Voices that Change the World

Powerful Speaking:
Telling Your Story to Create Change

Yolanda Gordon | RESULTS Expert on Poverty
Maxine Thomas  | RESULTS Expert on Poverty
Qiana Torregano | RESULTS Expert on Poverty
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?
"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."

If we don’t tell our stories, someone else will
Yolanda Gordon
Experts on Poverty Mentor

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MAXINE THOMAS
EXPERT ON POVERTY

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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?
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

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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!

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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 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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