



# VOICES THAT **CHANGE** THE WORLD

Join the movement: [www.results.org](http://www.results.org)

## Powerful Speaking: Telling Your Story to Create Change

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# RESULTS: Who We Are

**RESULTS is a movement of passionate, committed everyday people.**

**Together we use our voices to influence political decisions that will bring an end to poverty.**





# What are the elements of a great story?





# Why tell stories?





A young boy with glasses, wearing a green sweater over a white shirt and a striped tie, sits at a desk in a classroom. He is looking towards the camera with a slight smile. In the background, other students are seated at desks, and a teacher is partially visible. The classroom has a warm, orange-toned wall.

# If we don't tell our stories, someone else will

"I...WANT TO BE A WRITER. I'M ACTUALLY WORKING ON A BOOK RIGHT NOW. IT'S A SERIES. WHEN YOU'RE WRITING A BOOK, YOU'VE REALLY GOT TO OPEN YOUR IMAGINATION. YOUR BOOK CAN'T BE ABOUT A MEAN PERSON WHO EATS A BANANA AND LEARNS A LESSON, BECAUSE THAT'S BORING. THERE NEEDS TO BE A LOT OF DIFFERENT PARTS. THERE NEEDS TO BE A PROTAGONIST, AN ANTAGONIST, AND SOME PEOPLE THAT YOU'RE NOT REALLY SURE ABOUT BECAUSE THAT ADDS MYSTERY. AND YOU CAN TAKE INSPIRATION FROM OTHER WRITERS, BUT DON'T PLAGIARIZE. MY MOM AND DAD ARE TEACHERS, AND THEY FAIL ANYONE WHO PLAGIARIZES."



# Yolanda Gordon

*Experts on Poverty Mentor*





# MAXINE THOMAS EXPERT ON POVERTY





A detail from Michelangelo's famous fresco 'The Creation of Adam'. It depicts Adam and Eve in the Garden of Eden. Adam is on the left, reclining with a weary expression, his right arm extended. Eve is on the right, standing and reaching up with her right arm towards a branch of the Tree of Knowledge. The background is filled with dense foliage and several red apples hanging from the branches. A white rectangular box with red text is superimposed over the top center of the image.

**Stories matter, but where to start?**





**Pick a moment in time...**

**Challenge**

Why did you feel it was a challenge?  
What was so challenging about it?

**Choice**

Why did you make the choice you did?  
Where did you get the courage – or  
not? How did it feel?

**Outcome**

How did the outcome feel? Why?  
What did it teach you?  
What do you want to teach us?



# MAUREEN BOWLING EXPERT ON POVERTY





**Find your “Nugget of Truth”**







# Tools in Your Toolbox: Public Narrative

## Stories Matter

- Effective way to influence policy makers, bust dangerous myths
- Stories 22x more likely to be remembered than facts alone
- Your voice can empower others to speak up, or be a voice for others

## Training Tool - Public Narrative

- Translating values into action
- Connecting the head to the heart
- Link our own "calling" to a community call to action
- Overcoming apathy with hope



# LASHON MARSHALL EXPERT ON POVERTY





# Public Narrative Structure

## Self

Your purpose, call to leadership  
Story of awakening

## Us

Connecting to your community:  
What are the shared values, goals,  
choices your community must make?

## Now

What do you want me to do about it?  
**CALL TO ACTION!**





# Don't forget: color and texture

**Sensory: *See, touch, hear, taste***

**Descriptive detail helps retain in memory**







**Also don't forget feeling**

**How did it make you feel?**

# Stories are sacred

With great power, comes great responsibility.

Do not do for others what they can do for themselves.

Do your homework, know your audience, 50/50 conversations.

**“Don’t talk unless you can improve the silence.” - Borges**





**If you want to go fast, go alone.  
If you want to go far, go together.**

Visit [RESULTS.org](https://RESULTS.org) sign up for our [Action Network](#)

Learn more about our [Experts on Poverty](#)

[Storytelling Workbook](#)-resource to draft your story!

Twitter storytelling: [#ExpertsOnPoverty](#) | [#TalkPoverty](#)

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