

Our webinar will begin at
2:00 pm ET/11:00 am PT

Telling Your Story - In Under a Minute

**#ME
ACTION**





Kirsten Farrell
(she/her)

The Goodman Center
is a communications
training and coaching
firm dedicated to
helping you reach
more people with
more impact.



Madi Goff
(they/them)

Community Agreements

- Do whatever you need to do for you. If you need your screen off, if you need to mute yourself or take a break, please do.
- We agree to respect the needs of others.
- Please speak from your own experience and honor the experience of others.
- **Anything you'd like to add?** (Please use the chat box.)



Questions & Comments

A screenshot of a Zoom meeting interface. The main window shows a 2x3 grid of six participants, each represented by a blue silhouette. The chat window is open on the right side, displaying the text: "Have a question or a comment? Just type 'Q' or 'C' into the chat box, and we'll call on you." Below the chat window, there is a "To: Everyone" dropdown menu and a "More" dropdown menu. At the bottom of the Zoom window, there is a toolbar with icons for Mute, Stop Video, Invite, Manage Participants, Polling, Share Screen, Chat, Record, Closed Caption, Support, and More. The meeting ID "Zoom Meeting ID: 888-799-9666" is visible at the top of the window.

Zoom Meeting ID: 888-799-9666

Chat

Have a question or a comment?
Just type "Q" or "C" into the chat box, and we'll call on you.

To: Everyone

Type message here...

Mute Stop Video Invite Manage Participants Polling Share Screen Chat Record Closed Caption Support More

End Meeting



What makes a good story?

Please answer in the chat box in 3 words or less.

Our Story (briefly)

1998

 **the
goodman center**
where do-gooders learn to do better

[WORKSHOPS](#) [ABOUT](#) [RESOURCES](#) [CONTACT](#)



2023

[TELL STORIES](#) [GIVE PRESENTATIONS](#) [LEAD WEBINARS](#) [PLAN CAMPAIGNS](#) [RUN MEETINGS](#) [DELIVER A PITCH](#)

Stories are your single most powerful communication tool.

They help us remember, shape our identity, and influence how we see the world. Learn how to use stories in advocacy, development, recruiting and every aspect of your internal and external communications.



Prudential



U.S. DEPARTMENT OF ENERGY







Why is storytelling uniquely powerful?

How do you tell a memorable and persuasive story?

How can I tell a story in less than a minute?



Why is storytelling uniquely powerful?

How do you tell a memorable and persuasive story?

How can I tell a story in less than a minute?

**Stories
can
change
minds.**



A person wearing teal surgical scrubs, a face mask, and gloves is holding a white metal case. The case has the text "HUMAN ORGAN FOR TRANSPLANT" printed on it in red. The background is a blurred operating room with another person in scrubs and a patient on a table.

**HUMAN
ORGAN**
FOR TRANSPLANT



100,000
people await lifesaving
organ transplants

Every **9** minutes
another person is added
to the waiting list



17 people die
each day while waiting
for a transplant

Doctors w
work as har
save me
What

ainst
ch people will
ump the line.

HUM
ORG
FOR TRAN





DOADOR
SPORT



*immortal
fans*



Thousands of Brazilian Soccer Supporters Become 'Immortal Fans'

An organ donation campaign from one of Brazil's biggest soccer clubs is slashing transplant waiting lists.



THINKING,
FAST AND SLOW

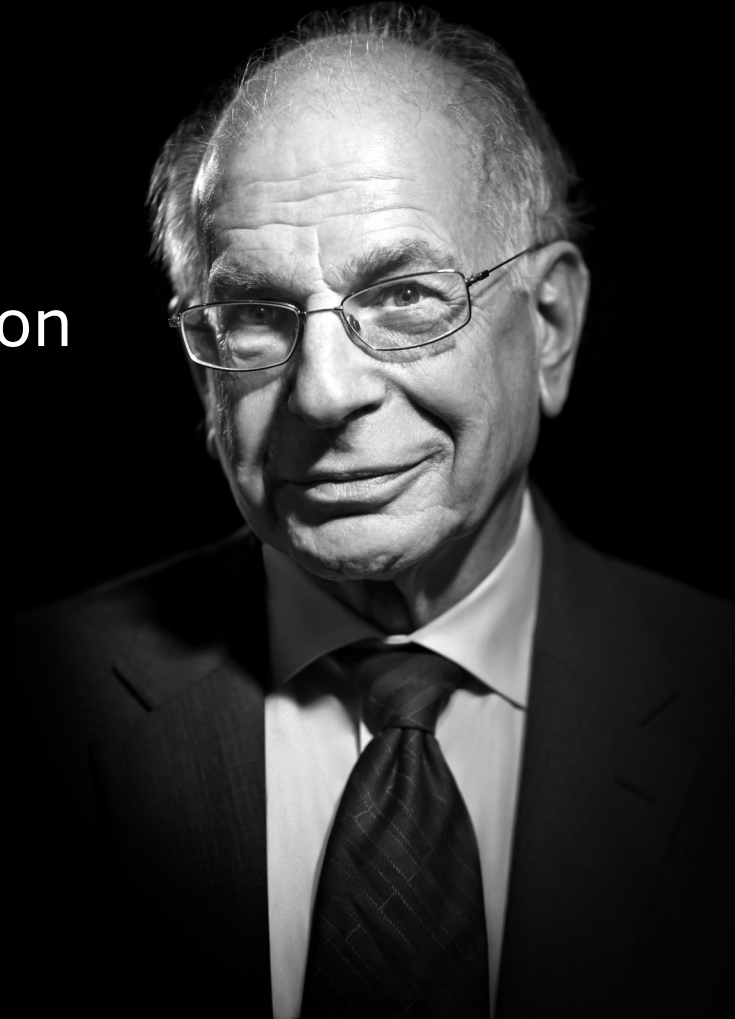


DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

“No one ever
made a decision
because of a
number.

They need a
story.”



When you are tired, you just gotta push through it.

People with ME/CFS/Long Covid can just sleep it off.

What are the stories working against your cause?

It's sad but nothing can be done.

If it isn't diagnosed, it isn't real. It's all in your head.

M.E. is
untreatable due
to decades of
government
neglect

MILLIONS

ARE



Why is storytelling uniquely powerful?

How do you tell a memorable and persuasive story?

How can I tell a story in less than a minute?

“Reunion”



WHO'S IT ABOUT?





WHO'S IT ABOUT?

Suman

WHAT DOES SHE WANT?



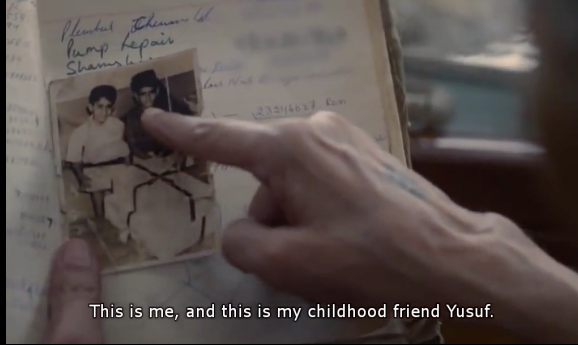
WHO'S IT ABOUT?

Suman

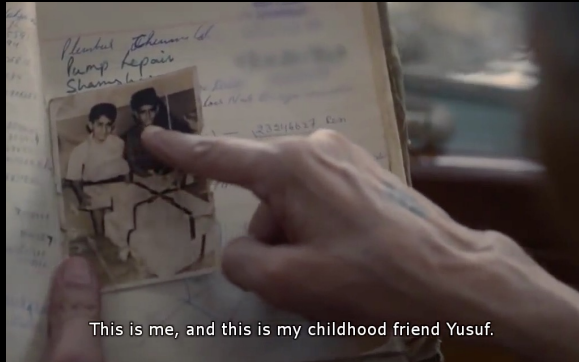
WHAT DOES SHE WANT?

Reunite her grandfather and his old friend, Yusuf

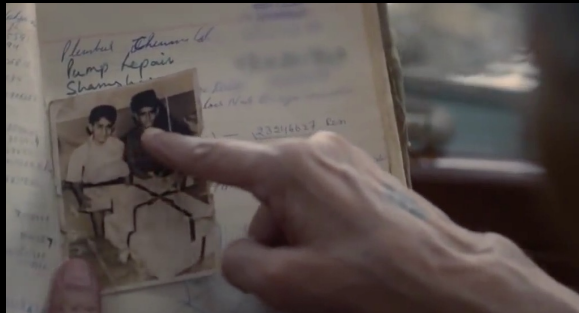
WHAT STANDS IN HER WAY?



This is me, and this is my childhood friend Yusuf.



This is me, and this is my childhood friend Yusuf.



WHO'S IT ABOUT?

Suman

WHAT DOES SHE WANT?

Reunite her grandfather and his old friend, Yusuf

WHAT STANDS IN HER WAY?

Locating Yusuf, bringing him to India

HOW DOES SHE RESPOND?



park with ancient gate in lahore

Google Search

I'm Feeling Lucky

in offered in: [Hindi](#) [Bengali](#) [Telugu](#) [Marathi](#) [Tamil](#) [Gujarati](#) [Kannada](#) [Mala](#)



park with ancient gate in lahore

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HOW DOES SHE RESPOND?

Uses Google

WHAT HAPPENS AND WHAT DOES IT MEAN?



WHO'S IT ABOUT?

Suman

WHAT DOES SHE WANT?

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Uses Google

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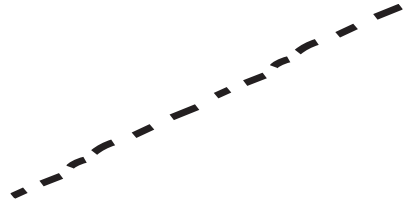
**Reunion accomplished...
Google is awesome**

Story Structure



Story Structure

PROTAGONIST



BARRIER

Story Structure



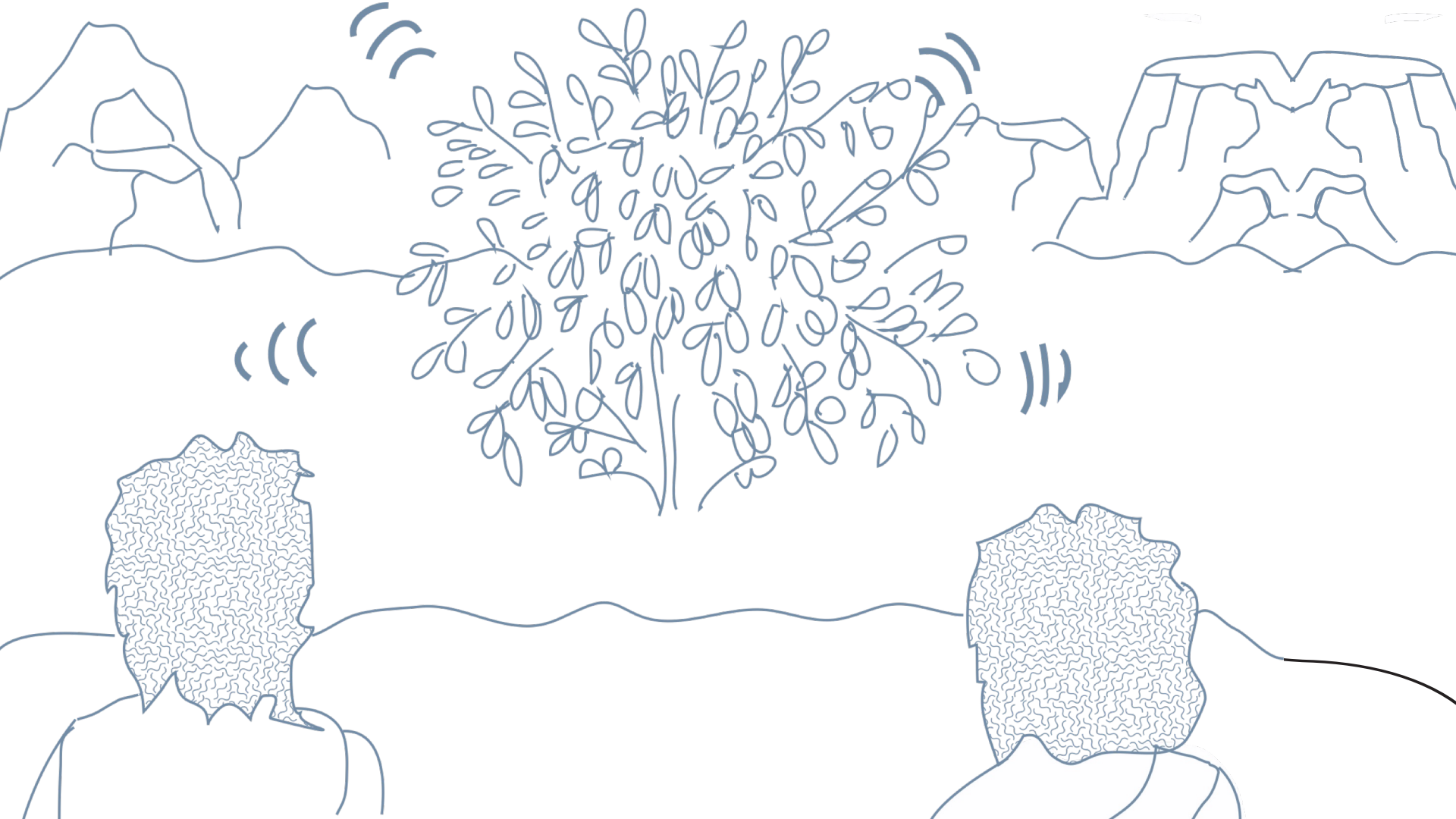
“I worship at the altar of intention and obstacle. Somebody wants something and something is standing in their way of getting it.


The obstacle...has to be formidable, and the tactics they use to overcome that obstacle are what shows us the character.”

Aaron Sorkin

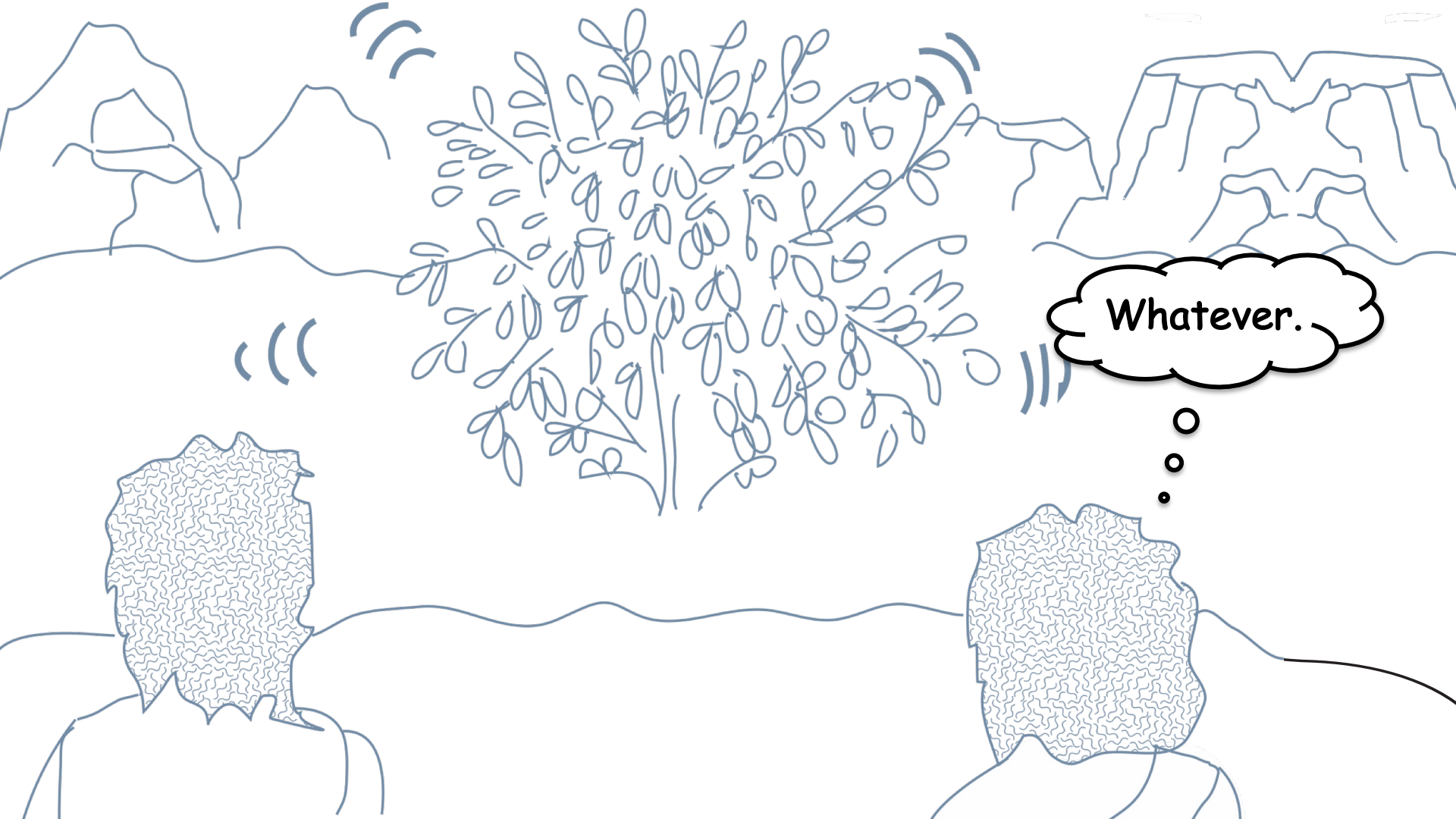
Story Structure: A Short Course in Human History







**Bush shaking.
Unusual.
Must watch closely.**



Whatever.

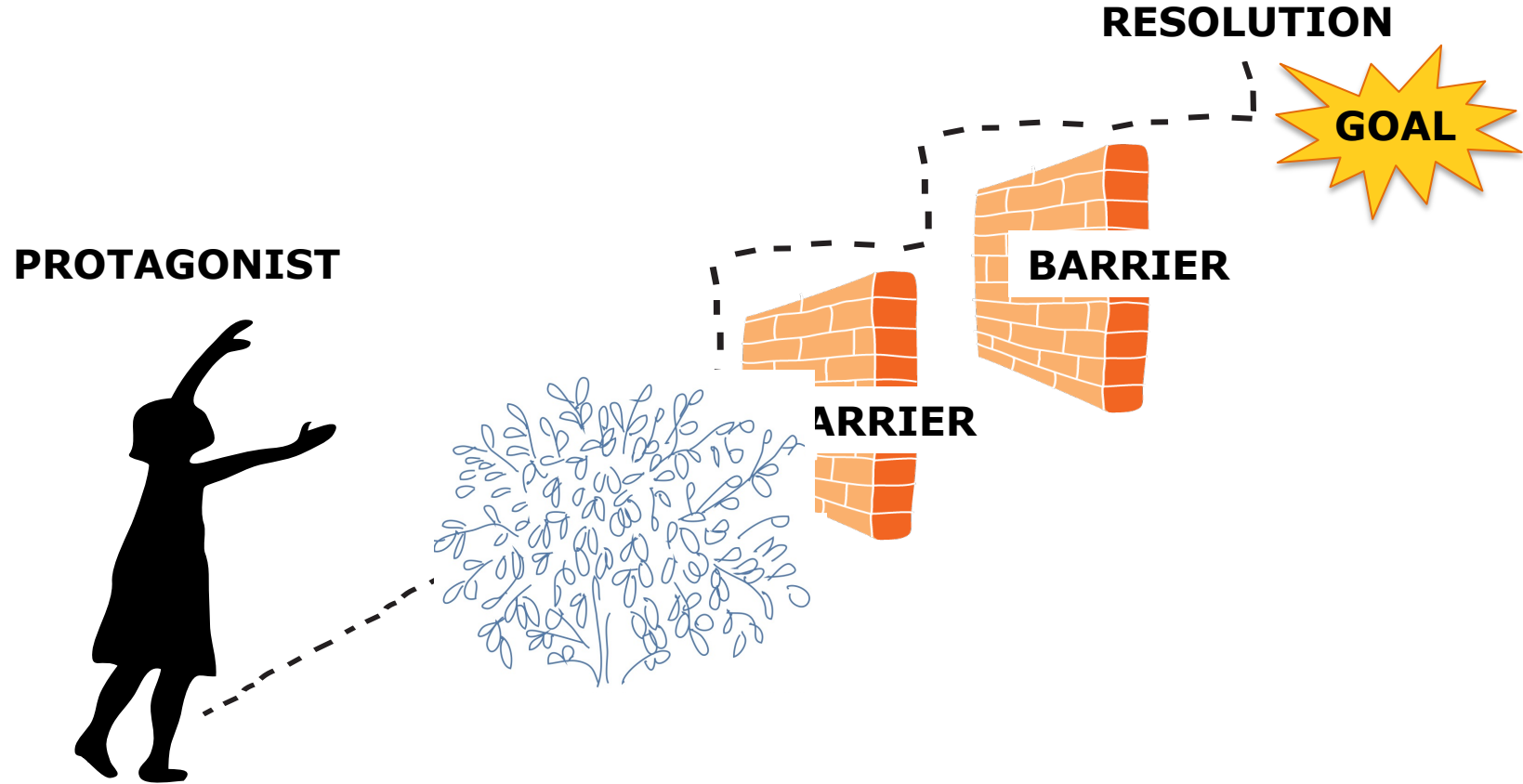




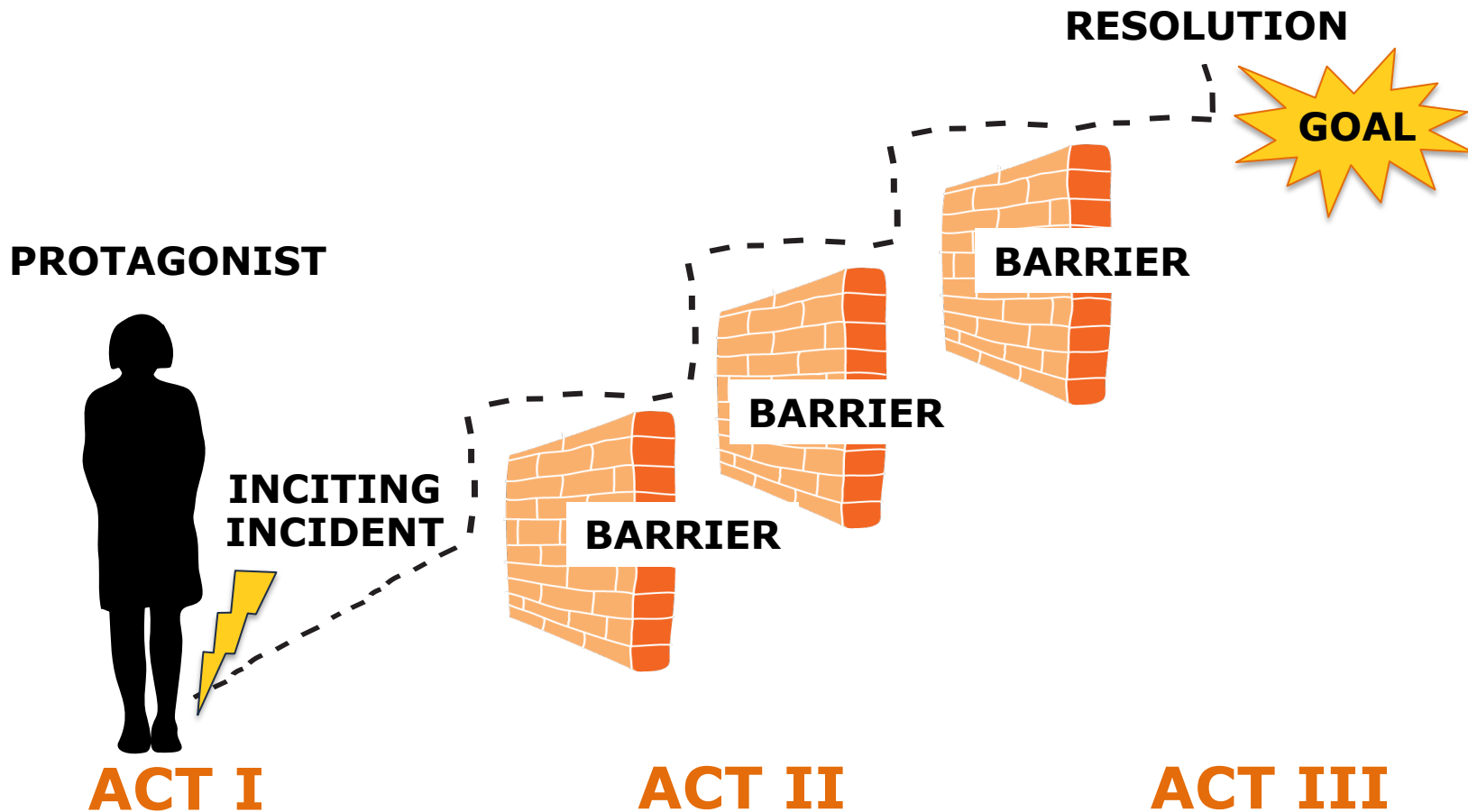
Duly noted.



Story Structure



Story Structure



Questions & Comments



A screenshot of a Zoom meeting interface. The main area shows a 2x3 grid of video thumbnails, all of which are blue silhouettes, indicating that video is muted for all participants. The top of the window displays "Zoom Meeting ID: 888-799-9666". On the right side, a chat window is open, titled "Chat". The chat window contains the text: "Have a question or a comment? Just type 'Q' or 'C' into the chat box, and we'll call on you." Below the text, there is a "To: Everyone" dropdown menu and a "More" dropdown menu. At the bottom of the chat window is a text input field with the placeholder "Type message here...". The bottom of the Zoom window features a toolbar with icons for Mute, Stop Video, Invite, Manage Participants, Polling, Share Screen, Chat, Record, Closed Caption, Support, and More. The "End Meeting" button is visible in the bottom right corner.





Why is storytelling uniquely powerful?

How do you tell a memorable and persuasive story?

How can I tell a story in less than a minute?

Less Than a Minute



30 seconds = about 60 words

Pre-Workshop Assignment



YOUR STORY IN 30 SECONDS *ME Action • Pre-Workshop Assignment*

Please complete the information below and keep in next to you for the workshop on May 7th. During our workshop, you will be asked to develop your story about to share for #MillionsMissing.

So, here's your assignment: please think of your aspirations and what matters to you in your life (i.e. your love for your pets, your hobbies, what you're proud of about your family or your work). What are the moments of inspiration and dream fulfillment in your life? Use the boxes name 3. Each idea should be no more than a sentence or two.

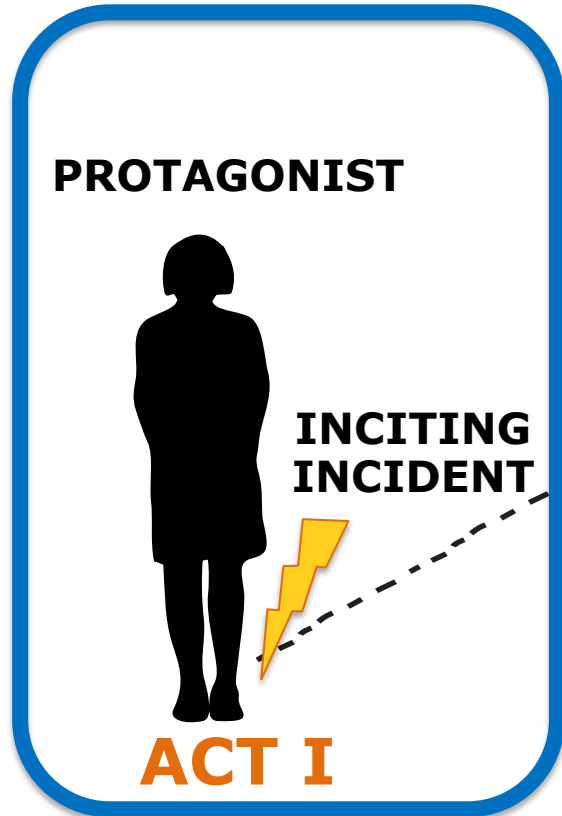
GOAL OR WHAT MATTERS TO YOU #1

GOAL OR WHAT MATTERS TO YOU #2

GOAL OR WHAT MATTERS TO YOU #3

Now, what change (i.e. change in health care, information, narrative, legislation or behavior etc.) in

Story Structure

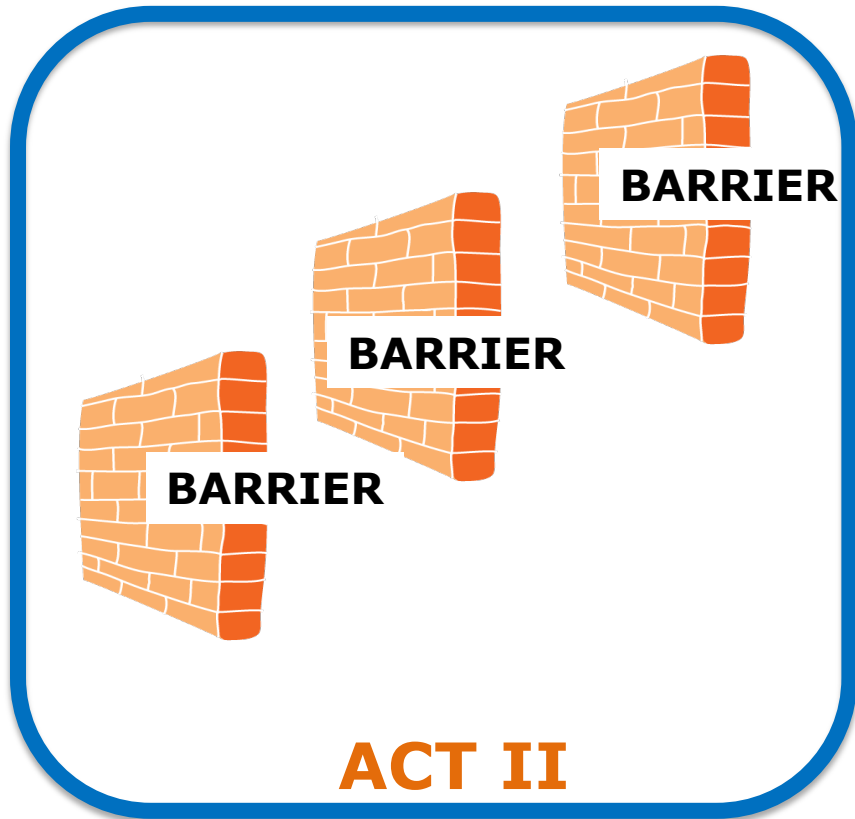


**INTRODUCE YOURSELF WITH
GOALS OR WHAT MATTERS TO YOU**

**INCITING INCIDENT:
A MOMENT THAT SENT YOU ON
YOUR JOURNEY**

Story Structure

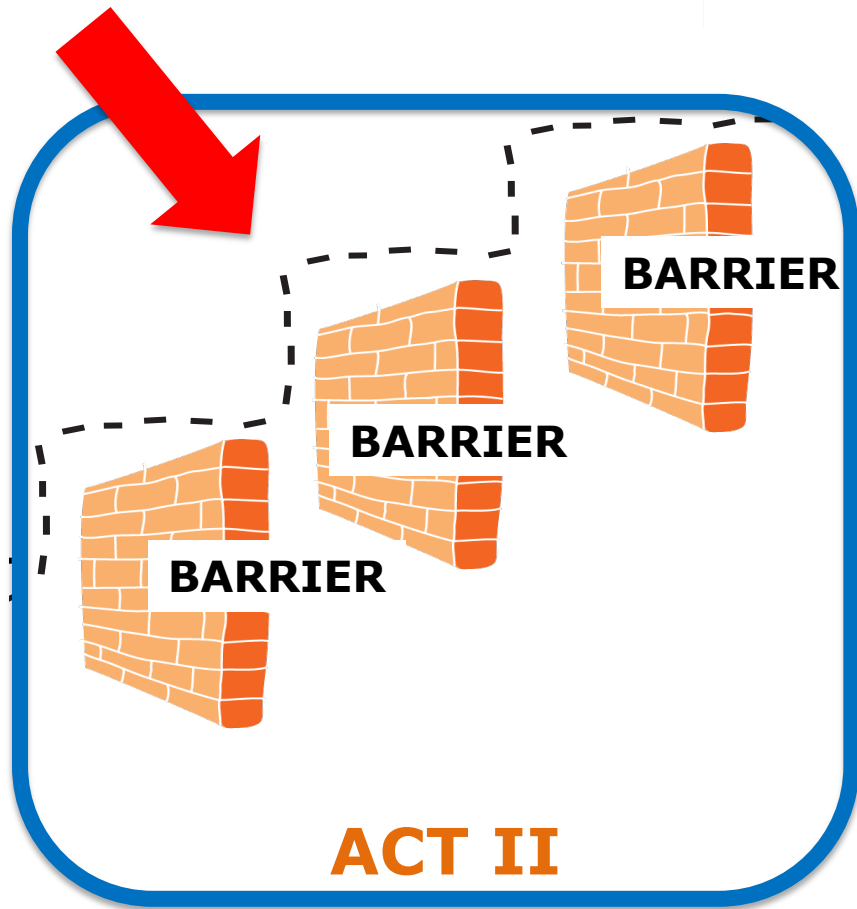
WHAT HAVE YOU HAD TO MISS BECAUSE OF HAVING ME OR LONG COVID?



WHAT IS MISSING FROM THE WORLD'S VIEW OF ME? WHAT DO PEOPLE NEED TO KNOW?

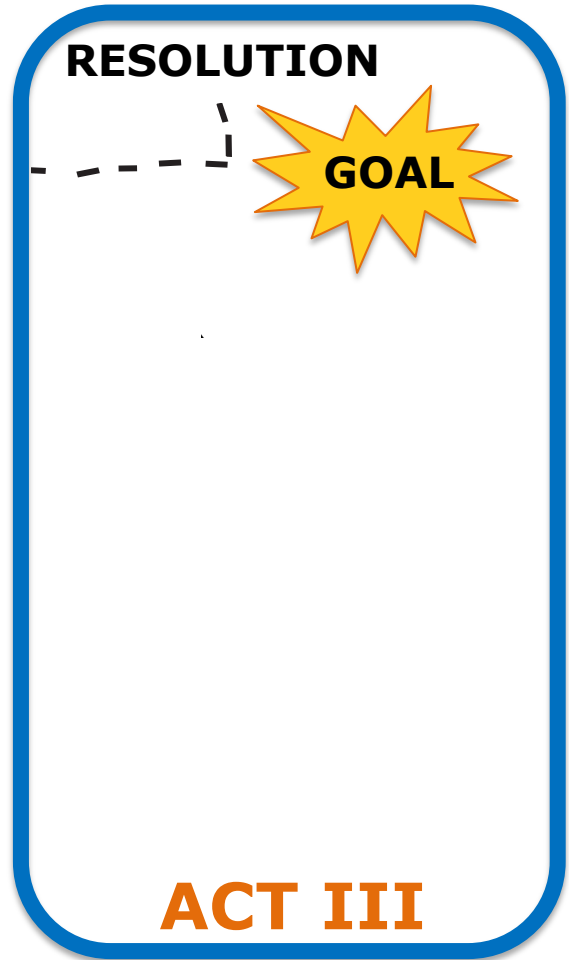
Story Structure

WHAT DO YOU
WANT THE
GOVERNMENT
TO DO FOR
PEOPLE WITH
ME OR LONG
COVID?

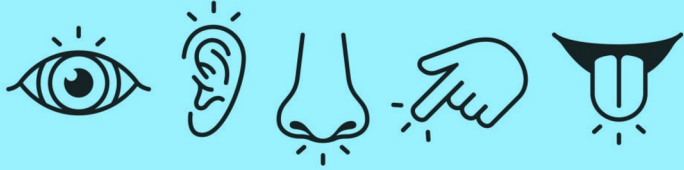


Story Structure

SO THAT...



Make the Structure Come Alive



- **USE SENSORY DETAILS**



- **MOMENTS, NOT JUST SUMMARY**



- **PERSONAL WORD CHOICE OVER CLINICAL PHRASES AND JARGON**

Questions & Comments

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Have a question or a comment?
Just type "Q" or "C" into the chat box, and we'll call on you.

Below the text, the chat window shows "To: Everyone" with a dropdown arrow, and a "More" button with a dropdown arrow. At the bottom of the chat window is a text input field labeled "Type message here...". The bottom of the Zoom window features a toolbar with icons for Mute, Stop Video, Invite, Manage Participants, Polling, Share Screen, Chat, Record, Closed Caption, Support, and More. The "End Meeting" button is visible in the bottom right corner.

10:00



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Telling Your Story - In Under a Minute

#ME
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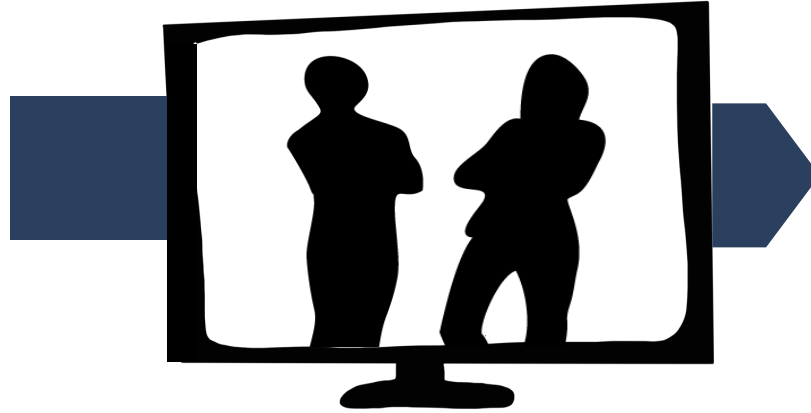
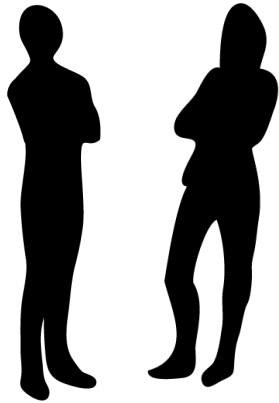
Just arriving (or rejoining)? We're on a 10-minute private work session. Please check in via the chat box to catch up.

Telling Your Story - In Under a Minute

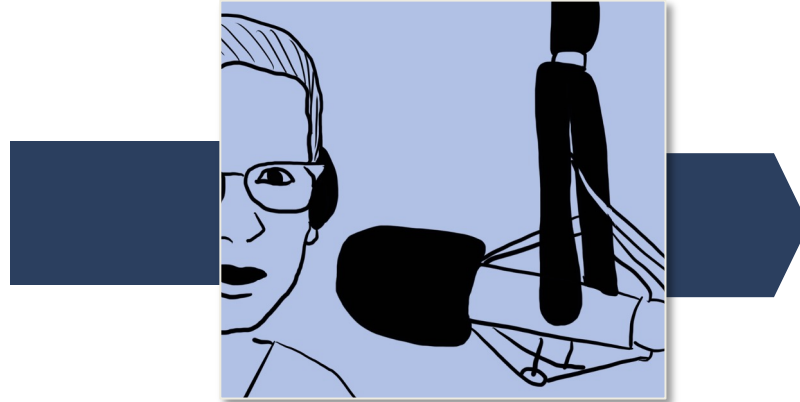
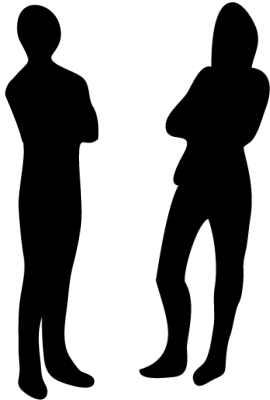
**#ME
ACTION**

Just arriving (or rejoining)? We're all in breakout rooms.
Please check in via the chat box to be sent to a room.

BEING YOU...Screen to Screen | Vocal Delivery

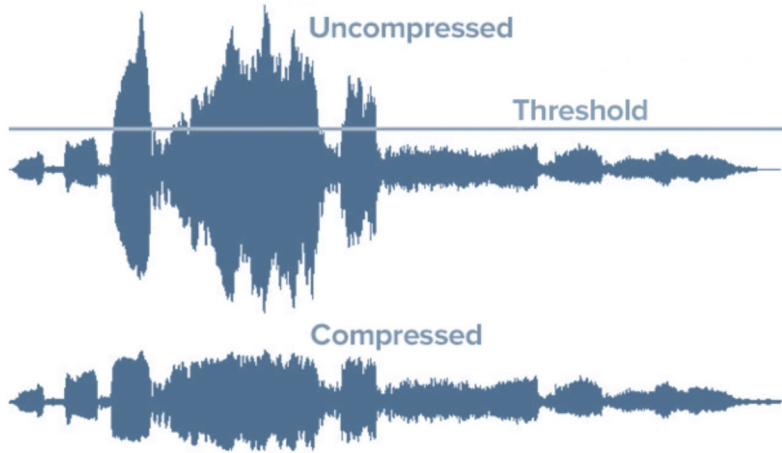


TELEVISION
+10
POUNDS

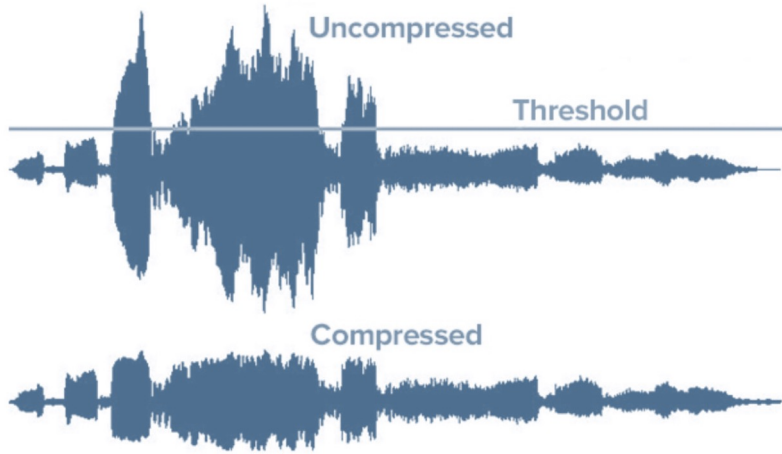


RADIO
-10 to 20%
CLARITY

COMPRESSION



COMPRESSION



REDUCED FACIAL CUES





Please use the
chat box to vote for
Take 1 or Take 2.

In radio, they teach announcers to really emphasize or “punch” key words because the audience doesn’t have visual cues to help them understand, and because the higher and lower ends of the audio may be lost in the transmission. The telephone can be even worse. So, what may feel like over-emphasizing to you will actually sound normal to the listeners.

BEING YOU...Screen to Screen | Visual Presentation



BEING YOU...Screen to Screen | Visual Presentation



BEING YOU...Screen to Screen | Visual Presentation



TOP
THIRD



TOP
THIRD



BEING YOU...Screen to Screen | Visual Presentation – Common Mistakes



**BAD
LIGHTING**

BEING YOU...Screen to Screen | Visual Presentation – Common Mistakes



**BAD
FRAMING**

BEING YOU...Screen to Screen | Visual Presentation – Common Mistakes



**UNFLATTERING
ANGLE**

BEING YOU...Screen to Screen | Visual Presentation – Common Mistakes



**NO
EYE CONTACT**

2023

**#MILLIONS
MISSING**



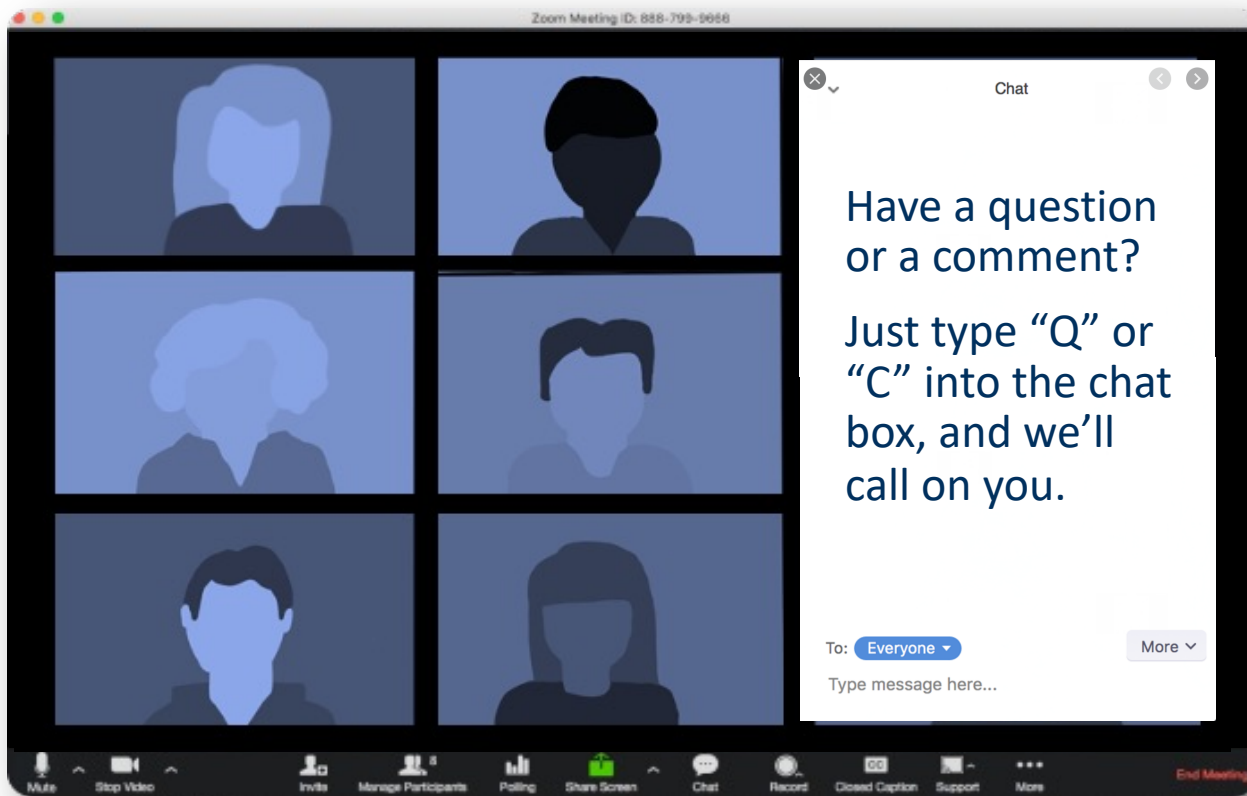
2023

**#MILLIONS
MISSING**

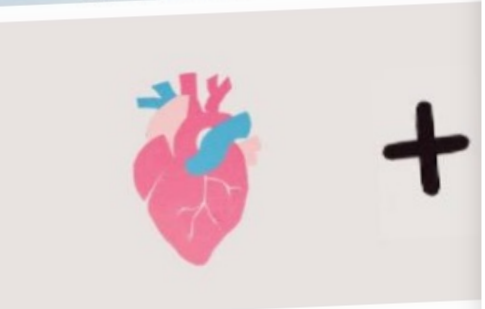


@meactnet #millionsmissing

Questions & Comments



Free Newsletter (thegoodmancenter.com)



Why We Win Hearts and Minds (Hearts)

In this month of hearts, it seems fitting to focus on the audience to your cause. How can your communications effort can you get your audience to donate, to volunteer, do you win hearts and minds?

Let's take a moment to consider that phrase itself. "minds" and not "hearts." The pervasive phrase "think therefore I am" has been that humans are rational like neuroscientist Antonio Damasio and anthropologist claims that turn Descartes on its head.

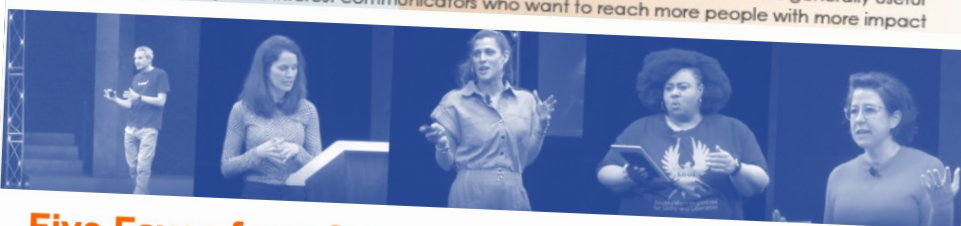


Stories in the Wild: Drawing Public Interest

In our last newsletter, we requested examples of narrative to engage your audience and featured organizations across all kinds of issues and an interactive digital storytelling project "Neighbors, Not Immigration Network, Inc., or CLINIC.



Since 1988, CLINIC is an immigration law office and advocacy for immigrants. Communications Programs began "Neighbors, Not Immigration Network, Inc., or CLINIC.



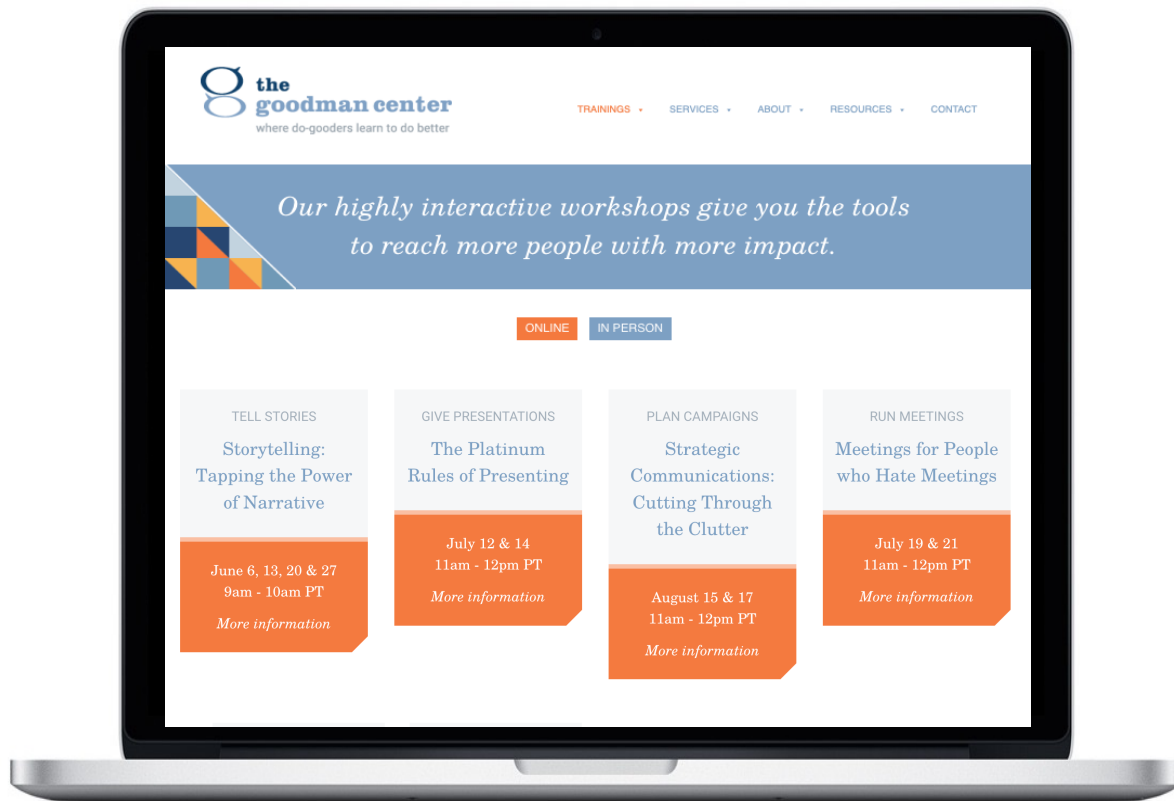
Five Faves from frank

The [frank conference](#), convened each February at the University of Florida and curated by the Center for Public Interest Communications, is always an extraordinary gathering of artists, activists, academics, and changemakers from around the world. This year's 10th edition, unified by the theme "The Long View," was no exception. If you couldn't attend in person or join online, your second chance has just arrived: videos of all the mainstage speakers have been posted on the web, and you can find them [here](#).

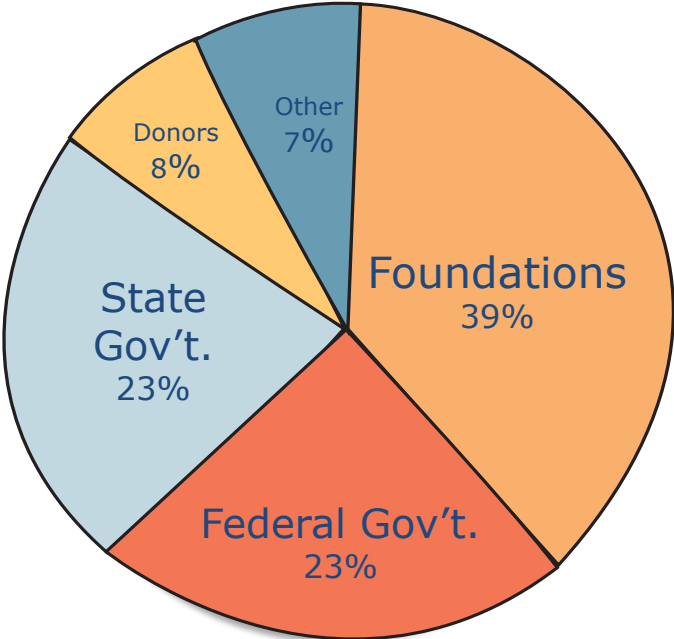


In the less-is-more spirit of TED conferences, all the talks are relatively short (generally running between 10-15 minutes), and all 30+ recordings are worth watching. If that feels overwhelming, we recommend starting with the following five presentations that do what *frank* does best: entertain, inform, and inspire you to follow the *frank* credo, "Don't settle for small change." (*Scroll down to read the whole story.*)

Upcoming online classes at The Goodman Center



numb



jars

Stories



Stored

Definitely Not

The End

