

# for developing a **TOOLKIT** Public Narrative

## Using Powerful Storytelling to Motivate Action



This resource was adapted from the works of Marshall Ganz by The Rippel Foundation, as part of its ReThink Health Ventures project, with support from the Robert Wood Johnson Foundation.



Have questions or feedback about this resource? Please email [ThinkWithUs@rethinkhealth.org](mailto:ThinkWithUs@rethinkhealth.org), attn. Ella Auchincloss

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## Introduction: What is Public Narrative?

**Public Narrative is a leadership art** that draws on the power of storytelling to motivate others to join us in taking action. Each of us can learn to tell a story that moves others to action. We each have stories of challenge, or we would not think the world needs changing. We each have stories of hope, or we would not think we could change anything.

People and communities leading transformation efforts can use such stories to draw out emotions, build alignment, and motivate stakeholders. Public Narrative has been used successfully in many different arenas—from political campaigns to community activation—and across the world, from Japan to Latin America to the Balkans. Developed by community organizer and Harvard professor Marshall Ganz, Public Narrative provides a way of thinking through the stories that mobilize people for collective action.

This Public Narrative Toolkit was designed for leaders of multisector partnerships and their members who are interested in harnessing the power of storytelling to motivate others to join them in action. It will guide you—as individuals, as pairs, and/or as small group members—through the development of a Public Narrative that brings together three different types of stories: a Story of Self, a Story of Us, and a Story of Now. As you work through these materials, you will learn to tell, listen to, and coach stories about:

- 1** Yourself and your own call to leadership  
**Story of Self**
- 2** The group that you are mobilizing  
**Story of Us**
- 3** The actions required to create change together  
**Story of Now**

This toolkit includes short videos, worksheets, workshop agendas, and coaching tips. The coaching tips are useful for supporting your teammates as they develop their stories. While you can complete the exercises on your own, practicing with a group will enhance the learning experience and build solidarity within your team. The entire process should take 2.5 to 3 hours for individuals working alone and 3.5 to 4 hours when working in pairs (in this case, you each act as a coaching partner for the other). For those working in a small group, the toolkit includes a sample agenda to guide your work. In small groups, each team member shares their stories with the full group and then the full group shares feedback. For this reason, the exercises will take small groups approximately 5 hours.

## Let's get started!

for developing a  
**TOOLKIT** **Public  
Narrative**

## Introduction: What is Public Narrative?

This toolkit will teach you how to create a Public Narrative for yourself and/or your team. Watch this video and read the following introduction for an overview of the concept.

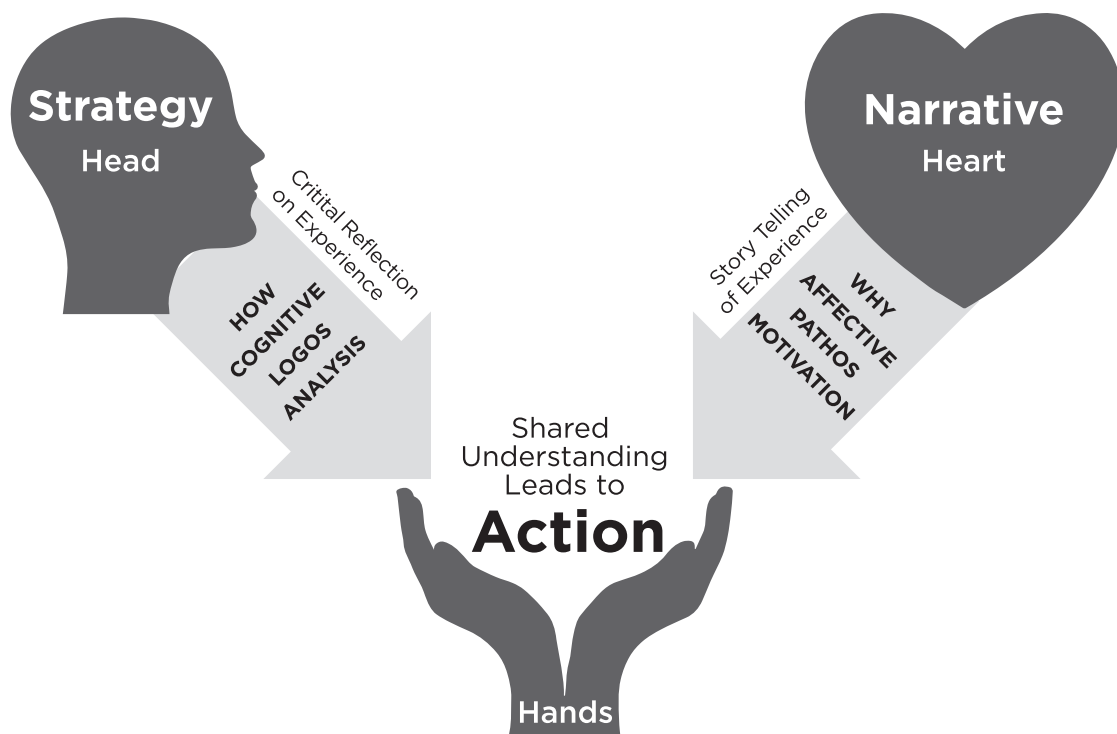


Click image to link to Vimeo video on your web browser. DIRECT LINK: <https://vimeo.com/229574248>

## Introduction: What is Public Narrative?

### A leadership practice founded in storytelling

Leadership requires enabling others to achieve shared purpose in the face of uncertainty. In this context, leadership is not a matter of bestowed authority, but something you practice. Enabling others to act effectively in response to uncertainty requires strategic and motivational skill. Strategically, we ask how to turn our resources into the power needed to achieve our goals? Motivationally, we ask why these goals matter enough to act despite uncertainty and inspire others to act with us? In other words, our ability to motivate others to join us in action depends on effective engagement of both “head” and “heart.”



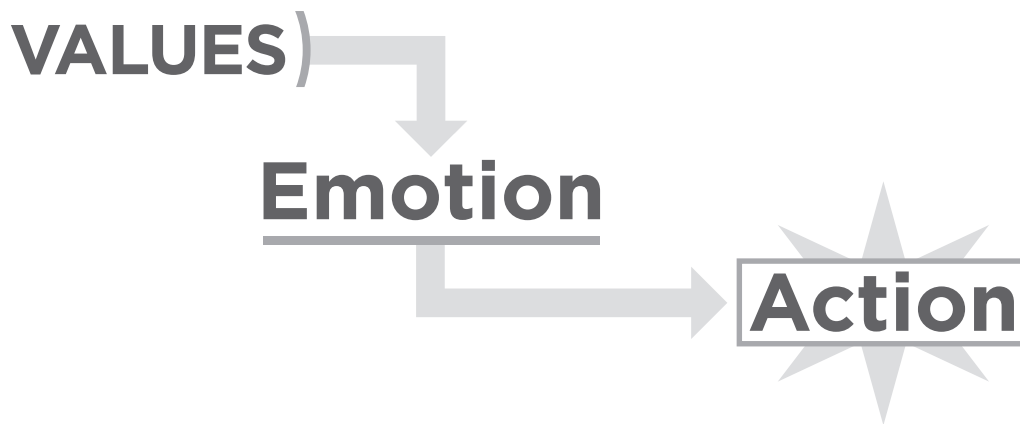
Because stories speak the language of emotion—the language of the heart—they teach us not only how we ought to act but also inspire us with the courage to act. And, because the sources of emotion on which they draw are in our values, our stories help us translate our values into action. Through telling stories, we construct our identity.

Learning the craft of Public Narrative is not learning a script, developing a message, or creating a brand. It is about learning how to process information in a particular way. It is not a formula, but a framework. As such, the specifics of our Public Narrative changes as our lives, our communities, and our challenges change.

## Introduction: What is Public Narrative?

### Stories inspire action through emotion

Emotions inform us of what we value in ourselves, others, and the world; through our emotions, we experience our values and express our values to others. Stories access the power of emotion to express our values in action, helping us feel what matters, rather than just thinking about or telling others what matters. Because stories allow us to express our values not as abstract principles but as lived experiences, they have the power to move others.



The root word of emotion is motor, that which moves us. Action is inhibited by inertia, apathy, fear, isolation, and self-doubt. Action is facilitated by urgency, anger, hope, empathy, and YCMAD (you can make a difference). Stories can help us mobilize action by accessing emotions that support the courage to act, as opposed to emotions that inhibit action.



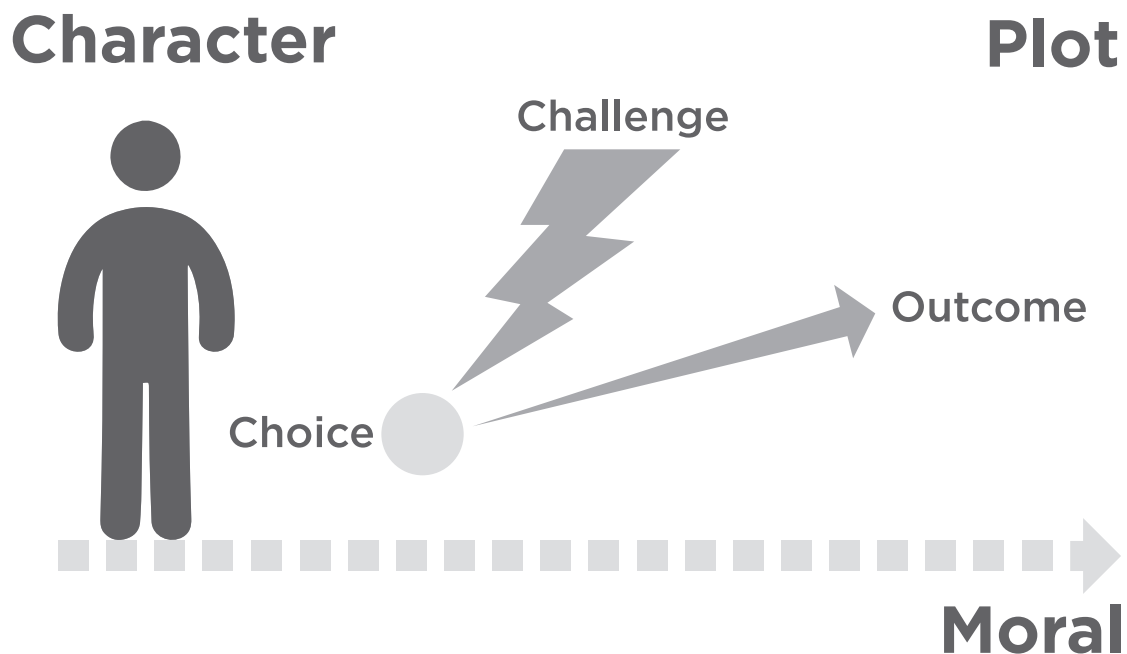
## Introduction: What is Public Narrative?

### Key elements of stories

We learn to make choices through stories. Stories teach us to access the moral and intellectual resources we need to face the uncertain, unknown, and unexpected. A plot, structured as a protagonist facing a challenge, requiring a choice, and yielding an outcome, enables us to empathize with the protagonist. We all experience the uncertainty, draw inspiration from the hope, and gain insight from the outcome (or the moral) of the story.

A plot begins when a protagonist moving toward a desired goal runs into an unexpected event, creating a crisis and engaging our curiosity. The protagonist makes choices in response to the crisis, which results in an outcome. Our empathy with the protagonist allows us to enter the story, feel what s/he feels, and see things through his or her eyes. The moral, revealed through the resolution, brings understanding to our heads and hearts. Stories thus teach us how to access moral resources when facing difficult choices, unfamiliar situations, and uncertain outcomes. Because we can identify empathically with the protagonist, we can experience his/her uncertainty, draw inspiration from his/her hope, and gain insight from his/her learning.

Each of us is the protagonist in our own life story; we face everyday challenges, author our own choices, and learn from the outcomes—the narrative of which constitutes who we are, our identity. Our stories and the choices we have made encourage listeners to think about their own values, and challenge and inspire them with new ways of thinking about how to make choices in their own lives.



## Introduction: What is Public Narrative?

### Combining stories of Self, Us, and Now into a Public Narrative

**Public Narrative links three stories together:** your personal Story of Self, which reveals why you have been called to action; a Story of Us, which details the values you and your constituency share; and a Story of Now, which details the challenge we must face together, the action we are called to, and our source of hope.

#### Story of Self | Why we have been called to act

The Story of Self communicates to others why you personally have been called to do this work. It is important to help people understand your motivations and establish your credibility. The Story of Self is not about reciting your biography or your accolades. It should answer questions such as: when did you first care about health, and why do you care about it? When the Story of Self is done well, it speaks to specific moments from your life experience that have determined the choices you are currently making. Usually these are moments of pain and struggle, and sharing them requires courage and a willingness to be vulnerable. For many people, telling a Story of Self can feel more like discovering the story of self; sometimes this is a process of self-discovery to uncover one’s own internal source of motivation to do this work.

#### Story of Us | Our collective values and identities

The Story of Us starts with “remember the time when we…” and articulates the values shared by a community. The Story of Us helps people to identify with each other and with their community, not because they share certain traits—a categorical “us”—but because they share core values—an experiential us. Much like the Story of Self, the key to a good Story of Us is identifying and communicating the shared experience of the community in order to connect various stakeholders to a common purpose. While the Story of Self requires self-reflection and is inward-looking, the Story of Us is focused on others. To craft a Story of Us, a leader needs to listen well and observe what’s happening to other people and then connect everything that matters to individuals into one shared motivation. As they craft the Story of Us, leaders serve as entrepreneurs of a collective identity.

#### Story of Now | The urgent and timely challenge we face

The Story of Now communicates three elements in a single place: the urgent challenges we are called upon to face now, the hope we can face them successfully, and the choices we must make in order to act. A Public Narrative ends—and often begins—with a Story of Now. There is a tendency in professional communities to talk about the urgent challenges in abstract and vague terms or using just statistical information and data. However, the same general rule applies here: if the story does not have a human face, people will not be able to connect and feel motivated.

The Key Elements of Public Narrative		
<p><b>Self</b></p> <p>What are the experiences and values that call you to assume leadership?</p>	<p><b>Us</b></p> <p>What are the experiences and values of the ‘us’—or the people in the room—that will call them to join you in action?</p>	<p><b>Now</b></p> <p>Why is it urgent to respond to the challenge? Where is the hope? What do you want to call on the people here to join you in doing? What is the outcome?</p>



## Introduction: What is Public Narrative?

### The strength of stories

Stories are specific and visual. They evoke a very particular time, place, setting, mood, color, sound, texture, taste. The more you can communicate this visual specificity, the more power your story will have to engage others. This may seem like a paradox, but, like a poem or painting or piece of music, it is the specificity of the experience that can give us access to the universal sentiment or insight it contains.

You may think that your story doesn't matter, that people aren't interested, or that you shouldn't be talking about yourself. But, when you do public work, you have a responsibility to offer a public account of who you are, why you do what you do, and where you hope to lead. If you don't author your public story, others will, and they may not tell it in the way that you like.

A good public story is drawn from the series of choice points that have structured the "plot" of your life—the challenges you faced, choices you made, and outcomes you experienced. The story you tell of why you have chosen the path you have allows others emotional and intellectual insight into your values, why you have chosen to act on them in this way, and what they can expect and learn from you.

By telling personal stories of challenges we have faced, choices we have made, and what we have learned from the outcomes, we also become more mindful of our own moral resources and, at the same time, share our wisdom to inspire others. Because stories enable us to communicate our values, not as abstract principles but as lived experience, they have the power to move others to join us in action.



# DEVELOPING a story of Self



# DEVELOPING a story of Self

Every one of us has a compelling story to tell. We have all made choices that shaped our paths—responding to challenges we faced as children; deciding to take a leadership role in our places of worship, schools, and community groups; or finding the hope to take risks. The key focus is on choice points, the moments in our lives when our values become real and when we have to act in the face of uncertainty.

When did you first care about skyrocketing health care costs, abuses in quality of care, and the health of our community? Why? When did you feel you had to do something? Why did you feel you could? What were the circumstances?

The power in your Story of Self is to reveal something of yourself and your values—not your deepest secrets, but key moments in your life. We all have stories of pain, or we wouldn't think the world needs changing. We all have stories of hope, or we wouldn't think we could change it.

## Section Includes:

**Introductory Video:** Story of Self

**Small Group Exercise:** Story of Self

**Worksheet:** Developing Your Story of Self

**Coaching Tips:** Story of Self

# DEVELOPING a story of **Self**

## Introductory Video

This video provides an overview of the process for developing your Story of Self. Before you work through the rest of the activities in this section, it is a good idea to watch this by yourself or with your team.



Click image to link to Vimeo video on your web browser. DIRECT LINK: <https://vimeo.com/229587767>

# DEVELOPING a story of Self

## Small Group Exercise

**Time:** 45 minutes in small group plus a 15-to-20 minute plenary debrief

**Goal:** To develop and practice your Story of Self in a group setting or with a partner

**Materials:** Pen and paper, timer

### Instructions & Agenda:

1. Gather into groups of four.
2. Silently develop your Story of Self, using the worksheet below. *(10 minutes)*
3. Select a story partner, and share your Stories of Self and receive coaching from your partner. *(3 minutes per person, with 2 minutes of coaching, approximately 10 minutes total)*  
 Note to the storyteller: Please stop at 3 minutes, even if you feel you have not finished. Use a timer. Please allow the coaching to occur without comment from you. Receive the feedback with an open mind and heart.
4. Share your Story of Self in groups of four. *(3 minutes per person with 2 minutes of coaching, approximately 20 minutes total)*
5. After everyone has told their Story of Self and received coaching, take 5 minutes in silence to incorporate the coaching feedback into your story.
6. Return to the plenary session and ask for 2-3 volunteers to share their Story of Self with the wider group. Offer coaching to the stories.
7. Debrief the session with the wider group using the following questions:
  - What did you learn from crafting your story?
  - What did you learn by listening to others' stories?
  - How can this practice enhance your work towards creating a healthier community?

# DEVELOPING a story of Self

## Worksheet

*This worksheet can be completed by individuals, pairs, or teams.*

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

1. What is my purpose in calling on others to join me in action? What will I be calling on them to do?
2. What values move me to act? How might they inspire others to similar action?
3. 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?

### Possible categories of experiences in your life that have shaped the values that call you to leadership:

#### Family & Childhood

Parents/Family  
Experiences: Growing Up  
Your Community  
Role Models  
School

#### Life Choices

School  
Career  
Partner/Family  
Hobbies/Interests/Talents  
Experiences: Finding Passion  
Experiences: Overcoming  
Challenge or Loss

#### Leadership Experience

First Experience of  
Health Activism  
Connection to Key Books  
or People  
Role Models

Use this space to record your first thoughts:

# DEVELOPING a story of Self

## Worksheet

*This worksheet can be completed by individuals, pairs, or teams.*

Next, think about the challenge, choice, and outcome in your story. The story might be about how you reacted to the crisis of a loved one or the way you responded to an urgent moment. The outcome might be what you learned, in addition to what happened. Think in images. Powerful stories leave your listeners with images in their minds that shape their understanding of you and your calling.

CHALLENGE	CHOICE	OUTCOME

### Stumped?

Use the following questions to help “prime the pump” of your memory and imagination, and remember that this is simply introduction to a practice that you can build on later. Be descriptive.

- Recall the moment when you first felt called to the work of community health or health care. How did you respond?
- Is there a person in your life or history who taught you the value of boundary crossing and empowering others? What did they do? What did you do in response?
- When did you first see that the opportunity for collaboration would lead to accomplishing more than working on your own? What did you do in response?
- What is special about your community? What story can you tell about this community that makes the hard work of this collaborative critically important to accomplish? What choice have you made in response?

# DEVELOPING a story of **Self**

## Coaching Tips Video

If you are working in pairs or as a team, these tips and feedback tracker will help you act as a coach to your partner. The purpose of coaching is to listen to the way stories are told and think of ways that the storytelling could be improved. Remember to balance both positive and constructive critical feedback. The tips below are also included in the following video, “Coaching and Co-Coaching Public Narrative.”



Click image to link to Vimeo video on your web browser. DIRECT LINK: <https://vimeo.com/229567666>



# DEVELOPING a story of Self

## Coaching Tips

**DON'T** simply offer vague, “feel good” comments (e.g., “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 challenge wasn’t clear. How would you describe \_\_\_\_\_?”

### **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 to be \_\_\_\_\_, 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.”

DEVELOPING a story of **Self**

## Coaching Tips

Record feedback/comments from your team members here:

**Coaching Your Team's Story of Self:** As you hear each other's stories, keeping track of the details of each person's story will help you to provide feedback and remember details about people on your team later. Use the grid below to track your team's stories in words or images.

Name	Vivid Details	Challenge	Choice	Outcome

# DEVELOPING a story of **Us**



# DEVELOPING a story of Us

We shape who we are, our community, and who we aspire to be through the choices that we make and the values that inform those choices. A Story of Us focuses on shared choices or experiences that demonstrate how we construct our identities—as individuals, communities, nations. It is how we know we are the kind of actors with the moral resources to take action together. What is the common story that the members of your change initiative share?

## Section Includes:

**Introductory Video:** Story of Us

**Small Group Exercise:** Story of Us

**Worksheet:** Developing Your Story of Us

**Coaching Tips:** Story of Us

# DEVELOPING a story of **Us**

## Introductory Video

This video provides an overview of the process for developing your Story of Us. Before you work through the rest of the activities in this section, it is a good idea to watch this by yourself or with your team.



Click image to link to Vimeo video on your web browser. DIRECT LINK: <https://vimeo.com/229567890>

# DEVELOPING a story of Us

## Small Group Exercise

**Time:** 45 minutes in small group plus a 15-to-20 minute plenary debrief

**Goal:** To develop and practice your Story of Us in a group setting or with a partner

**Materials:** Pen and paper, timer

### Instructions & Agenda:

1. Gather into groups of four.
2. Silently develop your Story of Us, using the worksheet below. *(10 minutes)*
3. Select a story partner, and share your Stories of Us and receive coaching from your partner. *(3 minutes per person, with 2 minutes of coaching, approximately 10 minutes total)*  
 Note to the storyteller: Please stop at 3 minutes, even if you feel you have not finished. Use a timer. Please allow the coaching to occur without comment from you. Receive the feedback with an open mind and heart.
4. Share your Story of Us in groups of four. *(3 minutes per person with 2 minutes of coaching, approximately 20 minutes total)*
5. After everyone has told their Story of Us and received coaching, take 5 minutes in silence to incorporate the coaching feedback into your story.
6. Return to the plenary session and ask for 2-3 volunteers to share their Story of Us with the wider group. Offer coaching to the stories.
7. Debrief the session with the wider group using the following questions:
  - What did you learn from crafting your story?
  - What did you learn by listening to others' stories?
  - How can this practice enhance your work towards creating a healthier community?

# DEVELOPING a story of Us

## Worksheet

*This worksheet can be completed by individuals, pairs, or teams.*

**Imagine yourself sharing a Story of Us before a group of people whom you are inviting to join you in taking action.**

1. What about these people fill you with hope that, by joining you, your effort could be a success? List those values or attributes in the spaces below.
2. Thinking about one of those values: what story can you share that illustrates that value? For example, if your people are “courageous,” what story illustrates that?
3. What was the choice made in the face of a challenge that illustrates the value? What was the outcome of the story?
4. Develop 2-3 short vignettes (1-2 sentences each) that tell these Stories of Us.

### Examples

*“I know we can be successful because I recall that Cindy managed to organize her coalitions to take real action together instead of merely sharing data when she met a lot of opposition from entrenched interests...”*

*“Watching Nicholas courageously issue that public challenge for more affordable housing and winning the ballot initiative inspires me to believe that we have leaders like him all over our community—we just have to recruit them...”*

*“Our community has come together to address really difficult challenges many times in its past, such as the moment when our schools and the community health center teamed with the local pastors to address the matter of gun violence in our neighborhood. We convened and arrived at a set of action items when no one believed we could get anything done.”*

# DEVELOPING a story of Us

## Worksheet

*This worksheet can be completed by individuals, pairs, or teams.*

**The values that characterize your people:** List the top 2-3 values or attributes that come to mind when thinking about the people who are the subject of your Story of Us.

**The stories that illustrate those values (2-3 vignettes):** Develop 2-3 short, 1-3 sentence vignettes that illustrate these values.

### Putting it all together

Now, develop your Story of Us by weaving together your story vignettes.

Possible starting sentences:

- “I have faith in this community because... *[insert vignettes that illustrate the values]*”
- “I believe that we have the power to address the challenges before us because...”
- “Our history is full of moments when we have overcome great adversity and prevailed, moments such as...”



# DEVELOPING a story of **Us**

## Coaching Tips Video

If you are working in pairs or as a team, these tips and feedback tracker will help you act as a coach to your partner. The purpose of coaching is to listen to the way stories are told and think of ways that the storytelling could be improved. Remember to balance both positive and constructive critical feedback. The tips below are also included in the following video, “Coaching and Co-Coaching Public Narrative.”



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# DEVELOPING a story of Us

## Coaching Tips

Remember to balance both positive and constructive critical feedback. The purpose of coaching is to listen to the way stories are told and think of ways that the storytelling could be improved. The tips below are also included in the video, “Coaching and Co-Coaching Public Narrative.”

### **DON'T** simply offer vague, “feel good” comments

(e.g., “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 challenge wasn’t clear. How would you describe \_\_\_\_\_?”

#### **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 the choice? What does that outcome teach us about who the “us’s” are in this story?

“I understood the outcome to be \_\_\_\_\_, and it teaches me \_\_\_\_\_.

But how does it relate to your work now?”

#### **The Values**

Could you identify what this community’s values are based on the story?

“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.”

DEVELOPING a story of **Us**

## Coaching Tips

Record feedback/comments from your team members here:

**Coaching Your Team's Story of Us:** As you hear each other's stories, keeping track of the details of each person's story will help you to provide feedback and remember details about people on your team later. Use the grid below to track your team's stories in words or images.

Name	Was there a "Story of Us"?	Challenge	Choice	Outcome

# DEVELOPING a story of **Now**

**and Linking it to  
Stories of Self and Us to  
Make a Public Narrative**



# DEVELOPING a story of **Now** and Linking it to Stories of Self and Us

In this section, you will be guided through creating a Story of Now and linking your three stories to create a powerful Public Narrative.

The Story of Now focuses on the choice we are calling upon others to make. It is crafted by articulating the urgent challenge that requires action, contrasted against the hopeful vision that the action will result in. A Story of Now focuses on the choice we are calling others to make by contrasting it with other choices—what will happen if we do not take action or if we take another course of action? At the end of a Story of Now, we call on others to join us in action: “Will you join me?” The action should be specific enough to know immediately whether others will join you now or not.

Once you have developed a Story of Us, Self, and Now, you can link these stories together to develop a complete Public Narrative. Beginning with what you are asking people to do, you might then consider your target audience and assess what makes them the right people to ask to take this action together, and then you can return to your Story of Self and what makes this work personal for you.

## Section Includes:

**Introductory Video:** The Story of Now and Linking it to Stories of Self and Us

**Small Group Exercise:** The Linked Story of Self, Us, and Now

**Worksheet:** The Linked Story of Self, Us, and Now

**Coaching Tips:** Public Narrative – Story of Self, Us, and Now

DEVELOPING a story of  
**Now** and Linking it to  
Stories of Self and Us

## Introductory Video

This video provides an overview of the process for developing your Story of Now and linking it to your other stories. Before you work through the rest of the activities in this section, it is a good idea to watch this by yourself or with your team.



Click image to link to Vimeo video on your web browser. DIRECT LINK: <https://vimeo.com/229567791>

# DEVELOPING a story of **Now** and Linking it to Stories of Self and Us

## Small Group Exercise

**Time:** 45 minutes in small group plus a 15-to-20 minute plenary debrief

**Goal:** To develop and practice your Story of Self, Us, and Now in a group setting or with a partner

**Materials:** Pen and paper, timer

### Instructions & Agenda:

1. Gather into groups of four.
2. Develop your Story of Now using the worksheet below.
3. Silently review the stories you have already created and add to them your Story of Now, using the guidance in the “The Linked Story of Self, Us, and Now” video and the worksheet below.
4. Select a story partner and share your share your Stories of Self, Us, and Now, and receive coaching from your partner.  
*(3 minutes per person, with 2 minutes of coaching, approximately 10 minutes total)*  
Note to the storyteller: Please stop at 3 minutes, even if you feel you have not finished. Use a timer. Please allow the coaching to occur without comment from you. Receive the feedback with an open mind and heart.
5. Share your Story of Self, Us, and Now in groups of four.  
*(3 minutes per person with 2 minutes of coaching, approximately 20 minutes total)*
6. After everyone has told their Story of Self, Us, and Now and received coaching, take 5 minutes in silence to incorporate the coaching feedback into your story.
7. Return to the plenary session and ask for 2-3 volunteers to share their Story of Self, Us, and Now with the wider group. Offer coaching to the stories.
8. Debrief the session with the wider group using the following questions:
  - What did you learn from crafting your story?
  - What did you learn by listening to others’ stories?
  - How can this practice enhance your work towards creating a healthier community?

## Worksheet

*This worksheet can be completed by individuals, pairs, or teams.*

# DEVELOPING a story of **Now** and Linking it to Stories of Self and Us

Summarize your previously completed Story of Self and Us in the columns below. Then, draft your Story of Now. The Story of Now should communicate three elements: the urgent challenges we are called upon to face now, the hope we can face them successfully, and the choices we must take in order to act. Be concrete and specific! If the story does not have a human face, people will not be able to connect and feel motivated.

Self	Us	Now
What experiences and values call you to take leadership?	What values and experiences do you share with the people you are speaking to?	Why is it urgent to find ways to support one another now? What is your strategy to overcome the challenges? What is the first step that each person can take with you?
		<p><b>*Start your story drafting here with a call to action</b> and be sure to ask for a clear commitment!</p>



# DEVELOPING a story of **Now** and Linking it to Stories of Self and Us

## Coaching Tips Video

If you are working in pairs or as a team, these tips and feedback tracker will help you act as a coach to your partner. The purpose of coaching is to listen to the way stories are told and think of ways that the storytelling could be improved. Remember to balance both positive and constructive critical feedback. The tips below are also included in the following video, “Coaching and Co-Coaching Public Narrative.”



Click image to link to Vimeo video on your web browser. DIRECT LINK: <https://vimeo.com/229567666>

# DEVELOPING a story of **Now** and Linking it to Stories of Self and Us

## Coaching Tips

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

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

### **The Challenge**

What is the specific challenge we face now? Did the storyteller paint a vivid and urgent picture of it? What details might make it even more vivid and urgent?

“The challenge wasn’t urgent enough. Why not mention \_\_\_\_\_?”

### **The Outcome**

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

“The outcome could be even more hopeful if you described \_\_\_\_\_.”

### **The Choice**

Is there a clear choice that we are being asked to make in response to the challenge? How did the choice make you feel? (Hopeful?)

“What exactly are you asking us to do? When should we do it? Where?”

### **Values**

What values do you share with the storyteller? Does the Story of Now appeal to those values?

“Instead of telling us to care, it would be more effective if you showed us the choice to be made by illustrating the way in which you value \_\_\_\_\_.”

### **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 feel what you were feeling.”

“Try telling more details about \_\_\_\_\_ so we can relate to this shared experience.”

### **Interweaving Self, Us, and Now**

Did the Story of Self and the Story of Us relate to the Story of Now? If so, what was the common thread? If not, what thread could the storyteller use to rethink the connections between self, us, and now?

DEVELOPING a story of **Now** and Linking it to Stories of Self and Us

## Coaching Tips

Record feedback/comments from your team members here:

**Coaching Your Team's Public Narrative:** As you hear each other's public narratives, keeping track of the details of each person's story will help you to provide feedback and remember details about people on your team later. Use the grid below to track your teams' public narratives.

Name	Values	Self	Us	Now

for developing a  
**TOOLKIT** **Public Narrative**

## Working in a Group

### Sample agenda for groups working to develop a Public Narrative

Working in a group can be one of the most effective ways for individuals to create a Public Narrative. While this work can be done independently, the group environment will enhance the experience and build relationships within and among your team. This sample agenda provides a guide for small groups—essentially each team member shares their stories with the full group and then the full group shares feedback. Over approximately 5 hours, the team and team members will have developed their Public Narrative.

Time	Topic
10 min	Group check-in and agenda review
65 min	<p>Watch “Introduction to Public Narrative” video (15 min)</p> <ul style="list-style-type: none"> <li>Group reflection and discussion</li> </ul> <p>Watch “Coaching and Co-Coaching Public Narrative” video (20 min)</p>
65 min	<p>Watch “Story of Self” video (20 min)</p> <ul style="list-style-type: none"> <li>Group leader/convener models his/her Story of Self (3 min)</li> <li>Small group exercise and plenary debrief (45 min)</li> </ul>
15 min	Break
65 min	<p>Watch “Story of Us” video (12 min)</p> <ul style="list-style-type: none"> <li>Group leader/convener models his/her Story of Us (3 min)</li> <li>Small group exercise and plenary debrief (45 min)</li> </ul>
10 min	Break
65 min	<p>Watch “The Linked Story of Self, Us, and Now” video (15 min)</p> <ul style="list-style-type: none"> <li>Group leader/convener models his/her Story of Self, Us, and Now (3 min)</li> <li>Small group exercise and plenary debrief (45 min)</li> </ul>
10 min	Key learnings and next steps



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