

Telling Your Story

PCL-PCLF Environmental
Legislative Symposium
February 7, 2009

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Learning Objectives

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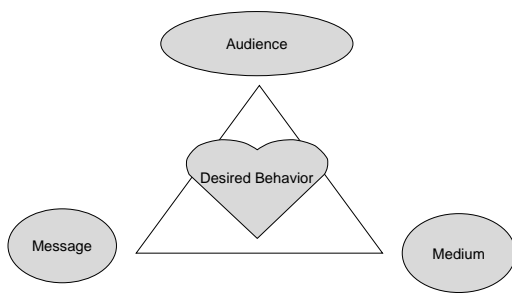
- How do you size up the target audience and crawl into their skin to identify why they should help you, what obstacles they face in doing so, and what will make their decision to help become a no-brainer?
- How do you decide exactly what behavior you need the target audience to take: observable actions that will help you advance your goals and fulfill the needs of the target audience?
- How do you select the communication channel (medium) that will strongly resonate with the target audience, when and where they are in the best position to grasp your message?
- How do you use effective message structure, imagery, advanced linguistic techniques and your own unique and compelling voice to help the target audience decide to give you the help your organization needs?
- And all in an effective, honorable and fun way?

The Commitment

Might Do

Definitely Will Do

Framework 1



Framework 1

- Who are you telling this story?
- What behavior will they engage in?
- What's the take-home message that will incite them to do this behavior?
- What medium will you use to tell your story?

Structure of Story

- What's the resource?
 - What's the issue?
 - What's the answer?
 - What's your part in the answer?
- "I wouldn't give a fig for the simplicity on this side of complexity; I would give my right arm for the simplicity on the far side of complexity." Oliver Wendell Holmes

Examples of Good Stories

- Nearly half the world's endangered species are found on 3% of the land mass of the planet: islands
- Most island species are threatened by one source: invasive alien mammals
- When those invasives are removed, island species recover, often spectacularly
- Welcome to Island Conservation

Your Story

- What's the resource?
- What's the issue?
- What's the answer?
- What's your part in the answer?

Practice 1

1. Pair up in threes: storyteller, listener, observer.
2. Take 90 seconds to tell your story.
3. Take 60 seconds for storyteller to self-evaluate.
4. Take 90 seconds for listener to give feedback.
5. Take 90 seconds for observer to give feedback.
6. Tell only what storyteller did right.
7. Rotate.

Keeping Your Audience

- Traits of superior communicators:
 1. Clear on the outcome of the communication
 2. Acute sensory awareness to detect results
 3. Flexibility to change if it's not working

Practice 2

- Pair up in threes: storyteller, listener, observer.
- Storyteller starts in 90 second story.
- Listener loses interest.
- Storyteller regains listener interest.
- Feedback round: first storyteller, then listener, the observer.
- Focus on positive.
- Rotate.

Practice 3

- When is the next time you will get to tell your story?
- Rehearse perfectly in your mind.
- Go out and tell it.

Take Home Lessons

Will Murray
www.willmurraycompany.com
303.550.4974
will@willmurraycompany.com