



Storytelling & Communication

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Abstract

- Understand the principles of good communication
- Build a powerful story about the value of DRF – with a clear 'takeaway message'
- Practice delivering your DRF 'pitch'
- New: become storytellers *before the event*

Recap of pre-questions

- What will you say to your most important stakeholder to influence them to prioritise DRF?
- Will this conversation happen face to face or on the phone?
- What are the barriers to delivering DRF that you can address with a powerful narrative?



On Disney Blu-ray & DVD

UP



What's your favourite story?

Practice warm up – in pairs

- Share a personal story with your neighbour for a few minutes
- Do you have a funny story from your childhood?
- Any family or community folklore?
- What was your journey here like?





policy
language



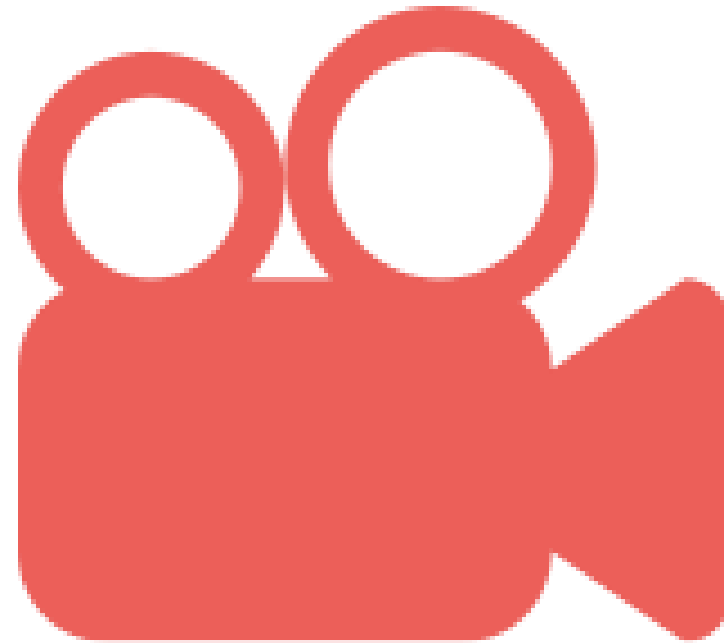
people
language

Can you put your DRF story in a nutshell?

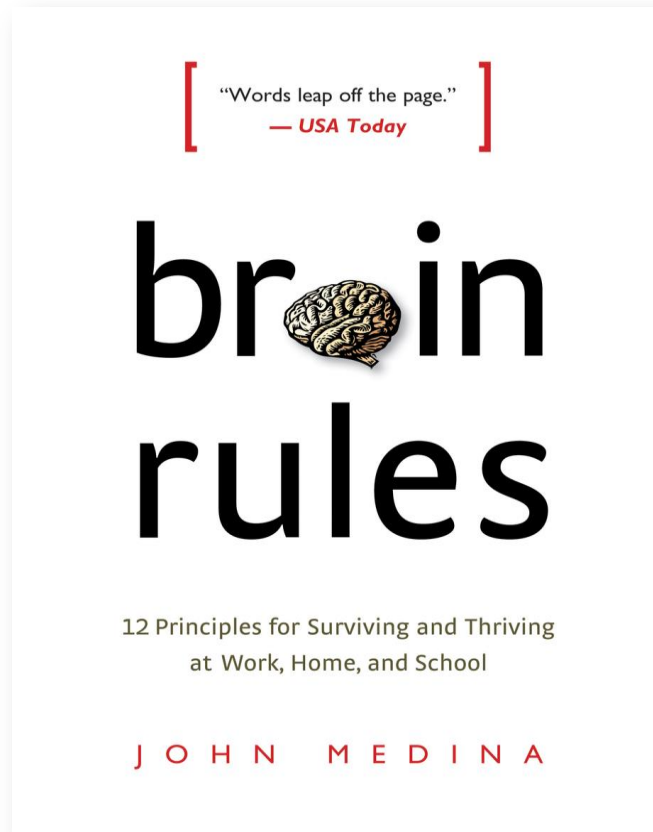


Practice session 1 – in pairs

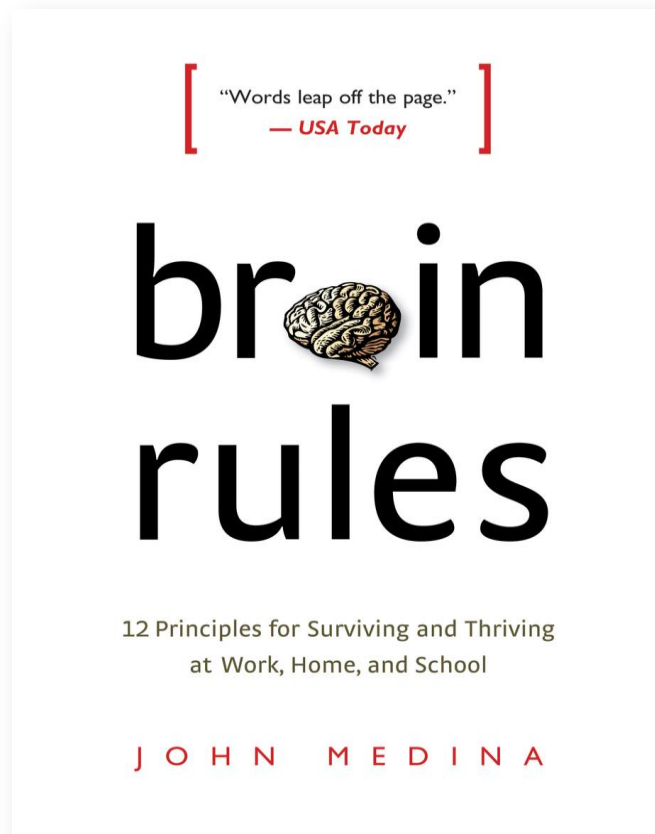
- Video person 1 for two minutes on their phone
- Swap
- Video person 2 for two minutes on their own phone
- Give each other feedback



What's the takeaway message?

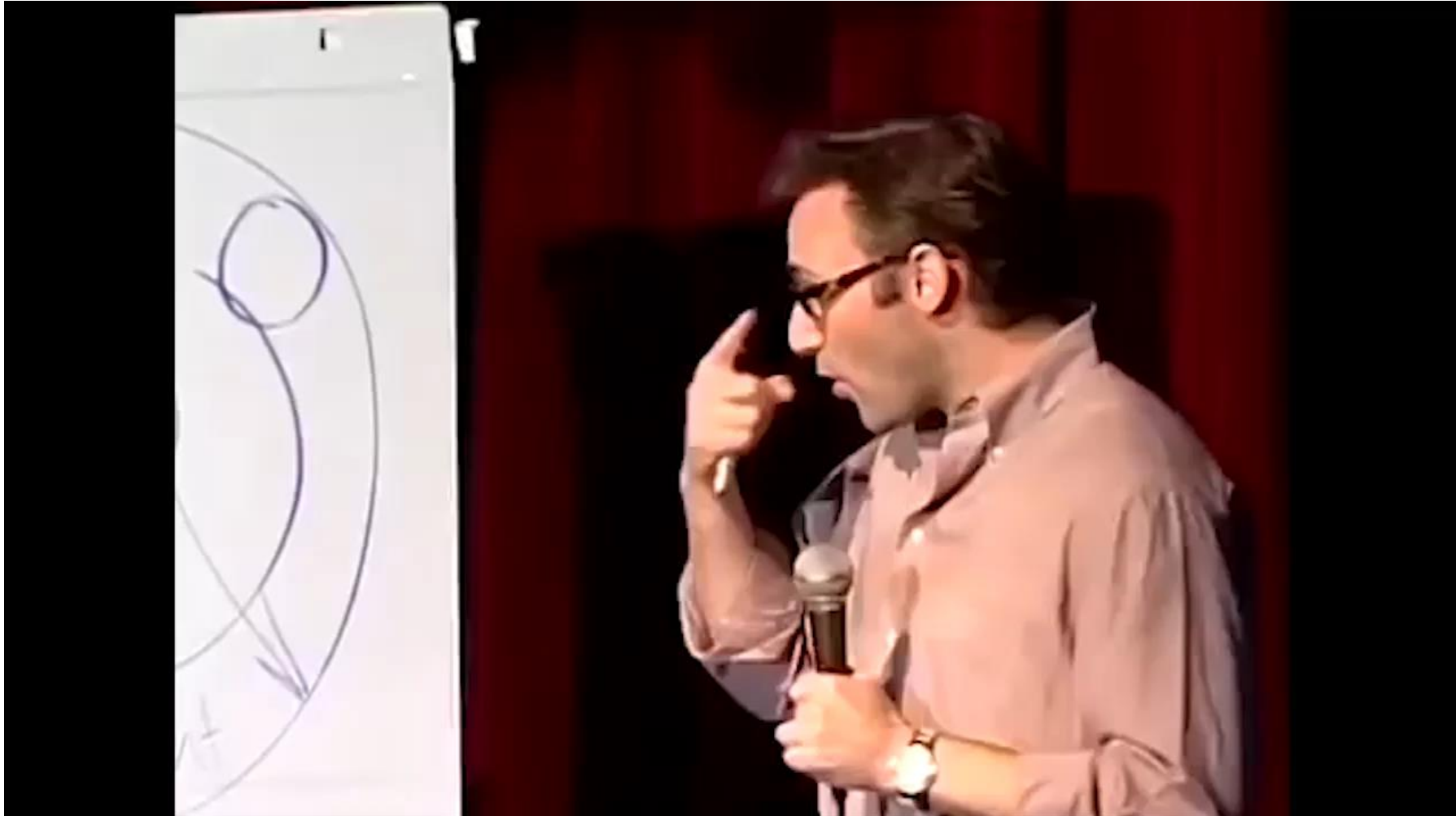


“Cognitive hallowed
ground”



“Meaning before
details”

Start with the why?



Use signposting and magic words to be understood



Magic words + storytelling shortcuts

- “Imagine’
- “What that means is...”
- “For example”
- “Think of it this way”
- “In the future...”

- Metaphors + analogies + anecdotes

Storytelling shortcuts

- Analogy: 'early money is like yeast – it makes things rise'
- Analogy: 'political catnip'
- Example: Philippines Safe Schools in Manila – 8000 students at risk
- Metaphor:





What's your DRF story?

PRESENTATION PLAN

HEADLINE

Clear, simple, conversational

SO WHAT? WHO CARES?

POINT 1

Illustration (story, statistic)

POINT 2

Illustration (story, statistic)

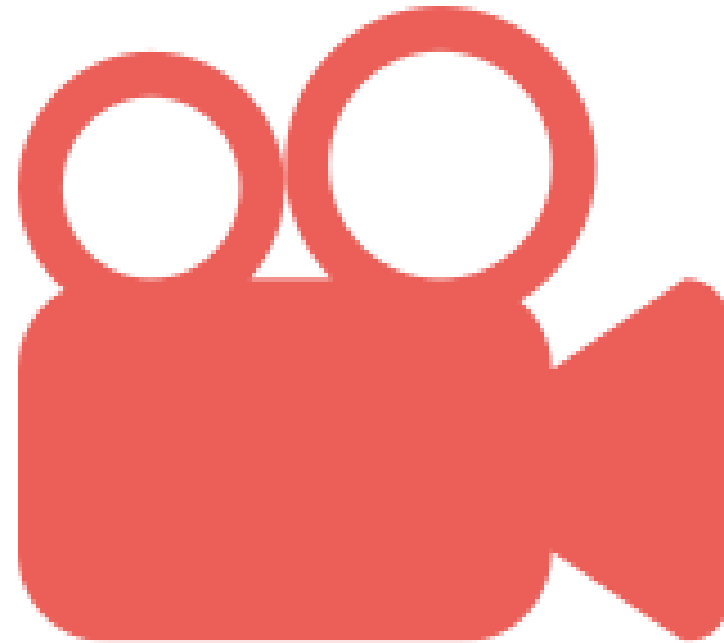
POINT 3

Illustration (story, statistic)

CONCLUSION

Practice session 2 – in pairs

- Video person 1 for two minutes on their phone
- Swap
- Video person 2 for two minutes on their own phone
- Give each other feedback



Final tip: don't overuse
PowerPoint

