

The Power of Public Narrative in Driving Change

Jessica Perlo, MPH



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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



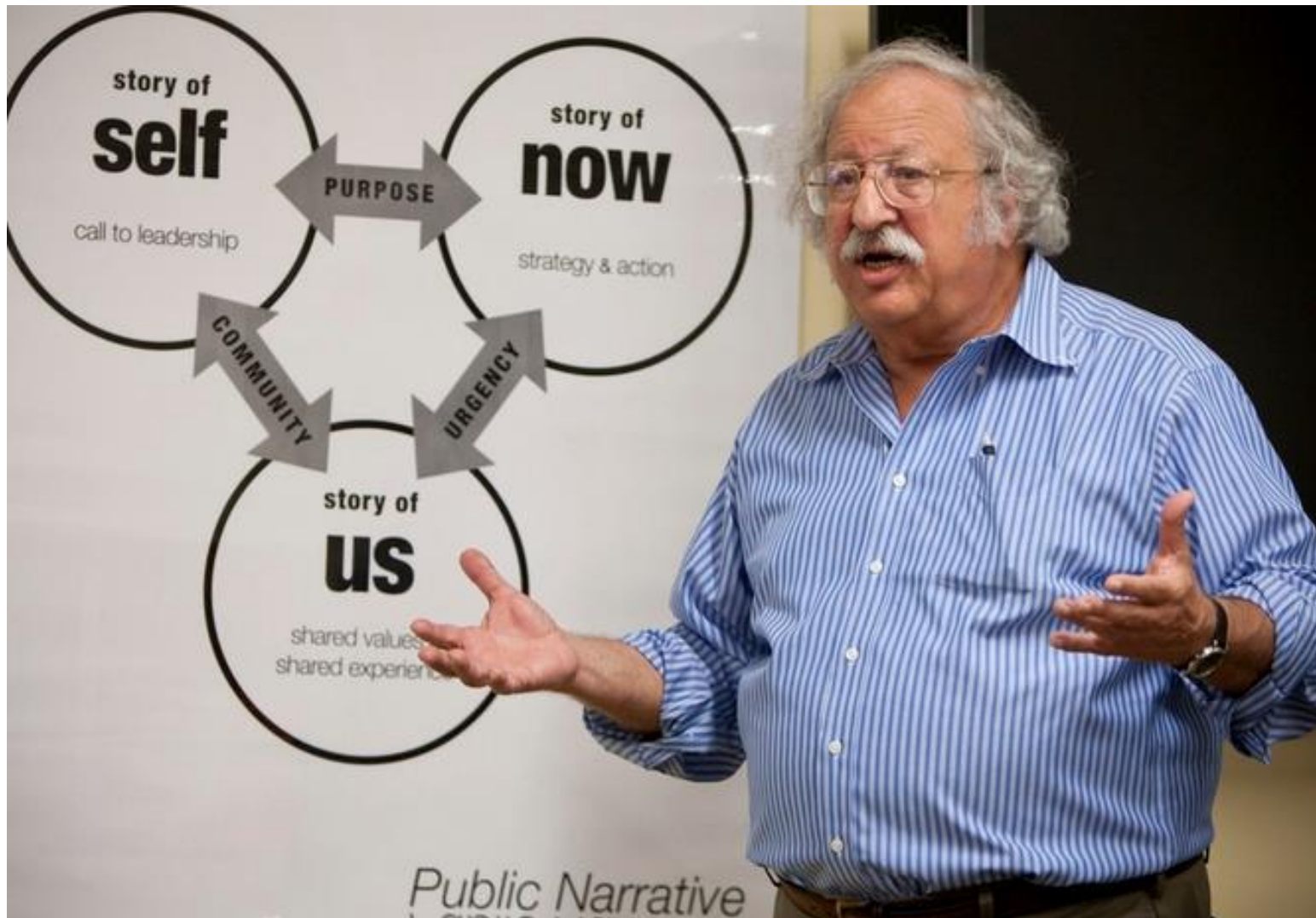
Agenda

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?

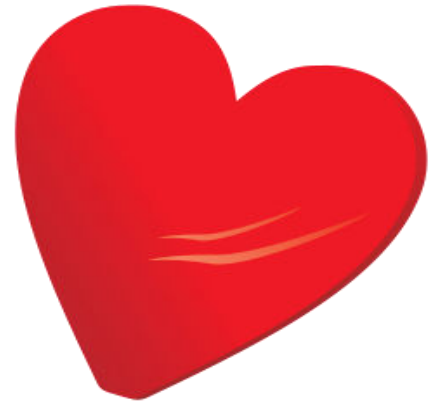
*‘Leadership is accepting responsibility for **enabling others** to achieve shared purpose in the face of uncertainty.’*

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



HOW

Strategy
Analysis



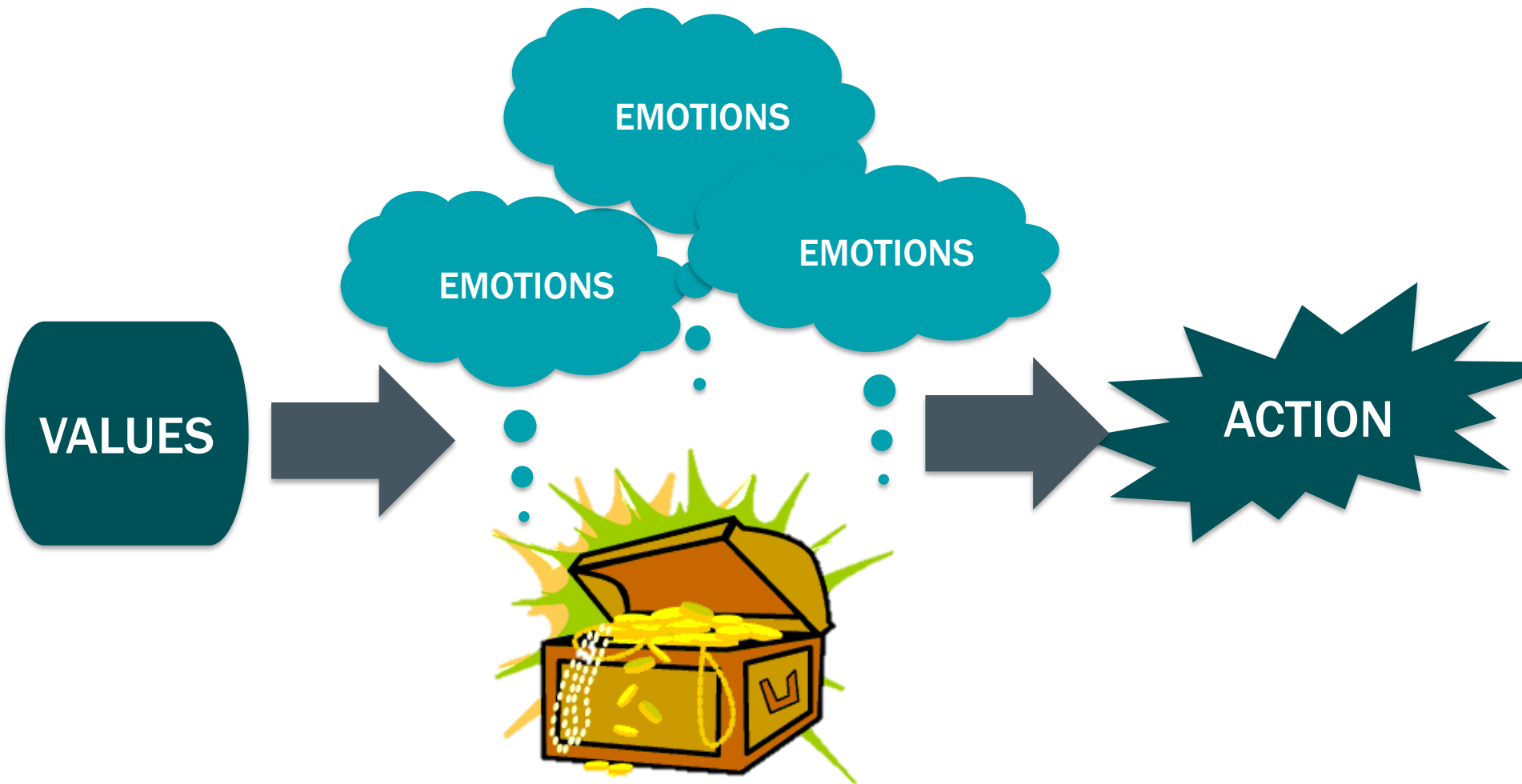
WHY

Story
Motivation



Mindful Action





STAGNATION

Inertia
Apathy
Fear
Isolation
Self Doubt



URGENCY

ANGER

HOPE

SOLIDARITY

YCMD

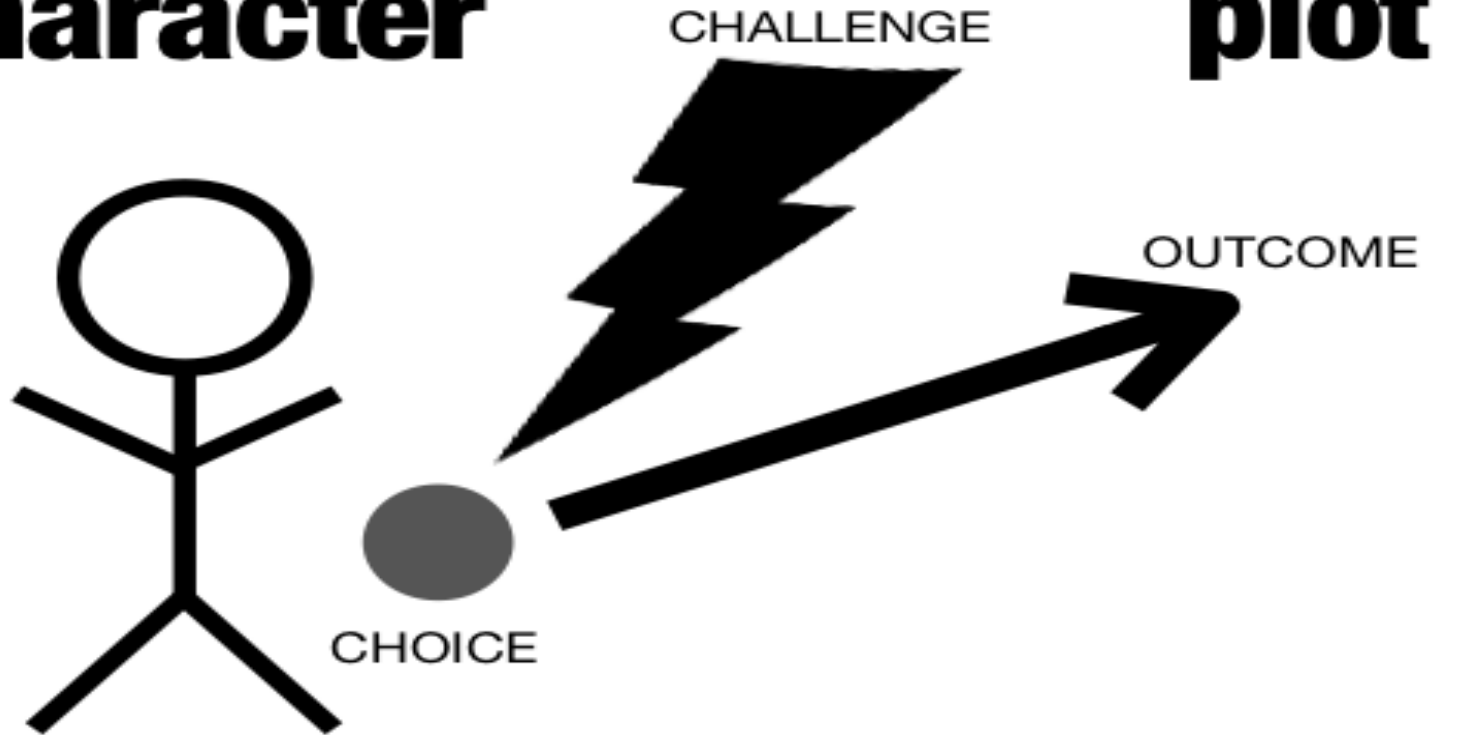
MOTIVATION

What makes a story?

Challenge – Choice – Outcome

character

plot



moral

Public Narrative

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



Public Narrative

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



Example: James Croft



Story of Self

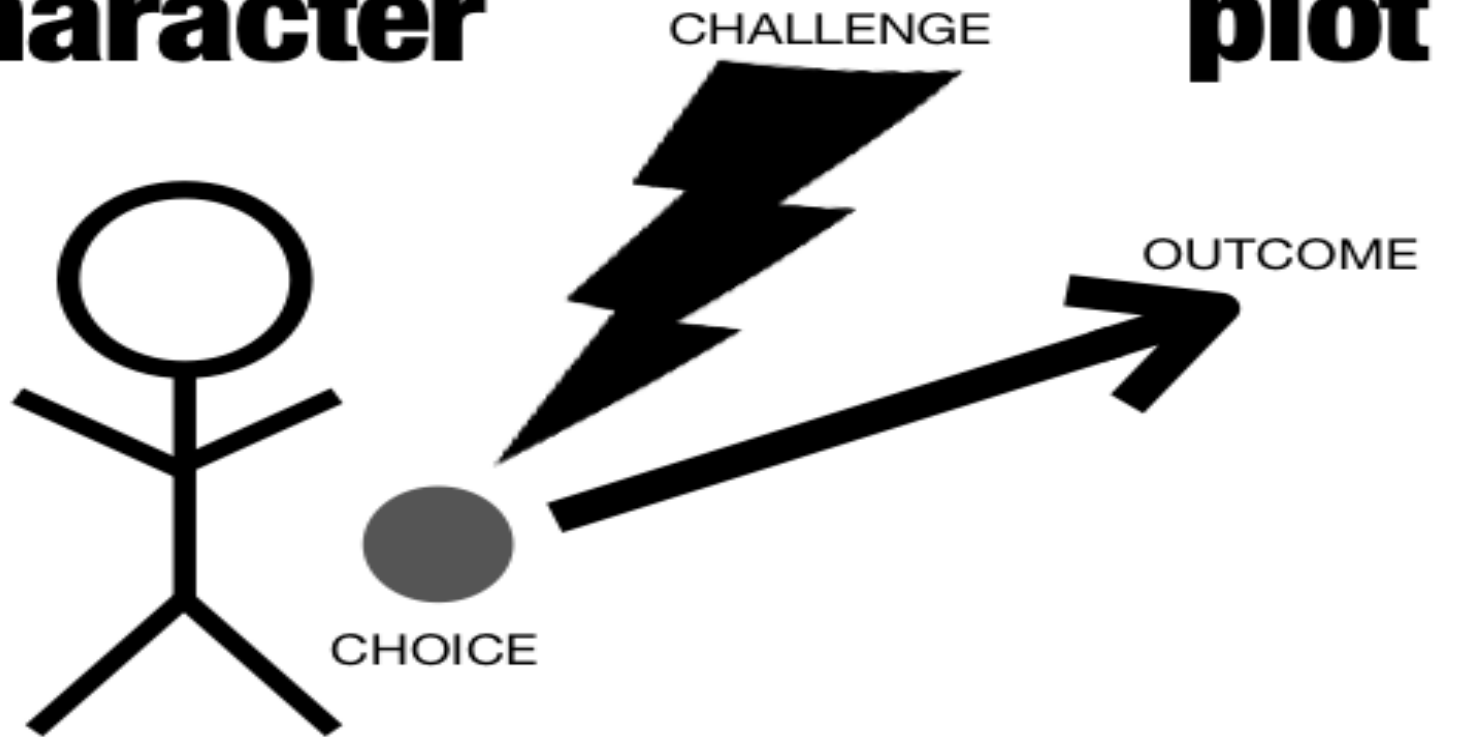


What makes a story?

Challenge – Choice – Outcome

character

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moral

What calls you to this work?



Tips: Crafting an Effective Narrative



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

Story of Self – Pitfalls to avoid

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:

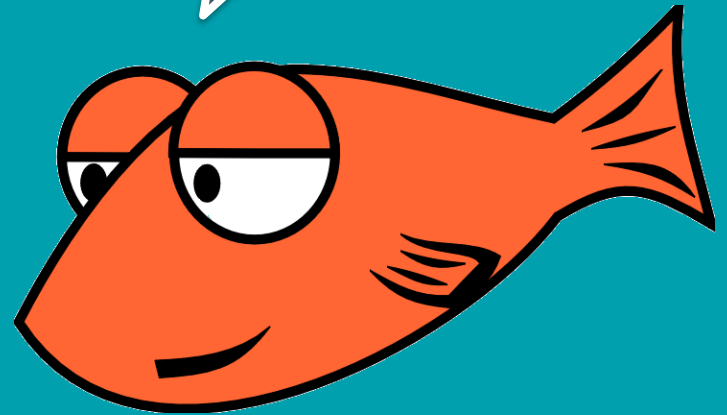
- X Give your resume.
- X Tell your whole life story from birth to now.
- X Tell a story about the issues only.
- X Be abstract.
- X Make it all about the nightmare.



What the hell
is water?



Morning boys!
How's the
water?



Coaching Narrative

- 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)

- 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)

- 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



When to Use Public Narrative?

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!

