“People think that stories are shaped by people. In fact, it's the other way around.”

-Terry Pratchett, Witches Abroad
Some of us have a Voice
- the rest of us have thoughts.

-David Litt
Here Today

• Awareness about our human and collaborative capabilities to make an impact in the world.

• Highlight & build equity in our “worlds.”
A More Powerful Tomorrow

Living the opportunity of your *Narrative*.

Telling *Stories* that *embody* them.
“We are the characters in the story. How the story pans out is based on how we behave in the story.”
It’s up to us to make a change.”
A Framework for Spectacular Story Telling
A Story Framework That Moves
Mission:
The purpose of the organization.

A Story Framework That Moves
Anecdotes:
Short example of an event that illustrates a message point or mission outcome.

A Story Framework That Moves
Arcs:
Facets, messages to different audiences.

Stories have a beginning, middle & end.

About self or others.

A Story Framework That Moves
Narrative:

The inspiring opportunity we can unlock together.

Inclusive, opportunity-focused, an open-ended invitation.

Your Voice.

A Story Framework That Moves
Media that connects you through people; where your narrative builds.

Channels

Owned

Paid

Shared

Earned

A Story Framework That Moves

Narrative

Anecdotes & Stories

Your Mission

Media that connects you through people; where your narrative builds.

Channels

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A Story Framework That Moves

Narrative

Anecdotes & Stories

Your Mission

Media that connects you through people; where your narrative builds.
Our Narrative
The inspiring opportunity we can unlock together.

Inclusive, opportunity-focused, an open-ended invitation.

Our Story Arcs
Themes or facets of our narrative relevant to our different audiences.

Our Mission
Framework for Spectacular Storytelling

Stories
Have a beginning, middle and end demonstrating our narrative. Hero’s Journey or Aspiration-Transformation patterns make stories memorable.

Anecdotes
Short example of an event or circumstance that illustrates a message point or mission outcome.

Channels
Media that connects us to people; through which our stories flow.

Where our narrative builds.
Your Narrative
We want our country back
Vote to Leave
EU Referendum, Thursday June 23rd
BLACK LIVES Matter!
Narrative Examples
OUR LIBERTY IS BOUND TOGETHER
We will not stop until all communities in the forgotten corners of our world have the safety they need and deserve. Join us.
“There’s no better time to change the world than right now. Get in the Arena.”
CONVOY OF HOPE RESPONDS TO HURRICANE IRMA

Emergency supplies distributed to British Virgin Islands, Turks & Caicos and Florida. Learn More

“Hope in Every Storm”
Narrative Before Stories

Your Narrative unlocks the potential & possibilities - for everyone.

• Brings your purpose (mission) to LIFE.
• Is the platform on which to build stories.
• It creates the relevance of your stories.
• It builds your brand perception.

Shapes your stories because they embody Human Insight, Universal Truth & “Me”
Three fundamental answers

What is the *Universal Human Truth* deep within your mission?

Why are we here?

What do we stand for?

Find Your Narrative
Your Story Arcs
Story Arcs

Facets or themes within your narrative.

Messages for different audiences.
Framework for Powerful Storytelling

Our Narrative
The inspiring opportunity we can unlock together.

*Inclusive, opportunity-focused, an open-ended invitation.*

Our Story Arcs
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Our Mission

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Where our narrative builds.
Stories:
Patterns that Make Them Moving (...memorable)
Universal Truth: Poverty, crime – and helping others in need

Emotional Hero: Shopkeeper with big heart falls ill 30 years later
**Twist of Fate:** All expenses paid; doctor was the boy that shopkeeper helped 30 years earlier

**Transformation:** The boy dedicates his life to helping others; new truth that giving is not just a one-time act but creates ripples across time
The Hero’s Journey
Leaving the “known” world for an unknown challenge or experience

A test of character and resolve

Triumph or resolution that benefits a greater good and changes the hero for the better
The Universal Truth

Your Narrative, the frame in which the story happens, transcending culture or language.
Embodied by the people, or circumstances, the Emotional Hero is the person, humanity or circumstances that embodies some aspect of your narrative.

Humanity over “messages.”
More than just a simple “plot twist,” the Twist of Fate is an unanticipated event that takes the story in an entirely new direction.
With Transformation, a problem is “resolved,” but the hero is changed or a new truth is revealed – and we are called to transform or take action.
Aspiration to Transformation Narrative Model

Aspiration: How things should be
Realization: How things really are
Condition: Obstacles, Challenges and villains
Mitigation: Acts of heroism
Transformation: The “ideal state” attained
Once Upon A Time...
Model Templates available in your app.
Channels

Where Your Stories Flow
Your Channel Strategy

**Paid**
- Social ads
- SEM
- Native

**Owned**
- Content hub
- Event/experiential

**Earned**
- Media Relations
- Influencer Outreach

**Shared**
- Social activity
- Co-creators
Define the Roles For Your Platforms
Define Your Channels & Roles

Role to user

Role to org
Planning Makes it Easier

60% planned

Content which can be planned for, filling the day to day content calendar & regular marketing activities to deliver stories, messages, engagement, calls to action.

30% anticipated

Topical opportunities where you can use the timely opportunities as “hooks” into your narrative.

10% reactive

Content in the moment or responding to relevant real-time events.
Content Approach

Hub (i.e. regularly scheduled “push” content designed for new engagers or CTAs)

Hygiene (i.e. always-on ‘pull’ content designed for core target audience)

Heroic (content designed to raise awareness)

Our Collective Journey

Narrative building stories, smaller bite-size pieces of content

Content led by big events (Global, Local) that demonstrate Narrative progress

Events
Awards
Partnerships
News
Usually a few a year
### Story Telling Framework

#### Our Narrative:

<table>
<thead>
<tr>
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#### Story Arcs:

#### Audiences:

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#### Story Description:

#### Channels:

- Print
- Newsletter
- Event
- Facebook
- Instagram
- Twitter
- YouTube

Story Telling Framework template in your app.
Some of us have a Voice
- the rest of us have thoughts.

-David Litt
Thank you

Linda Zimmer
MarCom:Interactive

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