

Connecting with Your Audience Through Story

PATHFINDER

WHY TELL STORIES?

Stories can **shift our perspective** by helping us take off our own shoes and step into someone else's. Stories light up...

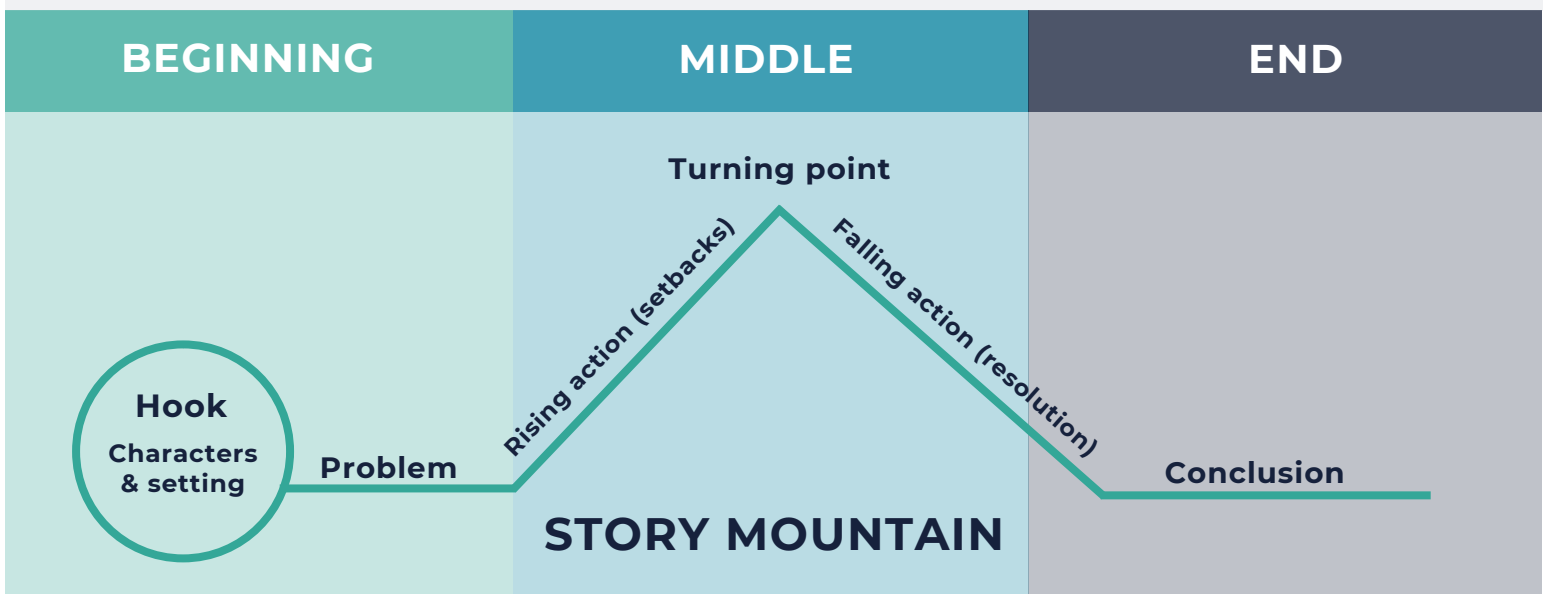


- **Memory.** We are **22 times more likely to remember** a fact when it has been wrapped in a story than when it is presented on its own.*
- **Empathy.** People hear statistics, but they **feel** stories. We can experience a good story as if it is happening to us.
- **Action.** Data & large numbers can numb us; individual stories **awaken** us.

**Source: Jerome Bruner as cited in "A Good Presentation Is About Data And Story," Forbes*

WHAT IS A STORY?

- A story has a beginning, a middle, and an end.
- A story has characters (who was involved in the action?) and a setting (where did the action take place?).
- A story has a turning point in which a situation changes or a character learns something.
- **Compelling stories** often focus on...
 - Difficult choices
 - Unexpected challenges or events
 - Turning points
 - Transformation
 - Truth
 - Personal experience
 - A moment in time that illuminates a broader issue



TIPS FOR TELLING A GOOD STORY

- **Start strong.** Grab your audience's attention and set up the stakes from the beginning.
- **Know your story well.** Don't make the audience wonder what the point is. Know what you want to tell your audience and why. Practice.

Instead of...

Telling a story that spans a long period of time and many different events

Telling what a person or place is like

Meandering

Embellishing

Ranting, lecturing, or giving a long opinion

Using discriminatory language or stereotypes

Do this.

Focus on a **moment in time** that illustrates your broader point

Show what that person or place is like

Know exactly where your story is going

Stick to the **truth**

Tell a **vivid story** about something that happened, with a beginning, middle, and end

Be **respectful**

Questions to Ask Yourself When Developing a Story to Advocate for GBV-SRHR Integration

#1: What is a specific challenge you faced working toward GBV-SRH integration?

- How did you adapt or change course to meet the challenge?
- Were you able to address or overcome the challenge?
- What did you learn, or how did your systems, processes, and understanding change as a result?
- What advice would you give to others beginning the integration process?

#2: Have you discovered any unexpected benefits of GBV-SRHR integration from your personal experiences?

- How was what actually happened different from what you expected to happen?
- How did this facilitator or benefit come about?
- Why was it surprising?
- What did you learn, or how did your systems, processes, and understanding change as a result?

#3: Can you remember a specific moment when you realized the importance of GBV-SRH integration from your lived experience?

- What did you see or notice that left an impression?
- Was it a benefit of integration or a downside to lack of integration?
- What action did you take as a result?
- What have been the resulting effects?
- What did you learn, or how did your systems, processes, and understanding change as a result?