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Powerful Speaking:

Telling Your Story to Create Change

You're not truly dangerous until you can speak powerfully. So how do we do it? Where do we start? How do we use our own experiences and values to move others from passive bystanders to change makers? Use this workbook as a guide to capture your story and make it powerful. Keep it with you, and keep working on it!

Who Do You Want to Be in the World?

Let's start with you – your story should shine a light on who you are, what you value, why you're here. Think for a minute about who you really want to be in the world.

How would you want someone to describe you?

How do you want to be remembered?

Write down 3 (or more) adjectives to describe yourself (*passionate, caring, driven, etc.*)

Write down 2 issues you care about (*poverty, education, etc.*)

Write down 1 action you'll take (*how about meeting with a member of Congress?*)

Hello, My Name Is...

Introductions are a great opportunity to tell your story. Before we get to crafting your story, how do you currently introduce yourself?

Picture yourself in the office of a member of Congress, speaking to a new potential volunteer/ally, or the first sentence of a letter to the media, and write it down.

Turn to a partner and try it out!

Public Narrative: Where to Start?

A public narrative translates values into stories to motivate action, build relationships, and maintain commitments.

VALUES → **EMOTION** → **ACTION**

So where to start? Which story do you tell? What are the elements of a good story?

Examples:

- Why you care about the issue
- Why you joined RESULTS
- Why someone you know joined you and took action
- Why an existing group took action

Here are some questions to prompt you into thinking about how to structure your story:

Challenge:

What challenge did you face? Why was it a challenge?

Choice:

What choice did you make? Why did you make that choice? Where did you get the courage?
Which of your values brought you to action?

Outcome:

What happened and how did it feel? What can it teach us? What can *WE* do now?

Drafting Your Story

Quickly jot down a story you want to tell – this doesn't have to be complete, just a rough draft or outline:

Story of Self, Us, and NOW



Now organize your story into the components of Self, Us, and Now:

Self	Us	Now

Crafting Your Public Narrative

Now try putting it all together. Remember to add “color and texture,” and try to create a picture in the minds of others. Keep building on it and then practice, practice, practice!

Crafting Your Public Narrative