

# The Power of Public Narrative in Driving Change

*Jessica Perlo, MPH*



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# Objectives

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- 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



# Agenda

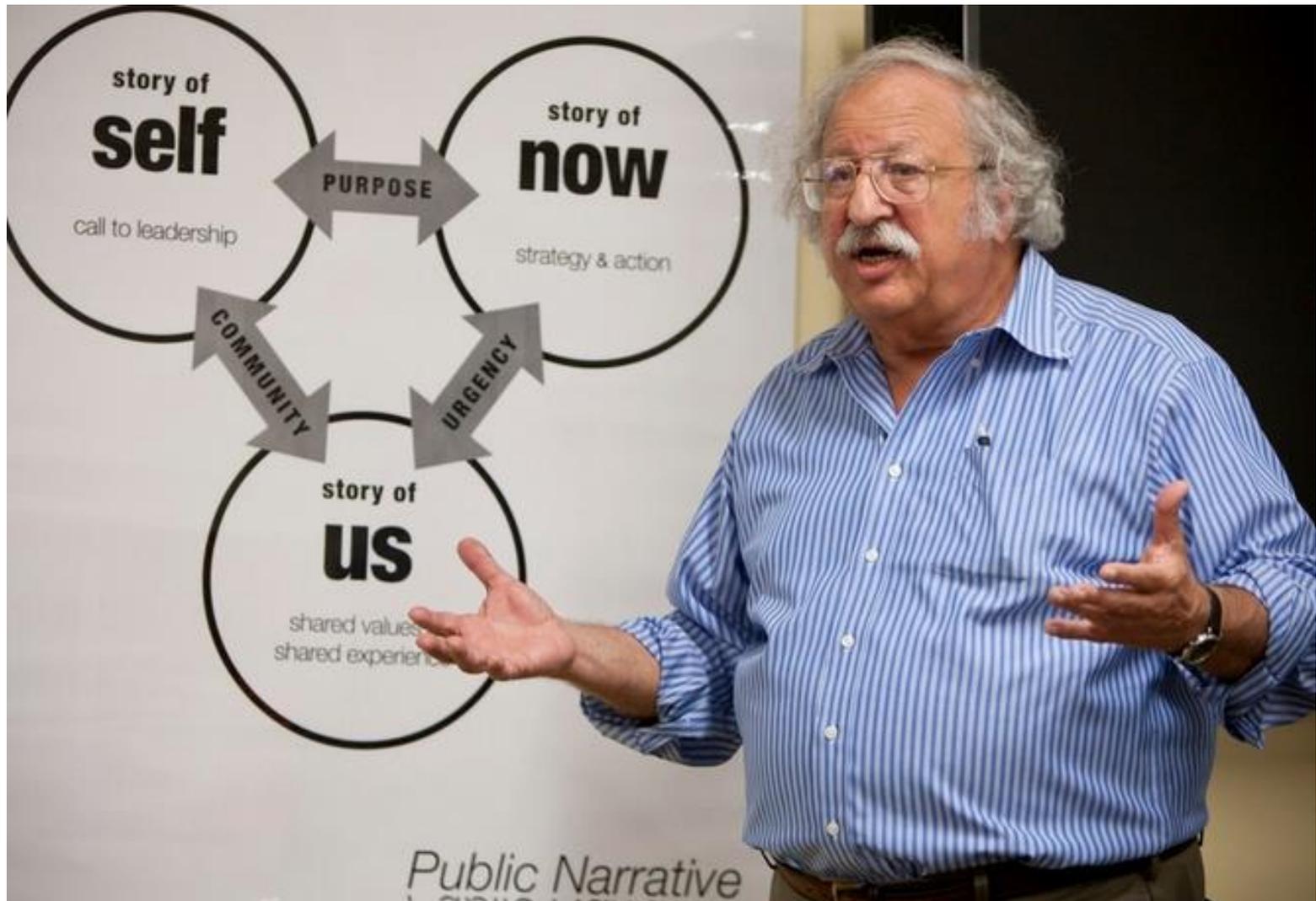
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Topic	Time	Content
Introduction	5 min	Organizing overview
Why Public Narrative	5 min	Story of self
How Public Narrative Works	10 min	Framework
Modeling Public Narrative	10 min	James Croft Video
Practicing Public Narrative	40 min	Worksheet & pair share
Conclusion	20 min	Debrief (TAs, +/-)
Total	90 min	





# Marshall Ganz



# What is Leadership?

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*‘Leadership is accepting responsibility for **enabling others** to achieve shared purpose in the face of uncertainty.’*

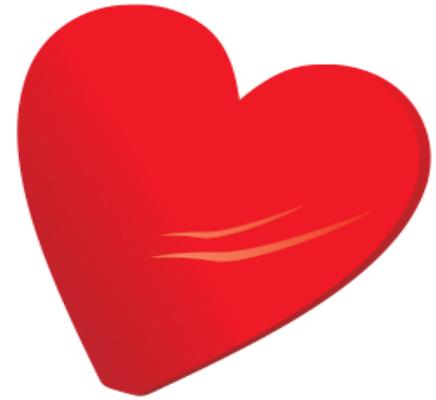
- *A practice, not a position*
- *Authority is earned, not bestowed*
- *Focus is on developing others, not just yourself*





HOW

Strategy  
Analysis



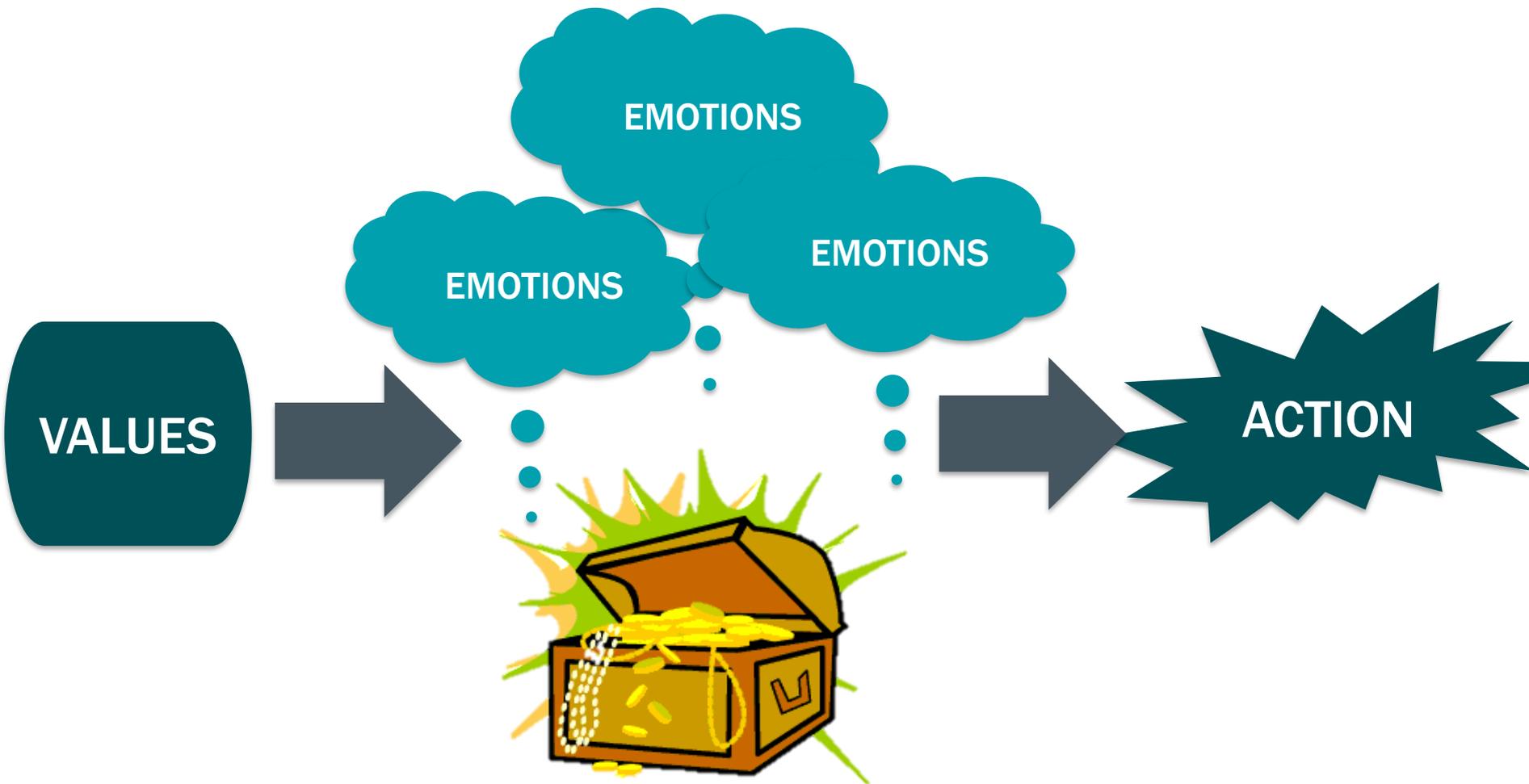
WHY

Story  
Motivation

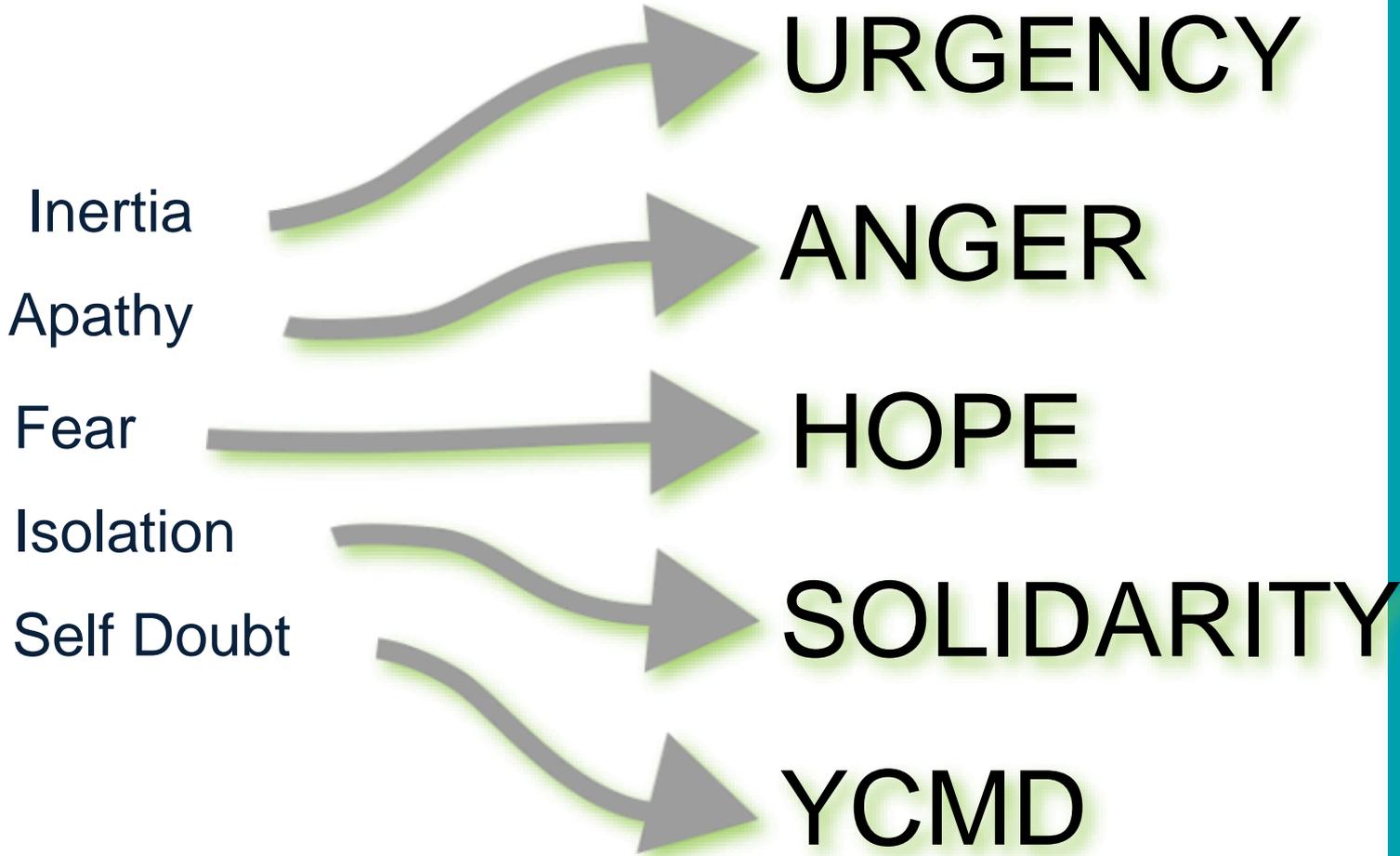


Mindful Action





# STAGNATION



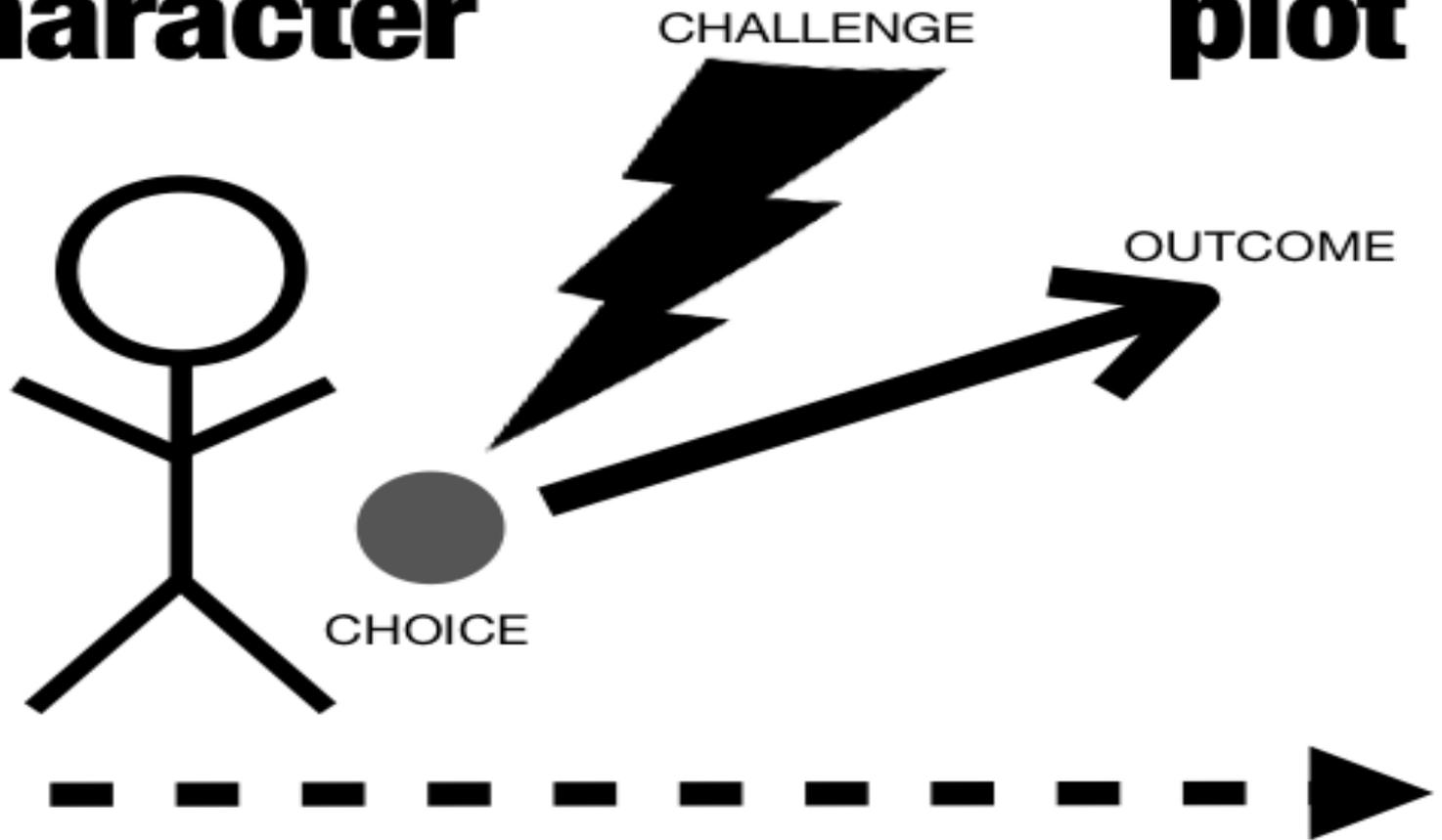
# MOTIVATION

# What makes a story?

## Challenge – Choice – Outcome

**character**

**plot**



**moral**

# Public Narrative

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A leadership practice through which we **motivate** others to join us in **action**



# Public Narrative

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## Self

- What am I called to do?
- *If I am not for myself, who will be for me?*

## Us

- What is my community called to do?
- *When I am for myself alone, what am I?*

## Now

- What are we called to do now?
- *If not now, when?*



# Elements of Public Narrative

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# Example: James Croft



# Story of Self

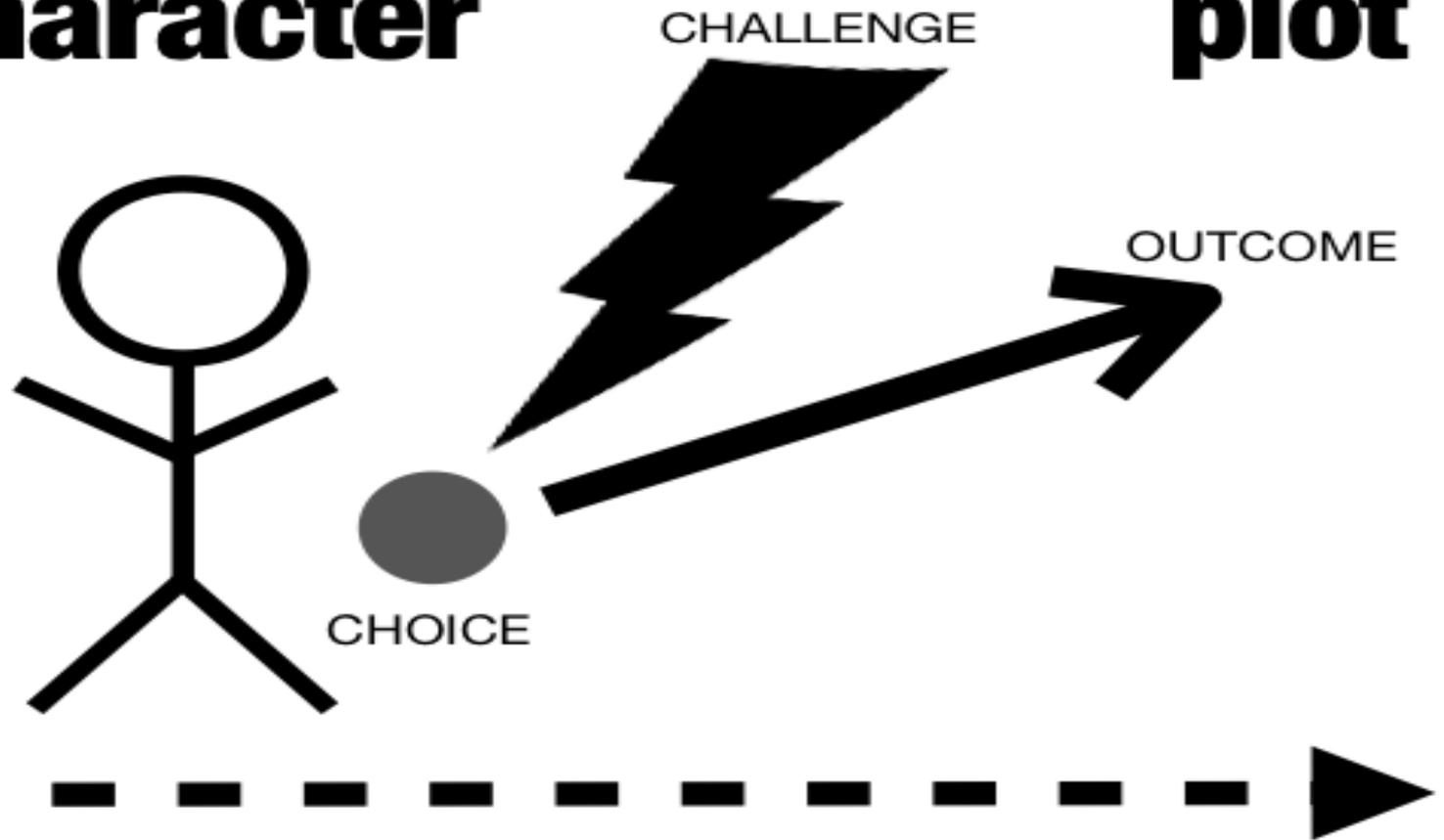


# What makes a story?

## Challenge – Choice – Outcome

**character**

**plot**



**moral**

# What calls you to this work?

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# Tips: Crafting an Effective Narrative

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- Specific names
- Specific images
- Specific sound
- Specific smells
- Specific moments

# Story of Self – Pitfalls to avoid

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## DO:

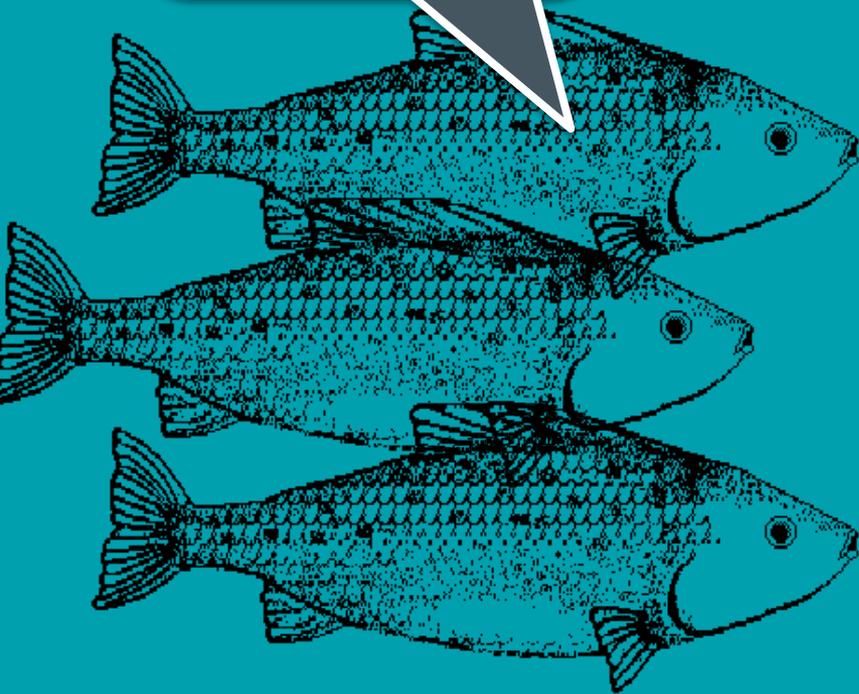
- ✓ Share experiences.
- ✓ Pick 1-2 choice points that relate to your calling to be here today.
- ✓ Tell a personal story, in which YOU are the main character.
- ✓ Be specific, vivid, clear...see it, hear it, feel it.
- ✓ Share what gives you HOPE!

## DON'T:

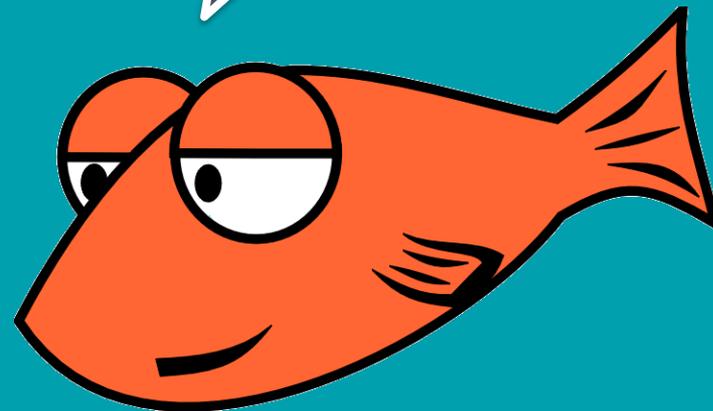
- X Give your resume.
- X Tell your whole life story from birth to now.
- X Tell a story about the issues only.
- X Be abstract.
- X Make it all about the nightmare.



What the hell  
is water?



Morning boys!  
How's the  
water?



# Coaching Narrative

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- When did you feel something in the story?
  - “I felt something when...”
- Did you hear a challenge? A choice? An outcome?
  - When explicitly? How could each made clearer?
- What values did the choice points demonstrate?
- What images brought the story to life?
  - How to “show” rather than “tell”?
- How effective was the ask?



# Small Group Agenda (40 min)

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- Recruit a timekeeper (1 min)
- Silently develop your story (8 min)
- Share stories and coach each other (30 min)
  - Share your story: 2 min
  - Receive / provide coaching: 3 min
    - Line up coaching to hear from the person to your right first so everyone has a chance to coach

*Story of Self: Why are you called to leadership in the work you do?*



# Individual Agenda (40 min)

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- Silently develop your story (10 min)
- Find someone on the line via chat to pair share with – once you do please call each other directly (30 min)
  - Identify & call partner: 5 min
  - Share your story: 2 min
  - Receive / provide coaching: 10 min

*Story of Self: Why are you called to leadership in the work you do?*



# Time to Debrief

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# When to Use Public Narrative?

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## To call others to join you in action

- In a one-to-one meeting
  - Tell yours and elicit another person's story of self
  - Develop your story of us in the encounter
  - End by using a story of now to ask for a commitment
- In a team setting
  - As leadership training
  - As an exercise in a round to ground team in shared values
  - At the end of a meeting to motivate others to take action
- In front of a large group
  - As a call to collective action



Thank you!

