**The Power of Public Narrative in Driving Change**

**Public narrative is the leadership practice of translating values into action. This masterclass draws from the teachings of Marshall Ganz, Senior Lecturer at the Kennedy School of Government at Harvard University, and offers an overview of how to use narrative as a sustainable leadership practice to motivate others to work together effectively. Participants should come ready to craft and share their stories of self and can use the attached worksheet to help get them started.**

**Learning Objectives:**

* **To explain why narrative matters**
* **To understand how the leadership practice of public narrative works**
* **To develop your own public narrative and to coach others in theirs**
* **To identify opportunities to apply narrative in your leadership work**

**STORY OF SELF**

**Before you decide what part of your story to tell, think about these questions:**

* 1. What is the change I seek to create in the world?
  2. What will I be calling on others to do?
  3. What experiences inspired me to create this change?
  4. What values move me to take action and might also inspire others to similar action?

**Now hone in on a specific moment in time for your story of self. What stories can I tell from my own life about specific people or events that would show (rather than tell) how I learned or acted on those values?**

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| **FAMILY & CHILDHOOD** | **LIFE CHOICES** | **ORGANIZING EXPERIENCES** |
| Parents/Family  Growing Up  Your Community  Role Models  School | School  Career  Partner/Family  Hobbies/Interests/Talents  Finding Passion  Overcoming Challenge | First Experience of organizing  Connection to key books or people  Role Models |

Try drawing pictures here in addition to using words. Powerful stories leave your listeners with images in their minds that shape their understanding of you. Avoid listing your experiences and try to select 1-2 key moments (what we refer to as “choice points”) in your life.

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| **CHALLENGE**  **What was the specific challenge you faced? Why was it YOUR challenge?** | **CHOICE**  **What was the specific choice you made? Where did you get the courage?** | **OUTCOME**  **What happened as a result of your choice? What hope can it give others?** |
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**COACHING TIPS:**

STORY OF SELF

The purpose of coaching is to listen to the way stories are told and think of ways that the storytelling could be improved.

**DON’T** simply offer vague “feel good” comments. (“That was a really great story!”)

**DO** coach each other on the following points:

**THE CHALLENGE:** What were the specific challenges the storyteller faced? Did the storyteller paint a vivid picture of those challenges?

*“When you described \_\_\_\_\_\_\_\_, I got a clear picture of the challenge.”*

*“I understood the challenge to be \_\_\_\_\_\_\_\_. Is that what you intended?”*

**THE CHOICE:** Was there a clear choice that was made in response to each challenge? How did the choice make you feel? (Hopeful? Angry?)

*“To me, the choice you made was \_\_\_\_\_\_\_, and it made me feel \_\_\_\_\_\_\_.”*

*“It would be helpful if you focused on the moment you made a choice.”*

**THE OUTCOME:** What was the specific outcome that resulted from each choice? What does that outcome teach us?

*“I understood the outcome was \_\_\_\_\_\_\_, and it teaches me \_\_\_\_\_\_\_. But how does it relate to your work now?”*

**THE VALUES:** Could you identify what this person’s values are and where they came from? How? How did the story make you feel?

*“Your story made me feel \_\_\_\_\_\_\_\_ because \_\_\_\_\_\_\_\_\_.”*

*“It’s clear from your story that you value \_\_\_\_\_\_\_; but it could be even clearer if you told a story about where that value comes from.”*

**DETAILS:** Were there sections of the story that had especially good details or images (e.g. sights, sounds, smells, or emotions of the moment)?

*“The image of \_\_\_\_\_\_\_\_ really helped me identify with what you were feeling.”*

*“Try telling more details about \_\_\_\_\_\_\_ so we can imagine what you were experiencing.”*

**Record Feedback/Comments from Your Team Members Here:**