

Tapping the Power of True Stories

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Enterprise Bank

Non-Profit Collaborative



Your Personal Story

What is the story of how you came to work for/support your organization?

What is the story of why you decided to work for/support your organization?

What is the story of an experience that made you say, “I want to support this organization” or “I am committed to this organization”

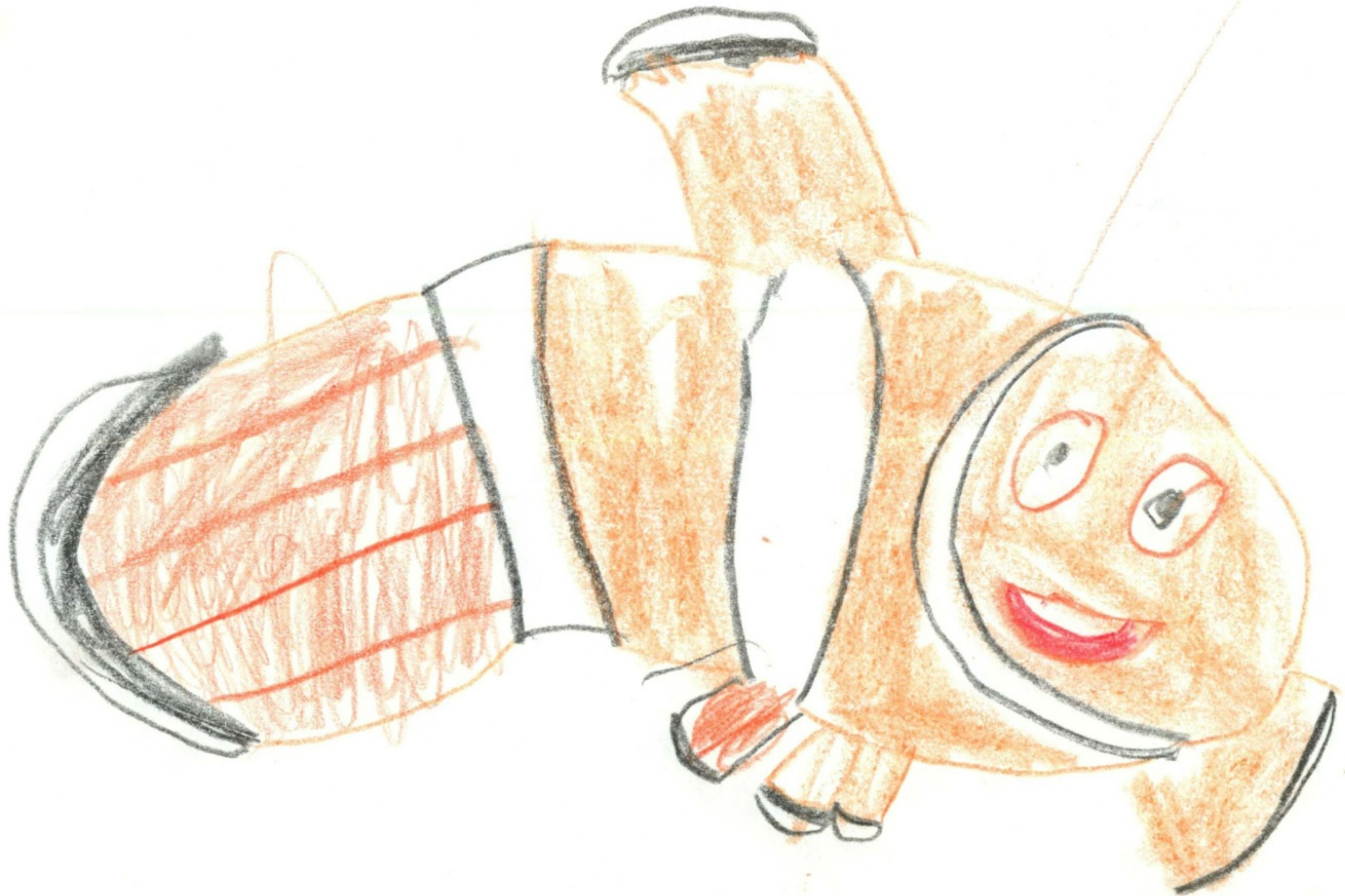
What is the story of your growth or evolution in your organization

What is the story of an experience that affirmed your commitment to your organization?

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What is a story?

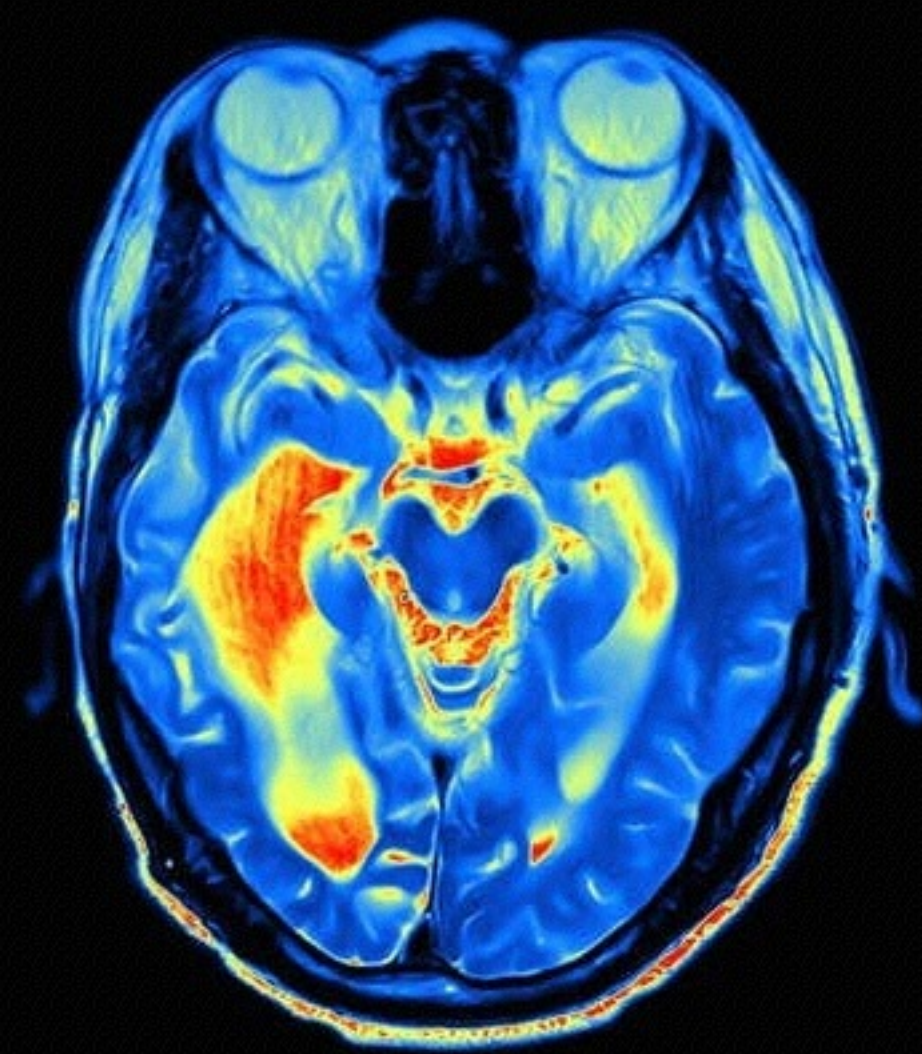
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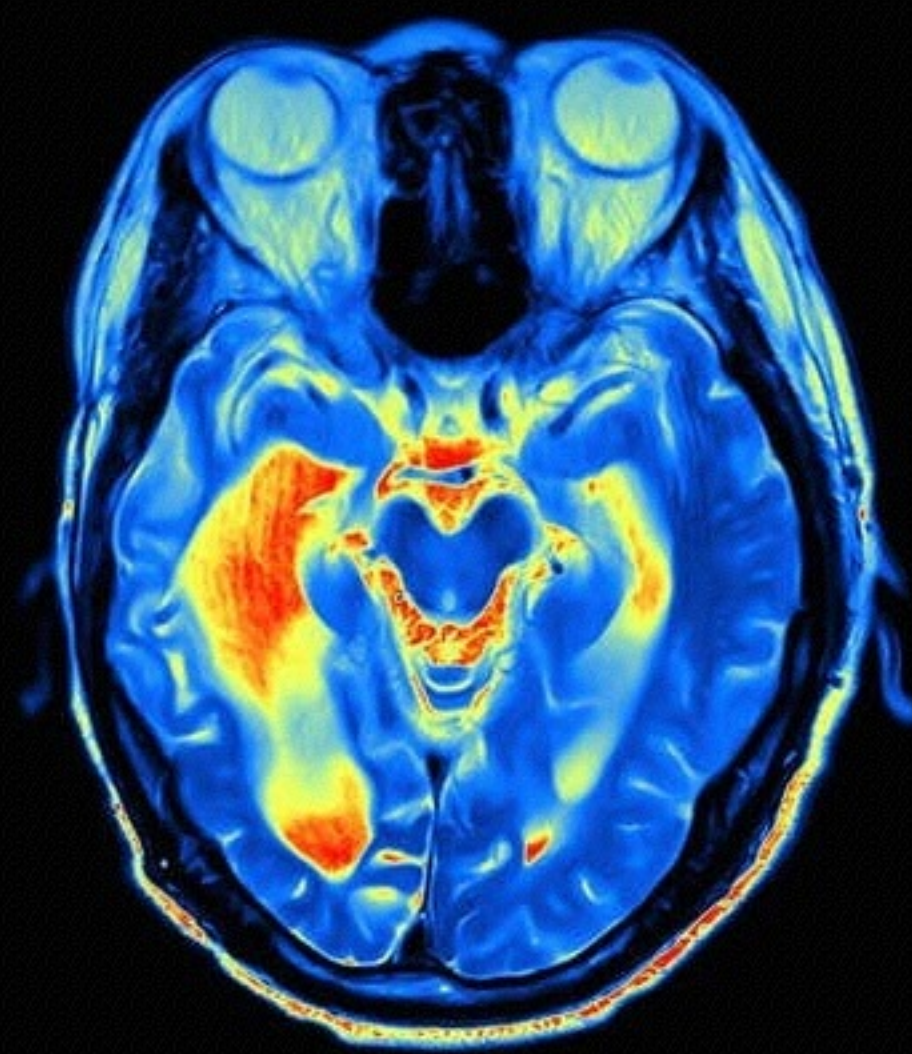
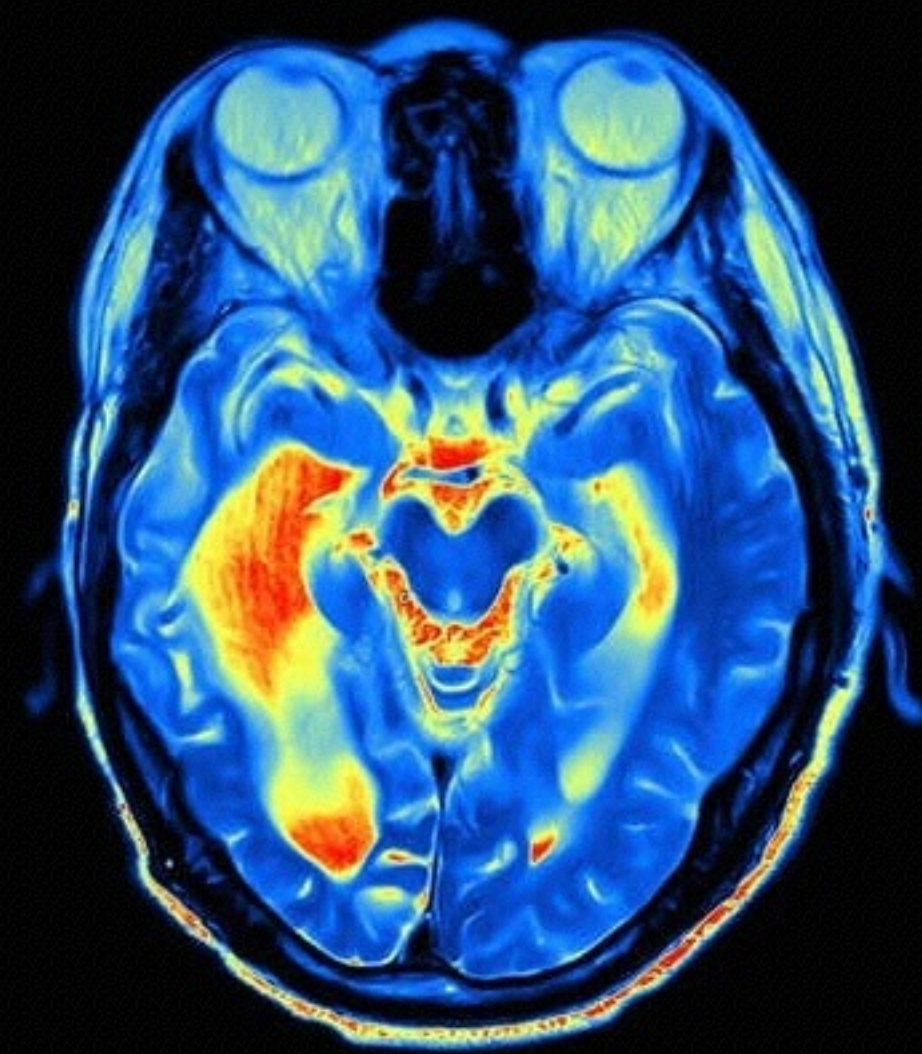


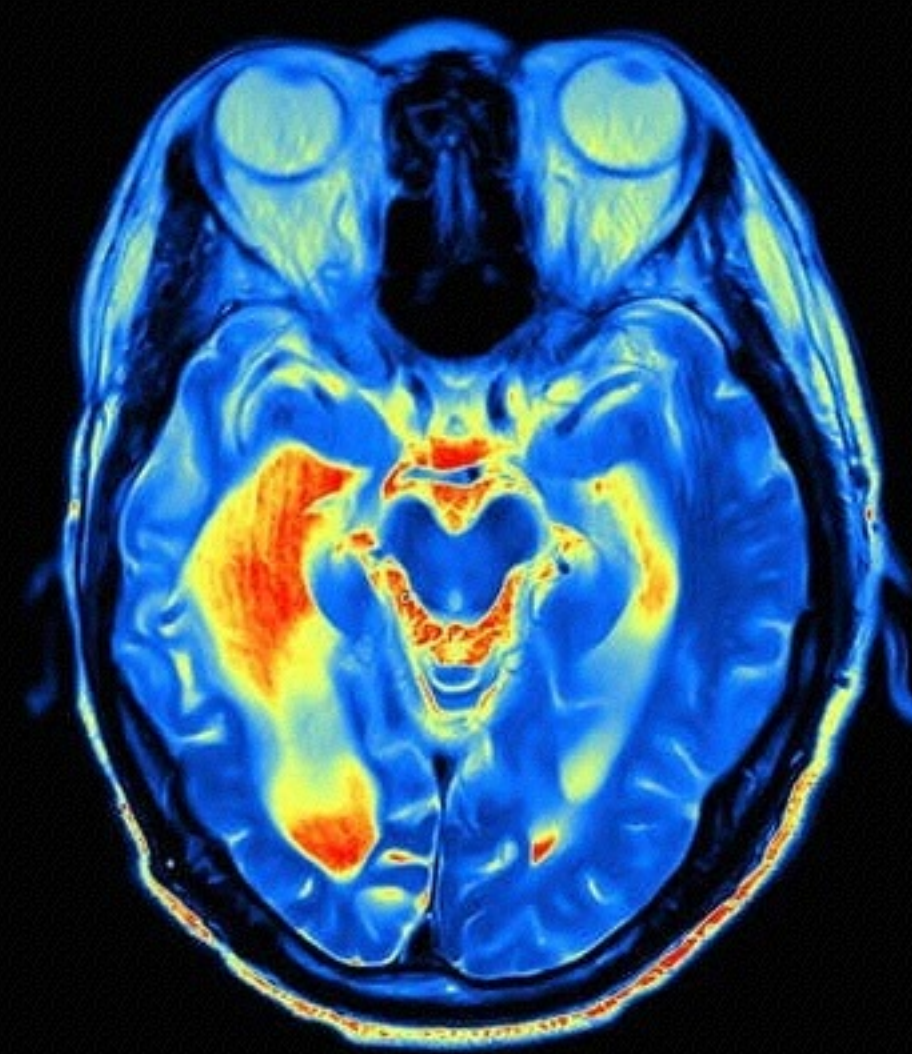
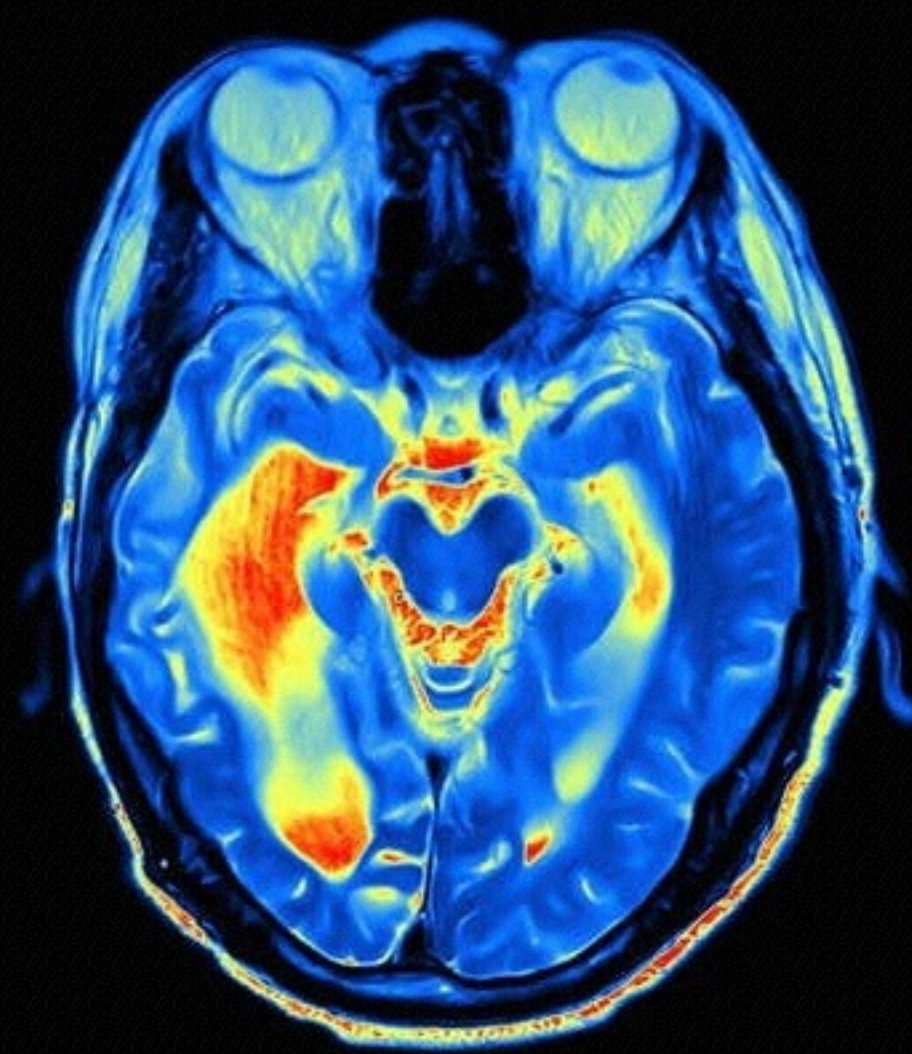
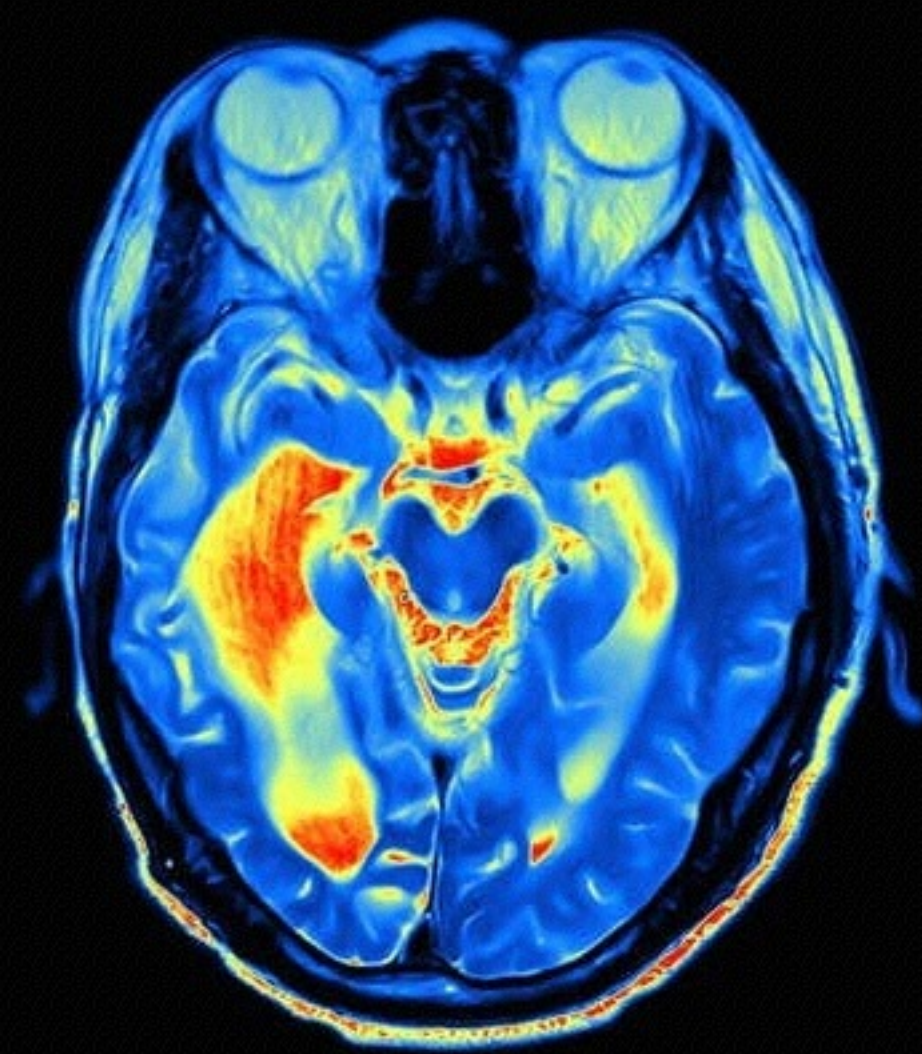












“Mirror neurons in our brains re-create for us the distress we see on the screen. We have empathy for the fictional characters—we know how they’re feeling—because we literally experience the same feelings ourselves.”

– Marco Iacoboni, Mirror Neuron Researcher

Throughout History, Stories ...

Pass on values and culture

Teach important lessons

Warn others of danger

Explain complicated or abstract ideas and make them memorable

Persuade and inspire

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What makes an effective story?

Defined audience

Clear purpose

Change

story first

Defined Audience

Who do you think your story really speaks to? What are some of the defining characteristics of the ideal audience for that story? Why?

Who else do you think your story speaks to? Why?

What do you know about this audience? What kinds of stories do you think they are most receptive to?

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Clear Purpose

What do you want?

What are you asking for?

What response do you want from your audience?

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Clear Purpose

What story to tell

How to tell it

When to tell it

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Change

- What is the change that happens in your story?
- Does your story do justice to that transformation?
- What is at stake in this story?
- Why should I pay attention?
- Why should I get emotionally invested?

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Becoming a Storytelling Organization

Gather
Develop
Tell

story first

Gather

There is no storytelling silver bullet

You can tell the stories of others

Others can tell your stories

Think like a journalist with a beat

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PROTM

PORTABLE RESTROOM OPERATIONS

September 2018
www.promonthly.com

WE ARE FAMILY

A great team, women-owned status and major construction contract jump-started New Jersey's Potty Pros

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EAT, DRINK AND BE MERRY

Louisiana's Event Solutions sets the table for the world's biggest Creole cookout

Page 30

PRODUCT FOCUS

Temporary Site Services – Traffic Control, VIP/Special Events Page 36



Identify Potential Sources

Donors – New and long-time

Volunteers – New and long-time

Staff – New and long-time

Quiet people

Beneficiaries

Becoming a Storytelling Organization

Create a story library, for yourself and the organization

Establish a process to draw out stories

Establish a process to capture and share stories

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STL Forward Through Ferguson ...
Published by Lindy Drew [?]
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"There were plenty of times I wanted to leave St. Louis, but I did end up staying. I went to SLU for undergrad, and I went to UMSL for grad school. I'm 'so St. Louis,' as they say. I've been here since day one. I take vacations sometimes, but there's something to staying home. St. Louis has produced so many outstanding people across institutions, across racial lines. Very talented, multifaceted pe...
[See More](#) — with Faybra Hemphill.

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Most Relevant

STL Forward Through Ferguson Read
Faybra's story and check out the calls to action that align with her work:
<http://forwardthroughferguson.org/stories/faybra/>

STL Write a comment...

Develop

For every story you gather:

Clarify your audience

Clarify your purpose

Clarify the change

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Story Structure

Beginning > Middle > End

Before > Transformation > Now

Problem > Transformation > Resolution

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Tell

Website

Text

Video

Photo

Direct mail

Email

Social media

Grant applications

Face to face

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Becoming a Storytelling Organization

Narrative establishment

Narrative awareness

Narrative alignment

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Stories ...

Remind you of your purpose

Reinforce the culture of the organization

Reiterate your value to your audiences

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Becoming a Storytelling Organization

You already are a part of a storytelling organization.

Is your organization telling stories by design, or by default?

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Thank you!

Eric Ratinoff

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