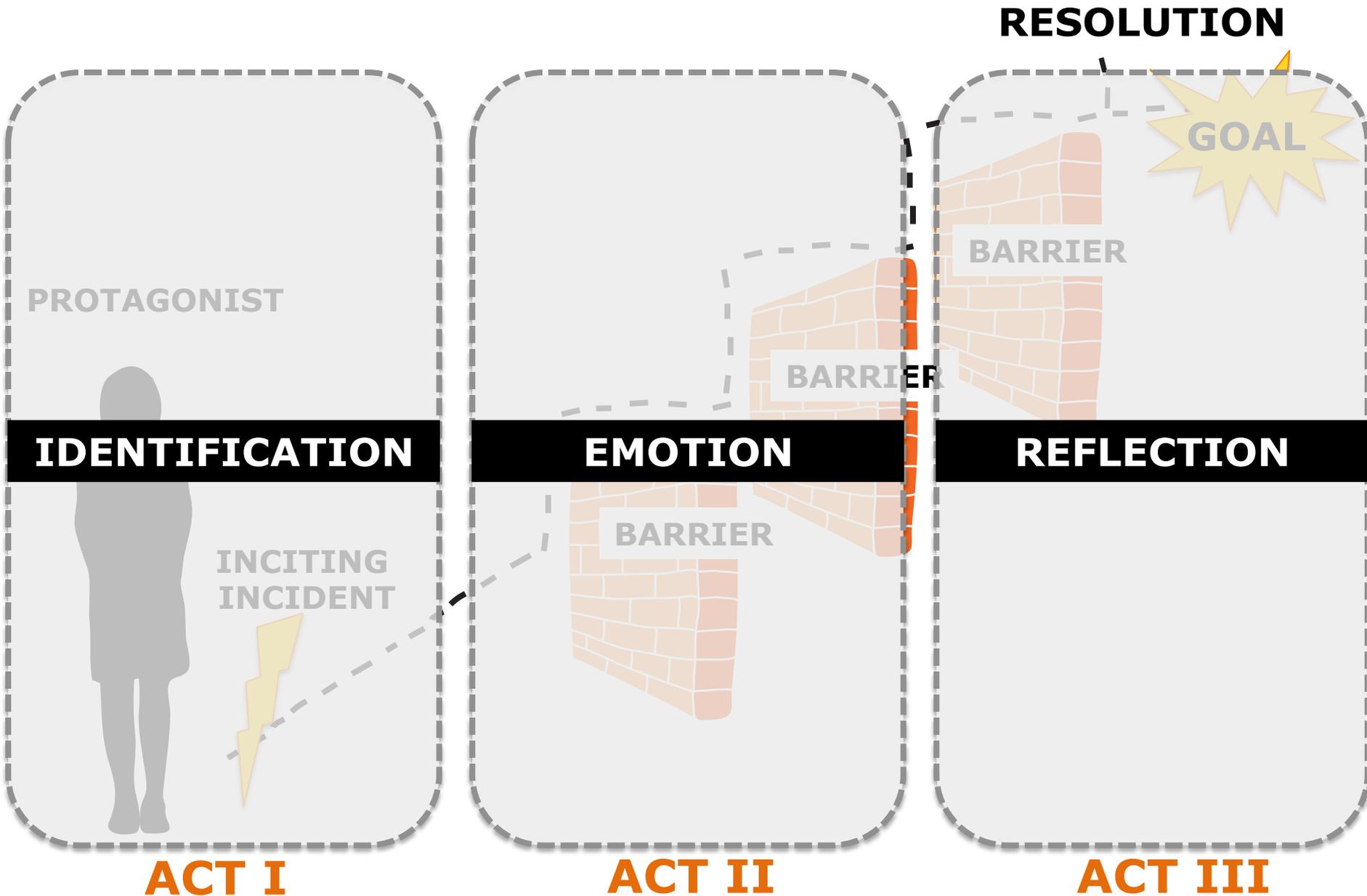


WORKSHOP



Andy Goodman • September 13, 2016

Story Structure

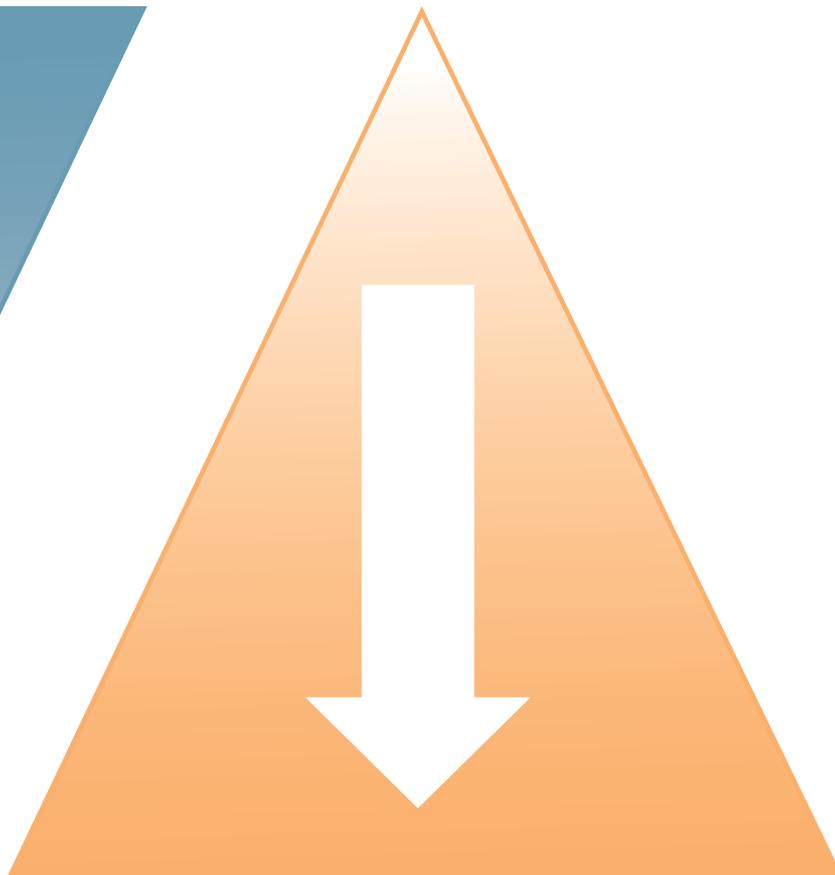


Story Structure: Journalistic vs. Dramatic Narrative

JOURNALISTIC STORYTELLING



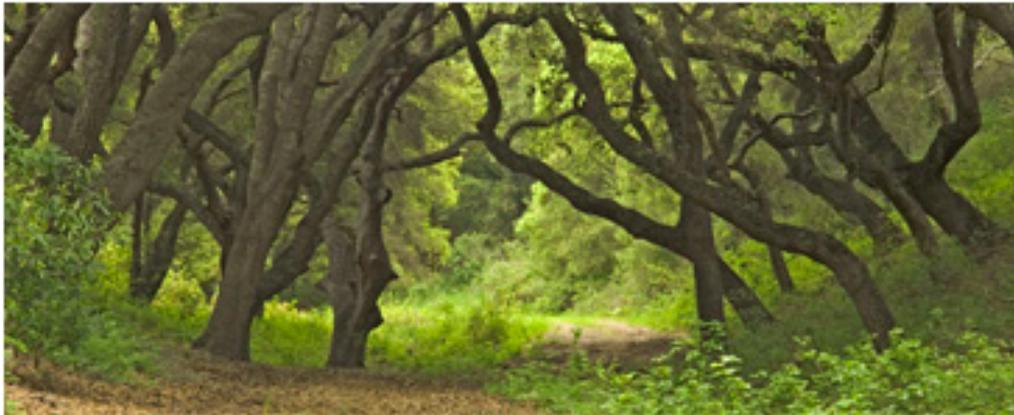
DRAMATIC NARRATIVE



Story Structure: Journalistic vs. Dramatic Narrative

Forests

Inspiring Stories: Our Latest Forest Work



Support The Nature Conservancy

DONATE NOW

Help the Conservancy's work to [preserve plants, animals and natural communities all over the world](#).

[Stopping wars?](#) [Tracking bears](#) with text-messaging collars? [Rebuilding forests](#) with the help of rodents? It's all part of The Nature Conservancy's surprising new work to protect forests. Get inspired by the stories below — and then [help support our work!](#)



Florida: [Tracking Florida Bears](#)

See how the Conservancy and partners are [tracking Florida's threatened black bears with text-messaging collars](#) to locate their critical habitat corridors.

Story Structure: Journalistic vs. Dramatic Narrative

Florida

Letting Florida's Bears Lead the Way for Conservation



Story Highlights

- The habitat of Florida black bears has become fragmented by development and new roads.
- About 10 of the bears now have collars sending text messages of their positions.
- The information will help Florida landowners and policy-makers make conservation decisions that help bear habitat and people.

Story by Judy Althaus, Photography by Carlton Ward Jr.

For more than 1 million years, [Florida](#) black bears have ambled through pristine forests that seemed to stretch forever. But today, these bears hear the drum roll of advancing civilization.

[View a slideshow](#) and see how tracking Florida black bears is informing conservation decisions across central Florida. Photography by Carlton Ward Jr.

Help Protect the World's Forests!

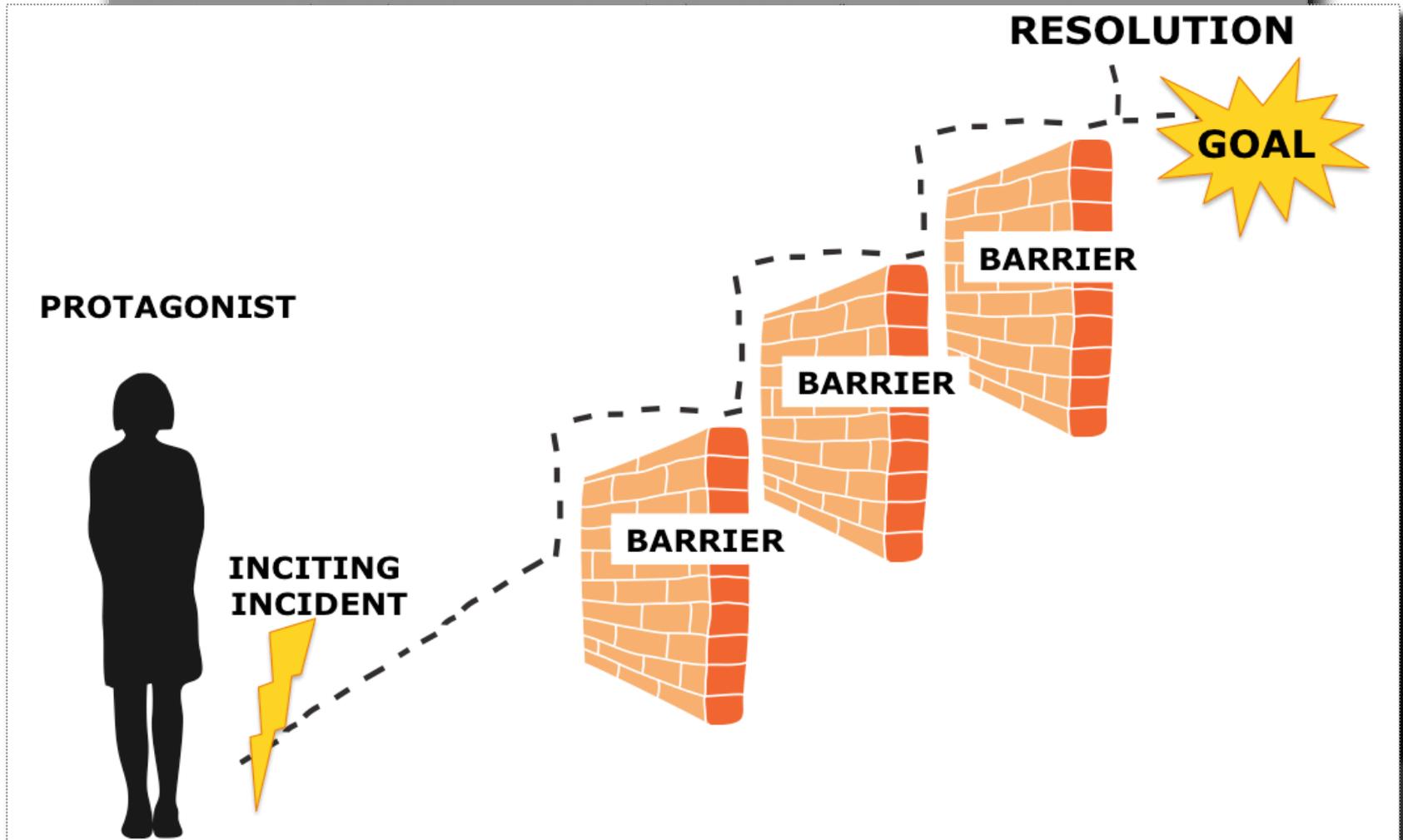
[DONATE NOW](#)

[With your help](#), we can protect forests around the world.



Story Structure: Journalistic vs. Dramatic Narrative

Florida



through pristine forests that seemed to stretch forever. But today, these bears hear the drum roll of advancing civilization.



Story Structure: Journalistic vs. Dramatic Narrative



Story Highlights

- Child psychologist shot by former patient.
- Starts working with child who sees dead people.
- Psychologist turns out to be dead all along.

Take 15 minutes to outline your story.



Storytelling as Best Practice

Maryland DHMH • Story Structure Worksheet

Select one point about your organization's work that you would commonly make to a target audience and choose a story that will illustrate that point – *something that actually happened*, whether it's an incident in which you were involved, something you observed, or simply a story you heard about from a colleague.

Follow the directions below and answer the questions in the spaces provided to outline your story. You do not need to write out the entire story word for word.

THE POINT

What one point do you want listeners to take away upon hearing this story? (*While this may not be evident to your audience until the end of the story, you must be clear on your intended message from the beginning.*)

YOUR AUDIENCE

To whom would you tell this story? (*Your audience affects how you tell the story – i.e., the language you choose – as well as which parts you need to emphasize, so be clear on this as well.*)

BEGINNING (Act One)



PROTAGONIST
The Wind

GOAL
To be accepted

BARRIER
His behavior upsets people

OVERCOMES BARRIER
Meets Epuron

MEANING
Everyone (or thing) needs a purpose



Use this outline to share your story.



Storytelling as Best Practice

Maryland DHMH • Story Structure Worksheet

Select one point about your organization's work that you would commonly make to a target audience and choose a story that will illustrate that point – *something that actually happened*, whether it's an incident in which you were involved, something you observed, or simply a story you heard about from a colleague.

Follow the directions below and answer the questions in the spaces provided to outline your story. You do not need to write out the entire story word for word.

THE POINT

What one point do you want listeners to take away upon hearing this story? (*While this may not be evident to your audience until the end of the story, you must be clear on your intended message from the beginning.*)

YOUR AUDIENCE

To whom would you tell this story? (*Your audience affects how you tell the story – i.e., the language you choose – as well as which parts you need to emphasize, so be clear on this as well.*)

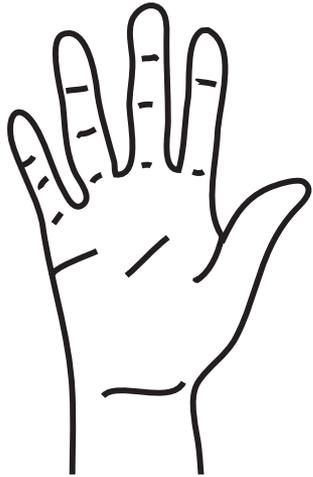
BEGINNING (Act One)

Sharing Stories

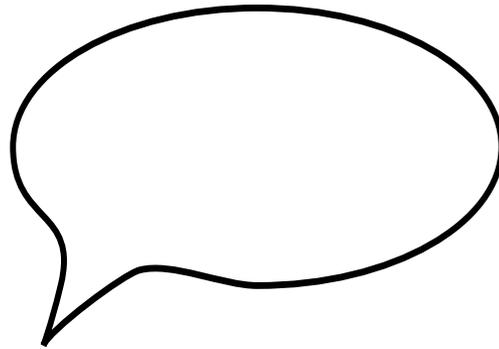
**What did you like
about the story?**

**How can
we make it
better?**

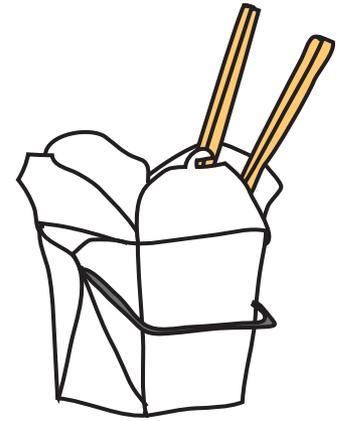




Questions



Comments



Take Aways