

Our webinar will begin at
3:00 PM ET/12:00 PM PT

Storytelling to Motivate Action

**#ME
ACTION**



Kirsten Farrell
(she/her/hers)



The Goodman Center
is a communications
training and coaching
firm dedicated to
helping you reach
more people with
more impact.

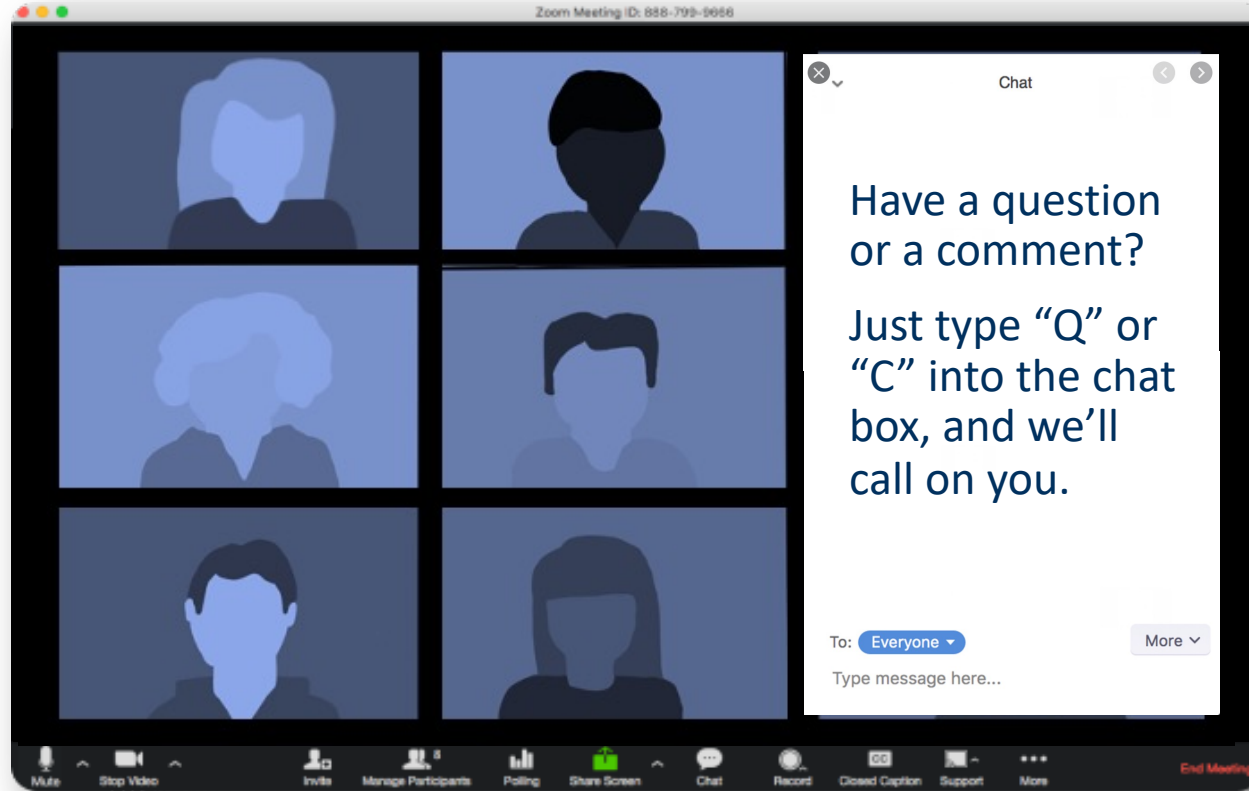
Community Agreements

- Do whatever you need to do for you. If you need your screen off, if you need to mute yourself or take a break, please do.
- We agree to respect the needs of others.
- Please speak from your own experience and honor the experience of others.
- **Anything you'd like to add?** (Please use the chat box.)



Questions & Comments

?



!

What makes a good story?

Please answer in the chat box in 3 words or less.

Our Story (briefly)

1998

2022



WORKSHOPS ABOUT RESOURCES CONTACT



TELL STORIES

GIVE PRESENTATIONS

LEAD WEBINARS

PLAN CAMPAIGNS

RUN MEETINGS

DELIVER A PITCH

Stories are your single most powerful communication tool.

They help us remember, shape our identity, and influence how we see the world. Learn how to use stories in advocacy, development, recruiting and every aspect of your internal and external communications.



Prudential



U.S. DEPARTMENT OF
ENERGY





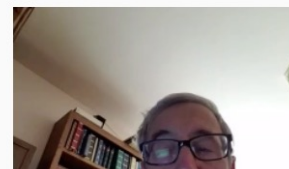
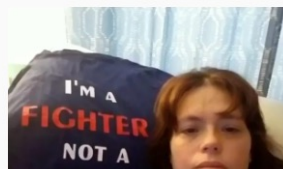
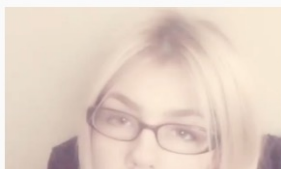
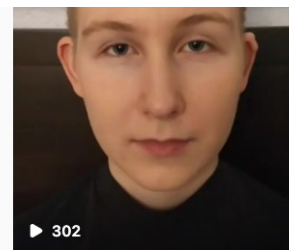
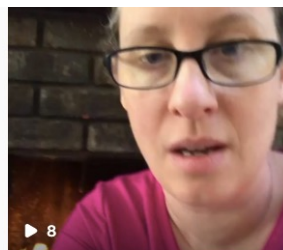
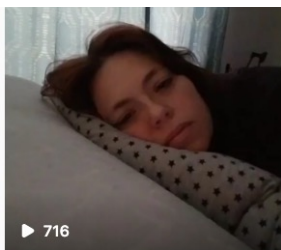
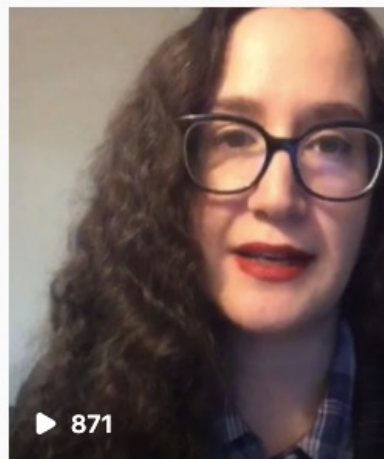
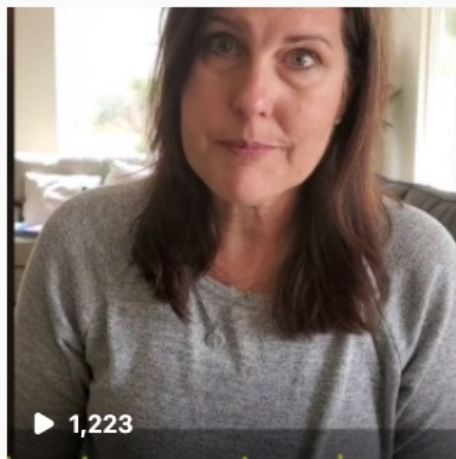
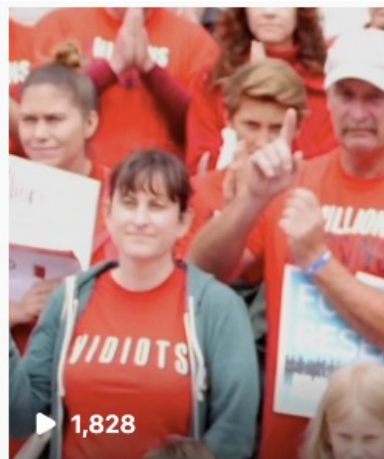
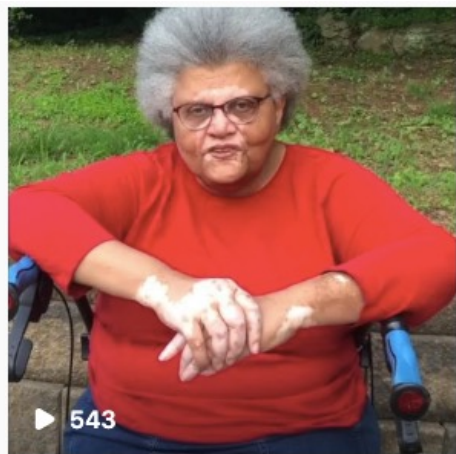


Why *must* we tell our stories again?

How do you tell a memorable and persuasive story of self?

How do I start my ME Action story?





More than
COVID in

DALLAS, Ap
selected as

1 week ago

The Seat

Long CO
scientists

Thousands
difficulty bre

1 week ago

Reuters

The case

Reports of t
Inc's antivira

3 days ago

LONG COVID PATIENTS 'DAMAGING' EXERCISE



Dr. Cynthia Murray



Dr. Christine Bingham



Dr. Cynthia Murray, a physician at the University of Texas at Dallas, says that while many patients with long COVID are recovering, some are still struggling with symptoms. She notes that the condition is complex and requires ongoing research.

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Long COVID patients are facing a variety of challenges, including fatigue, brain fog, and physical symptoms. Some patients are also experiencing mental health issues, such as anxiety and depression.

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WARNED OF PROGRAM 'Sizeable minority' suffer for months



Dr. Mike Beasley

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Test and protect system is 'utter farce', says OAP

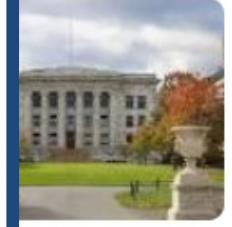
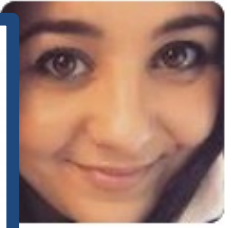


Dr. Mike Beasley

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Dr. Mike Beasley



KUOW | SEATTLE NOW

SEATTLE NOW

11

THINKING,
FAST AND SLOW

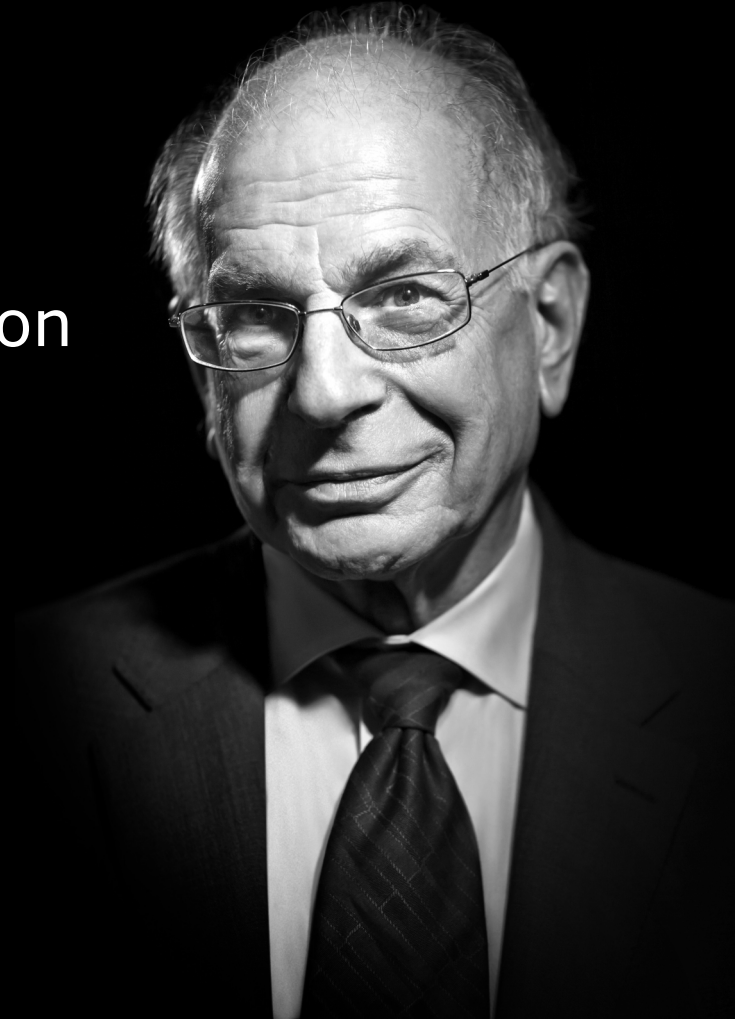


DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

"No one ever
made a decision
because of a
number.

They need a
story."





Why *must* we tell our stories again?

How do you tell a memorable and persuasive story of self?

How do I tell my ME Action story?

Sharing Your "Third Half Story"

Marshall Ganz

Lecturer in Public Policy
Harvard Kennedy School



Sharing Your "Third Half Story"



Sharing Your "Third Half Story"



Sharing Your "Third Half Story"

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Sharing Your "Third Half Story"

The Story of Self

Why am I called to do this work?

The Story of Us

Why is my cause *your* cause, too?

The Story of Now

Why is inaction no longer an option?



Barack Obama
2004 Democratic National Convention



CNN Town Hall

Jackson, Mississippi

8:28 PM CT



QUESTION

How did your family's financial problems during your childhood shape who you are today?

CNN

6:28 PM PT

CNN TOWN HALL WITH SEN. ELIZABETH WARREN

#WarrenTownHall

**SELF
US
NOW**

CNN Town Hall

Jackson, Mississippi

8:27 PM CT



CNN

9:27 PM ET

CNN TOWN HALL WITH SEN. ELIZABETH WARREN

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CNN TOWN HALL WITH SEN. ELIZABETH WARREN

#WarrenTownHall

259 words (1:52)

Sharing Your "Story of Self"

The Story of Self

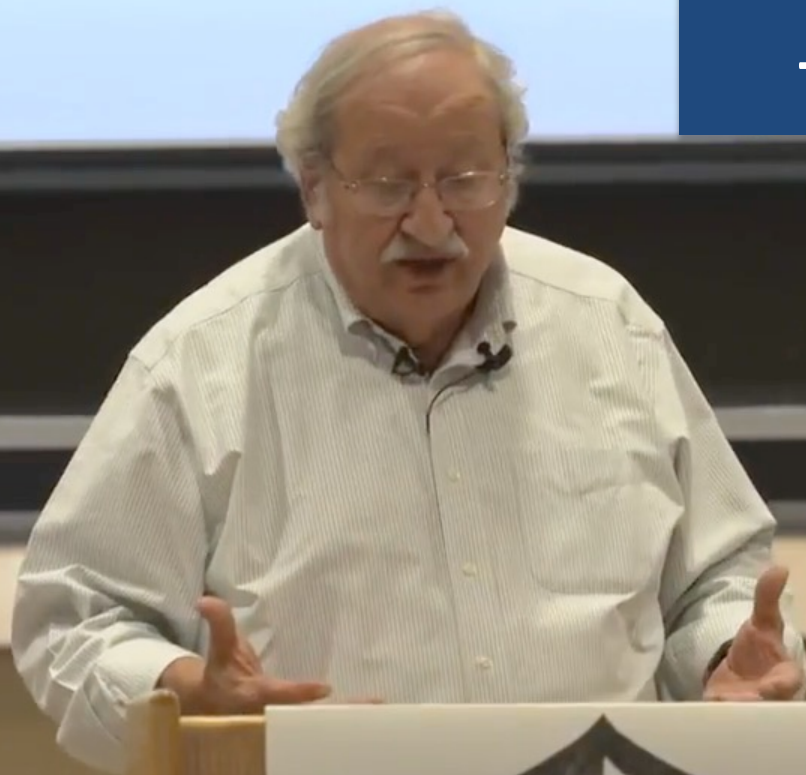
Why am I called to do
this work?





UNIVERSITY OF CAMBRIDGE
Institute of Continuing Education
Centre for Continuing Education

Marshall Ganz
The Story of Self



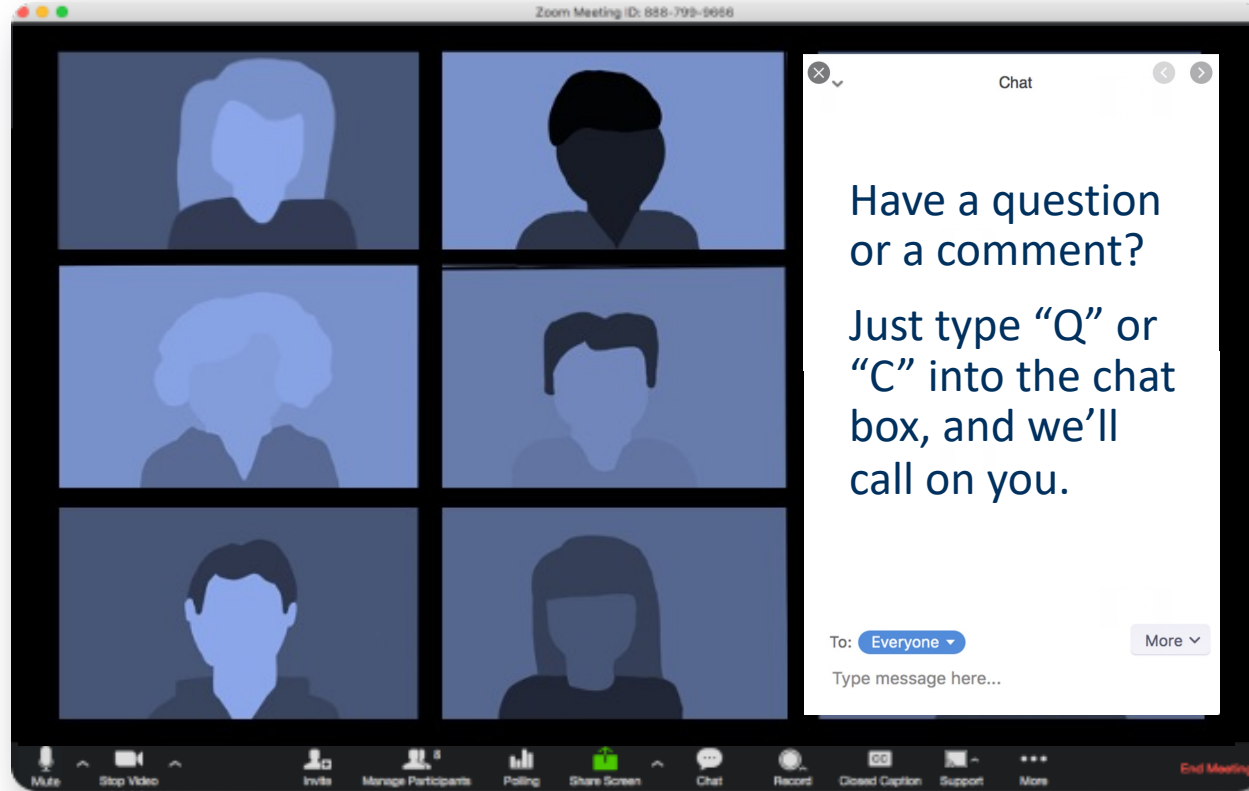
Sharing Your "Story of Self"

"Drawing on those **moments and experiences** that you can share...so people can get you."



Questions & Comments

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!



Why *must* we tell our stories again?

How do you tell a memorable and persuasive story of self?

How do I tell my ME Action story?





Jennifer Brea's "Story of Self"

So five years ago, this is me. I was a PHD student at Harvard and I loved to travel. I had just gotten engaged to marry the love of my life. I was 28, and, like so many of us when we are in good health, I felt like I was invincible. Then one day I had a fever of 104.7 degrees. I probably should have gone to the doctor, but I'd never really been sick in my life and I knew that usually if you have a virus, you stay home and you make some chicken soup and in a few days everything will be fine.

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**INTRODUCING HERSELF
BEFORE HER ILLNESS**

Asset-based storytelling



Trabian Shorters

CEO & Co-Founder
Bme Community

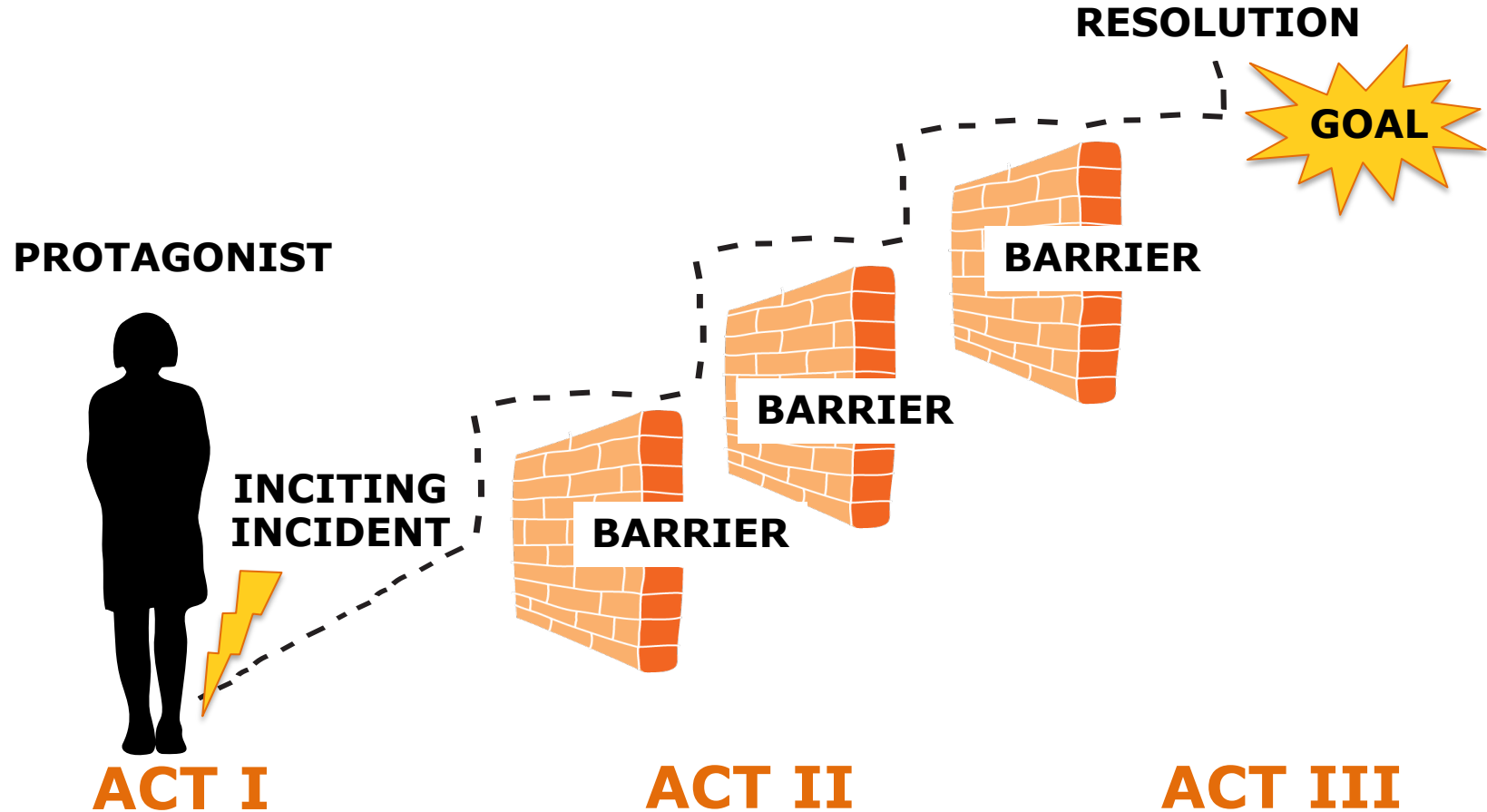
Asset-based storytelling



“Asset framing is not about ignoring problems. In fact, the working definition is to define people by their aspirations and contributions *before* noting their challenges.”

Trabian Shorters
CEO & Co-Founder, BMe

Story Structure



Jennifer Brea's "Story of Self"

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**INTRODUCING HERSELF
BEFORE HER ILLNESS =
ASSET FRAMING**

a few facts

about me

In the chat box, share a couple aspirations or contributions. How do you want to introduce yourself?

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BRINGS IN EMOTION

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**WORD CHOICE AND TONE:
PERSONAL AND RELATABLE**

Jennifer Brea's "Story of Self"

But this time it wasn't fine. After the fever broke, for three weeks I was so dizzy I couldn't leave my house. I would walk straight into door frames. I had to hug the walls just to make it to the bathroom. That spring I got infection after infection and every time I went to the doctor he said there was absolutely nothing wrong. He had his laboratory tests which always came back normal. All I had were my symptoms which I could describe, but no one else can see.

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SPECIFIC / VISUAL

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**RELATABLE LANGUAGE,
NOT JARGON OR
CHALLENGING MEDICAL
TERMS**

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**INTERACTING WITH A
FAILING SYSTEM**

Jennifer Brea's "Story of Self"

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EMOTIONAL / VULNERABLE

Jennifer Brea's "Story of Self"

I know it sounds silly, but you have to find a way to explain things like this to yourself, and so I thought maybe I was just aging. Maybe this is what it's like to be on the other side of 25.

Then the neurological symptoms started. Sometimes I would find that I couldn't draw the right side of a circle. Other times I wouldn't be able to speak or move at all.

Jennifer Brea's "Story of Self"

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**SENSE OF HUMOR,
RELATABLE**

Jennifer Brea's "Story of Self"

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**SPECIFIC, VISUAL,
VULNERABLE**

Jennifer Brea's "Story of Self"

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infectious disease doctors,
rheumatologists, endocrinologists,
cardiologists. I even saw a
psychiatrist. My psychiatrist said
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**SPECIFICS ADD STAKES
AND AGENCY**

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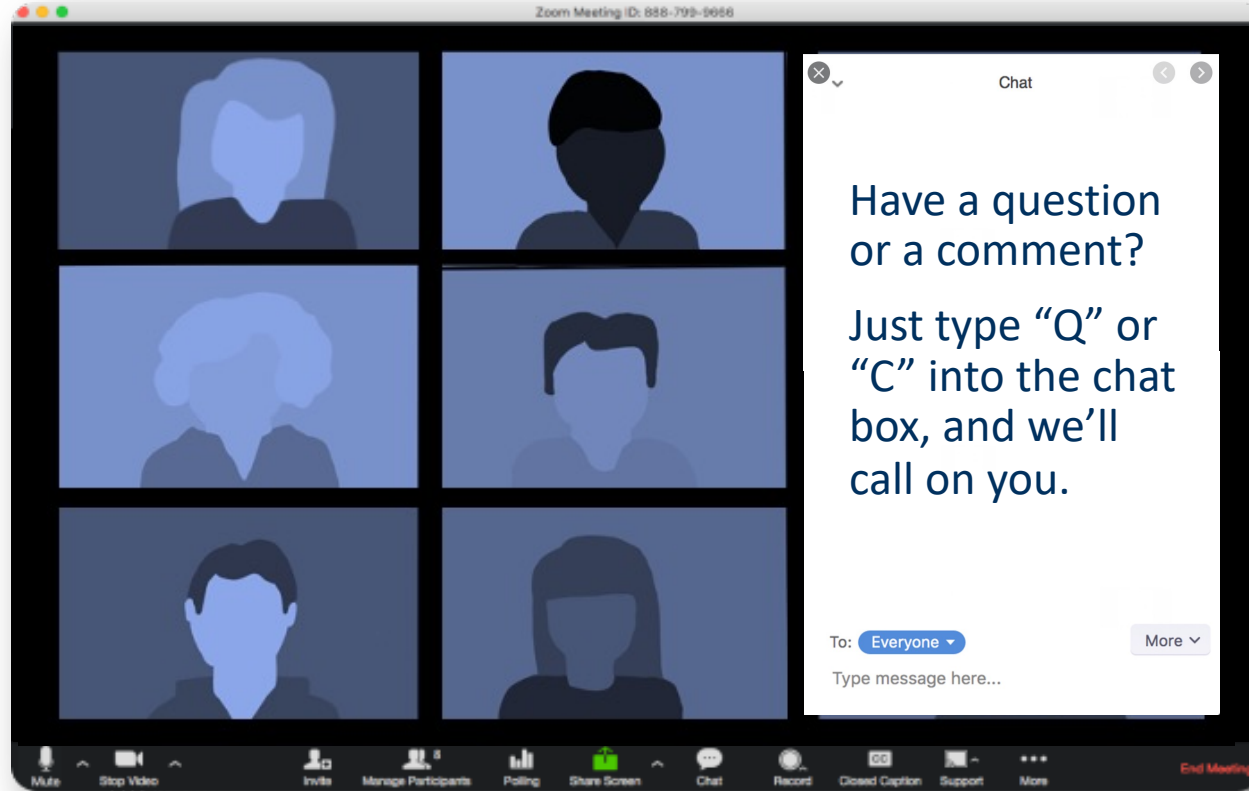
**EMOTIONAL, VULNERABLE
SHOWS SYSTEM FAILURE**



307 words (2:30)

Questions & Comments

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Our common thread will change the story.

2022

#MILLIONS MISSING

2022
#MILLIONS MISSING



@meactnet #millionsmissing

Pre-Workshop Assignment



“Storytelling to Inspire Action” *ME Action• Pre-Workshop Assignment*

Please complete the information below and email this document to Kirsten Farrell (kirsten@thegoodmancenter.com) by **Tuesday, April 19th**.

Your Name

During our virtual workshop on April 24th, we will talk about how you can develop one story about one of your experiences with ME to inspire others to take action. In particular, we are looking to collect stories that show:

- A time when you or a loved one couldn't find the information needed for your/their illness
- A time when you or a loved one were left out or left behind by a system (i.e. social security, workplace accommodation, hospital care etc.)
- A time when you felt recognized, respected and taken care of by a healthcare provider, social worker or workplace in a way that you think other people deserve
- A time when lack of information and research affected your or a loved one's medical care

So here's your assignment: please think of *events or moments in your life* you participated in, or witnessed that fall into one or more of these categories. Use the boxes below to write your

Pre-Workshop Assignment

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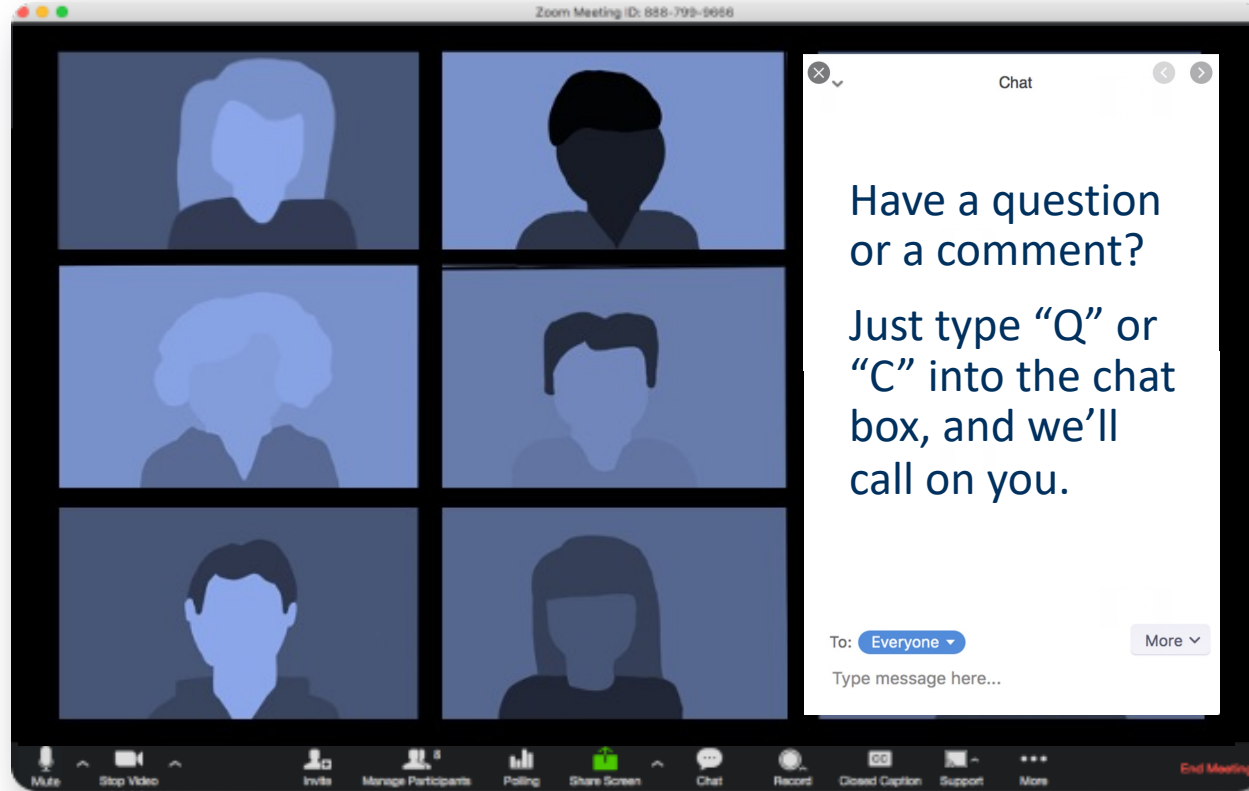
Pre-Workshop Submissions

When I became chronically unwell following an infection, doctors were dismissive of my debilitating symptoms and did not provide me with any helpful answers. It took me a long time to get a diagnosis, and I did not know about the importance of pacing until I'd had ME/CFS for more than a year. I think I could be less sick right now if I'd been listened to and diagnosed properly in the beginning.

Leah Stagnone

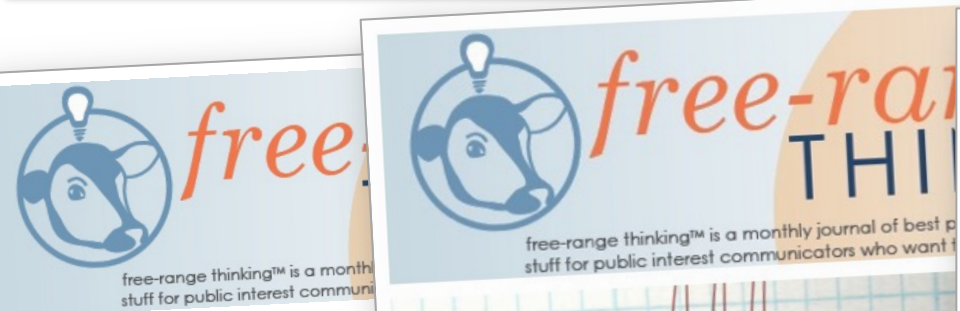
Questions & Comments

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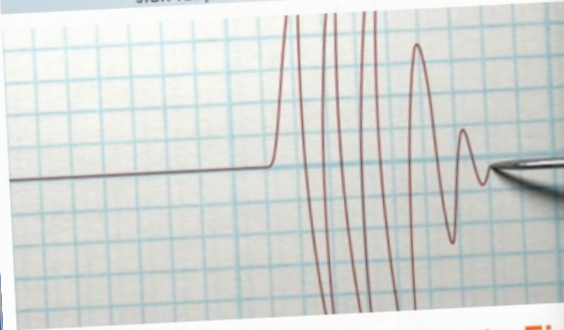
Free Newsletter | thegoodmancenter.com



A Good Time to Talk About Yours Better)

Imagine attending a dinner party that begins with a delicious meal with lively conversation, a watering dessert, and then the host suddenly hustles everyone out the door in thirty seconds with an abrupt ending, and as you hastily depart again."

This unspeakably rude scenario has happened to me more often than I can count. I have attempted to start, delivered solid content, and then the effect of a quill pen



New Year, New Lies – How to Fight

Here's one prediction for 2022 that I can make with confidence: feeds will continue to be polluted by misinformation, platform faces lies. Facebook, Twitter and other platforms have actors, but tweaking algorithms and banning the Marjorie little more than fingers in a rapidly crumbling dike.

If we want things to change, we have to follow Gandhi to see in the world." That process begins by educating the problems we face, and then developing tools to fix and replace them with more compelling stories based in reality.

offer three books, three v



100+ Tips for More Visually Engaging Presentations

If you're completely satisfied with your PowerPoint, Keynote or Google Slide presentations and believe they couldn't look any better, please skip to the next article. For the remaining 99% of us, however, there are two new resources which are chock full of tips for sprucing up your decks:

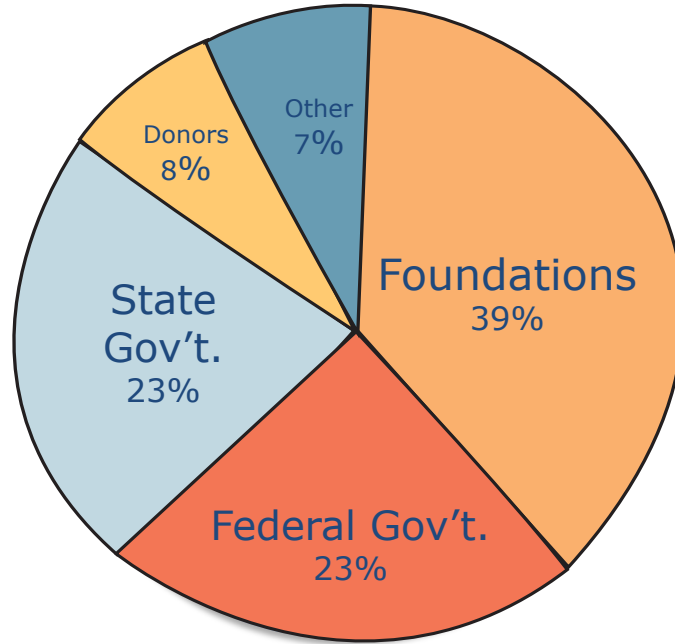


The Better Deck Deck: 52 Alternatives to Bullet Points is a clever bundle of good ideas from Nolan Haims, a guru of presentation design and co-host of [The Presentation Podcast](#). As the deliberately redundant title suggests, the ideas are presented in a deck of 52 cards, and each card presents not only a design idea but also three examples of its execution of the reverse side. The entire deck is divided into four

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numb



jars

Stories



Stored

Definitely Not

The End

