



# **Leverage the Power of Success Stories**

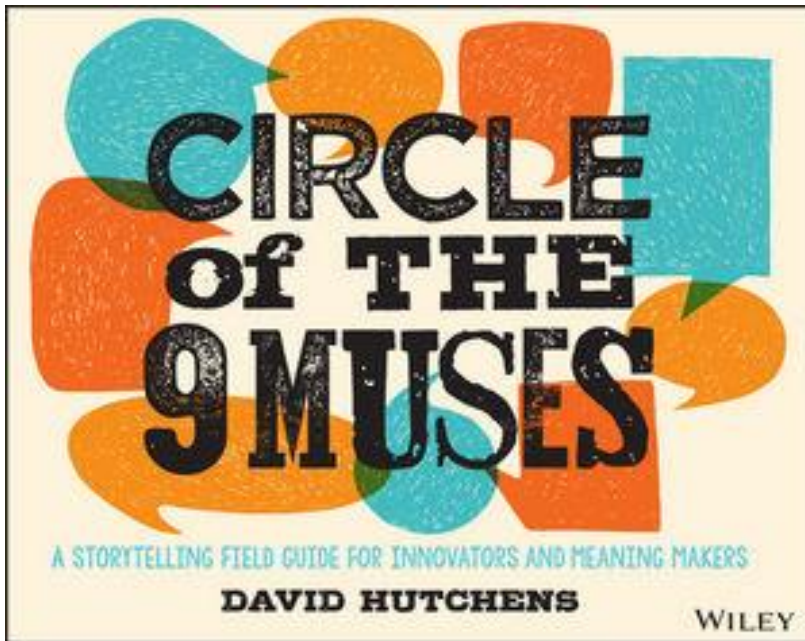
**Julie Swanson, MPH**



Why  
How  
What

Why Tell Success Stories  
Tips for Compelling Stories  
Get Started

# If you're a leader



# You're the narrator

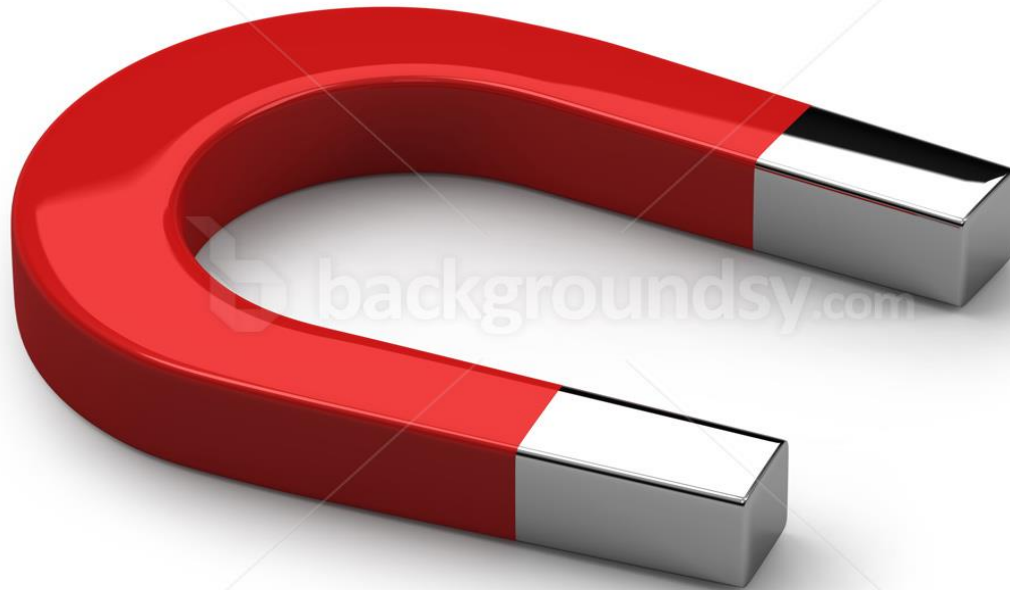
Healthy people in healthy places

Success stories  
are like light  
houses



Success looks like...?

..work like a magnet



# Swiss Army Knife Factor



- **Portable**
- **Multi-purpose**

# How Leaders are Using Story

Why use STORY?

- share experiences
- create change
- engage + empower
- create common



**Inform, Engage, and  
Inspire Influence**





Engage Community



# Influence Decision Makers

# We are the Them

One family taking action to be the change we want to see in the world

Tuesday, September 21, 2010

## Going car free

For one day at least....

Wednesday, September 22 is [World Car Free Day](#).

This year our family will bike, walk, or ride the bus to work, school, and soccer. I am taking an art



Saturday, September 18, 2010

## A Favorite New Tradition

Our annual Harvest Potluck is a favorite of mine.



We invite families from our neighborhood and the only "rule" is to bring local food. Highlights: pizza with local toppings from Vermont Valley farm, Pear Tart ( pears from Mary's back yard, sweetened with honey from Karen's bees), homemade salsa, cantaloupe from the farmer's market, and sweet corn from a local farm (may be the last of the sweet corn. Good food and good company= a

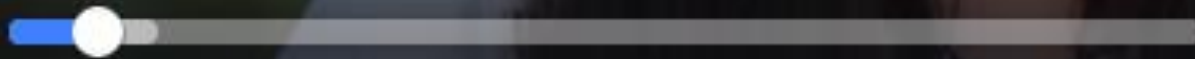


Fusion

about a month ago

# Reframe Dominant Narrative

Water Protectors Not Protesters



-2:13



Story Library

The Power of Story

Telling Stories

Blog



Sustainability

Kids Cheering for Vegetables?



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# At Your Table

- How are you using story now?
- How might you use story?



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# Two Features of Compelling Stories



**Not all stories work**

# Powerful Stories for a Purpose

**Tell Compelling Stories**

**Be Strategic**

# top tips for compelling stories

1. Hero
2. Hook
3. Tension

# WHY A HERO



“ “ If I look at the  
mass, I will never  
act. If I look at the  
one, I will.

MOTHER TERESA

# top tips for compelling stories

1. Hero

**2. Hook**

3. Tension



# WHY A HOOK



Distracted

# Overwhelmed



TELEPHONE  
PAPALINA  
DUE FRIDAY

BANK  
CODE  
81-81-29-21

S KA  
Norgeby  
polyatti  
Cerna

MAKE A  
NAME

PAY  
INTEREST

PLAN  
?

CALL  
JACK

WORK  
INDUSTRI  
9:00 PM

6:00 PM MONDAY  
JOGA

TODAY  
NIGHT  
PARTY  
CALL  
JOHN

AppStore  
CODE 123.HOUSE  
OFFICE

BIRTHDAY

8:00pm  
Football

Q W E R T Y U I O P  
A S D F G H J K L  
Y X C V B N M

COFFEE  
JOHN

CALL  
DAMES

COFFEE  
JOHN

TRIP  
COUNTRY  
23-4

MEETING  
SHOW ROOM

Meeting  
2:00pm

TODAY  
PARTY  
BLUE  
STAR

BUY A  
PRESENT  
FOR MOM

CALL  
JANE

2:00pm  
BUSINESS  
LUNCH

DOCTOR  
27.3

MECHANIC

CALL  
JOHN

CINEMA  
KING KONG  
3:00pm

REPAIR  
CAR  
800€

CINE

DAUGHTER  
SCHOOL  
CELEBRATION

32 28 45  
32 18 79

MEETING WITH  
SANTA CLAUS

OFF

# Capture Attention



## No Place to Hide: Orr Elementary Needs Modernization Now!

“Isaiah Lyles was shocked...”



*Students in a photo provided by Orr Elementary.*

Isaiah Lyles was shocked as he watched his daughter Da’Vonna and her pre-Kindergarten classmates attempt to hide in plain sight from an “active shooter” during a safety drill.

This day in January, Orr Elementary (DCPS) was among the schools participating in a safety assessment after the anniversary of the shooting at Sandy Hook Elementary. Located in D.C.’s Fairlawn neighborhood in Ward 8, Orr is overdue for a modernization that has been promised for the last eight years. The first item on the list of renovations is converting the school to a closed floor plan (in which walls separate classrooms and halls) which not only

**Parents have documented the ceiling crumbling, poor natural light, old carpet, dangerous playground, and an outdated ventilation system.**

“Naquila has struggled most of her adult life...”



NAQUILA HAS STRUGGLED MOST OF HER ADULT LIFE TO SUPPORT HER CHILDREN. She has 12-year old twins and a 4 year-old son. When her twins were younger, she worked two jobs to support her family but barely got by. (She did not qualify for any benefits at the time.) There were times that her electricity was cut off because she failed to pay the bills on time. She would skip breakfast and lunch and just eat a small dinner to ensure there was enough food for her kids. Even then, they had to improvise to make what little food supplies they had last the week.

Things finally started to look up when she got a job, but she did not qualify for maternity leave when she had her third child, so she received SNAP benefits during the first six weeks after having her baby.

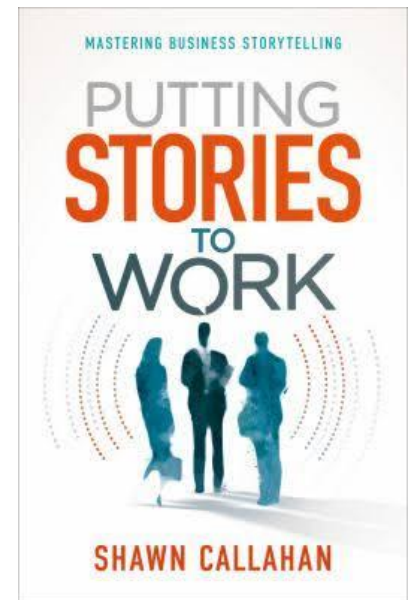


“THERE WERE A LOT OF NIGHTS THAT I CAME HOME AND JUST CRIED. IT WAS A LOT OF TIMES WHEN I DID NOT KNOW WHERE I WAS GETTING THE STRENGTH TO KEEP GOING, BUT I KNEW THAT I HAD TO.”

# Bonus Tip

Don't say.....

Sto~~x~~ry



# top tips for compelling stories

1. Hero
2. Hook
- 3. Tension**






Create Tension



**Audiences should ask:**

What happens next?

How will this end?



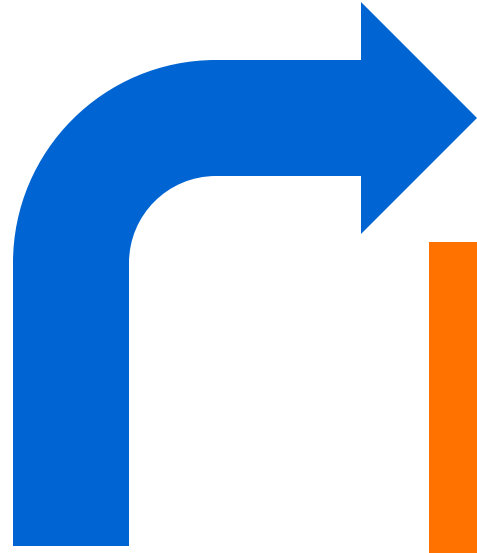
**No Tension = BORING**



What does  
tension look  
like?

Vulnerable  
is good





**BARRIER**

# Hero and a villain



Who's really behind all those rugged cigarette ads?

WARNING: Their brand is lies. Our brand is truth





We need to have twists and turns, obstacles and surprises. A story with no surprises .... Is just not interesting

ANDY GOODMAN  
Storytelling Guru



# Powerful Stories for a Purpose

Tell Compelling Stories

**Be Strategic**

# Three Strategy Tips

- **Have a strategy**
- **Frame on unifying values**
- **Leverage the network**

# Story Strategy

Purpose/ Goal	Audience	Story Seed	Messenger/ Storyteller
What change do you want?	Whom are you trying to influence?	What message will be the most credible?	Who is the most credible messenger for this audience?

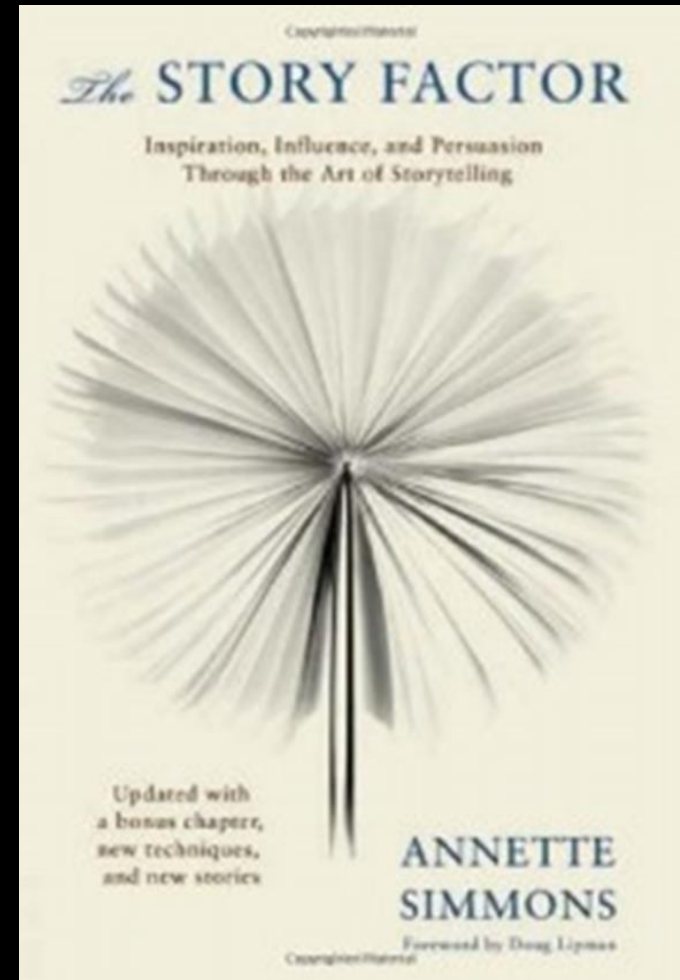
# Goal: Social Host Ordinance

Storytellers	Story Seeds
Police officers	where this ordinance would have helped
Prosecuting attorney	situations where having the ordinance would have helped with prosecution
Parents	talked about putting the “power into your home”

# Bonus Tip:

## Who tells the story matters

Before you attempt to influence anyone, you need to establish enough trust to deliver your message



# Frame on Unifying Values

Connect to larger values the society holds and to larger systems in which humans see themselves.



# Innovation

We can invent new ways to address global warming that also prove beneficial to our health and our economy.



Newenhouse Kit Homes



# Responsible Management

When we identify a problem, we should figure out how to fix it.



West CAP: Retrofits for accessible housing

Boyceville, WI





# Stewardship

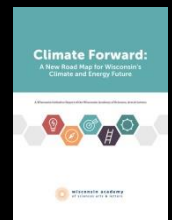
Many people share the belief that the earth is a special gift and we have an obligation to protect the environment for future generations

## ECO VILLAGE

### WHAT IS THE ECO VILLAGE?



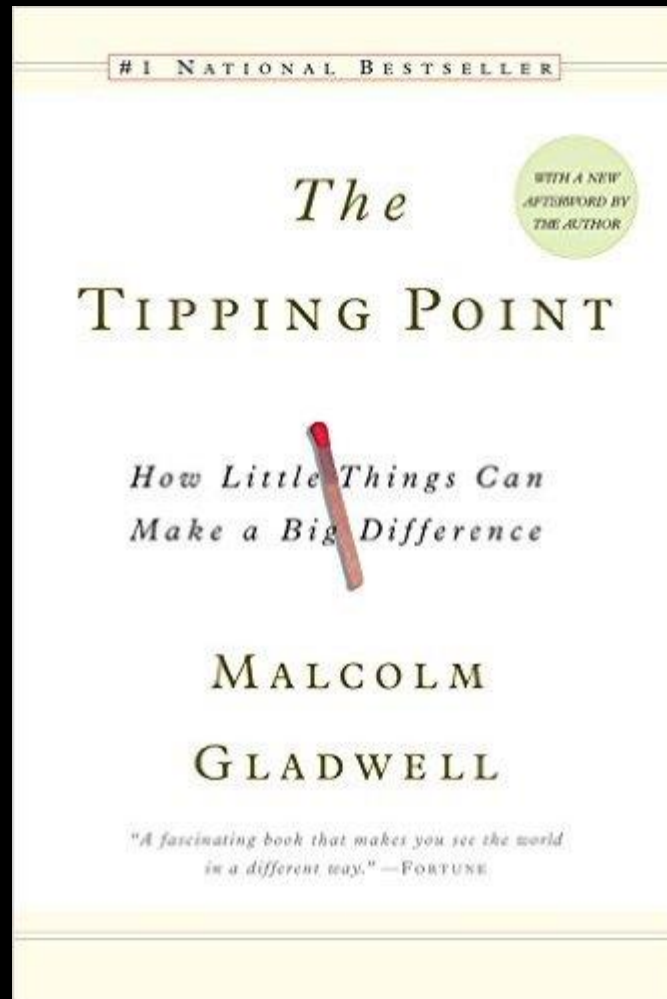
St Croix Valley



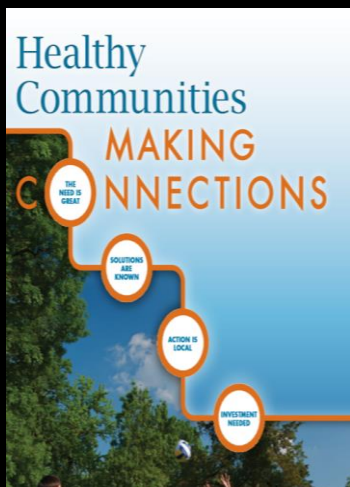
# Three Strategy Tips

- Have a strategy
- Frame on unifying values
- **Leverage the network**

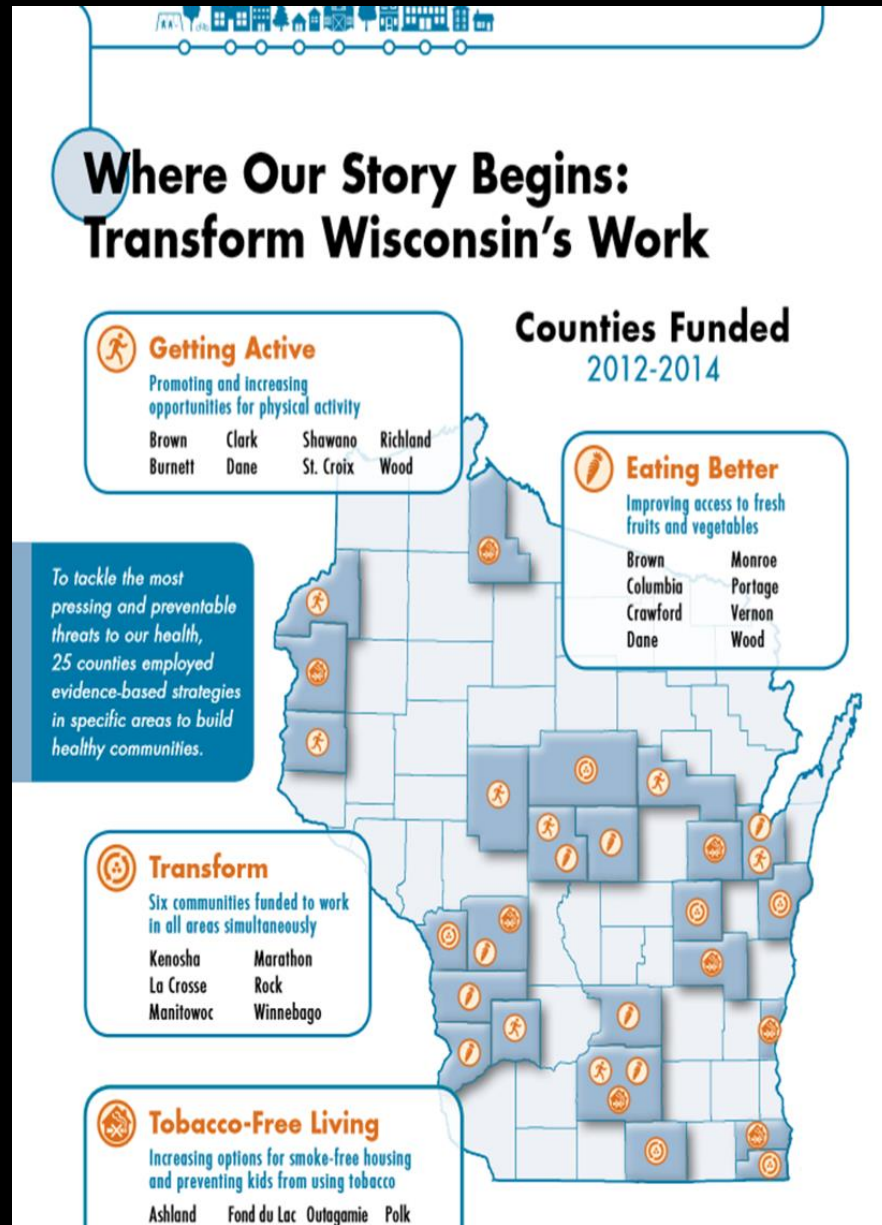
# Leverage the Network



# Netsmart Narrator



Telling the stories others don't see





# Transform WI: Local Stories

## Community Profiles Stories

## Success

Our Work to Transform Wisconsin

### HEALTHY PEOPLE OF KENOSHA COUNTY



**FOCUS ON RESULTS**

Healthy People of Kenosha County has increased access to fresh, healthy foods, made more opportunities for physical activity and promoted tobacco free living. Along the way, they grew their coalition and organized outreach efforts, which made both their presence and their causes more visible in the community. Their successes are many and, in addition to developing lasting community partnerships, they include:


- Promoting the implementation of active classrooms in the Kenosha Unified School District for improved fitness, behavior and academic performance, while also educating parents about active school efforts.
- Worked with a Multi-Use Trail Committee to expand and improve opportunities for biking and walking throughout Kenosha County, including refurbishing bikes that were then made available for use.
- Implementing Farm to School programming across the Kenosha Unified School District, including local community garden/farm tours and incorporating Farm to School into the elementary curriculum alongside raised bed gardens.
- Working to increase options for smoke-free housing through raising public awareness on the issue and educating owners and property managers on the benefits of going smoke-free.
- Educating the public and policy makers on the dangers of Other Tobacco Products (OTP) and the importance of continued funding for tobacco prevention and control programs.
- Activating local communities to document areas of improvement in the physical environment through photomapping and enabling those communities with resources to bring about change.

**HOW IT GOT DONE**


Healthy People Kenosha County's community efforts were supported by great local partnerships across key community sectors. Some collaborative partners that made success possible were:

Video stories from Chilton

Video stories from Holmen



Farm to School Transformation



View From the Farm

- Active Communities
- Food Systems
- Tobacco-Free
- Other/Cross-cutting

## A Community Connector in Action

**ASHLEY:**  
MARATHON COUNTY  
HEALTHY COMMUNITY  
CONNECTOR



LET'S LOOK  
AT A SAMPLE  
OF HER WORK:

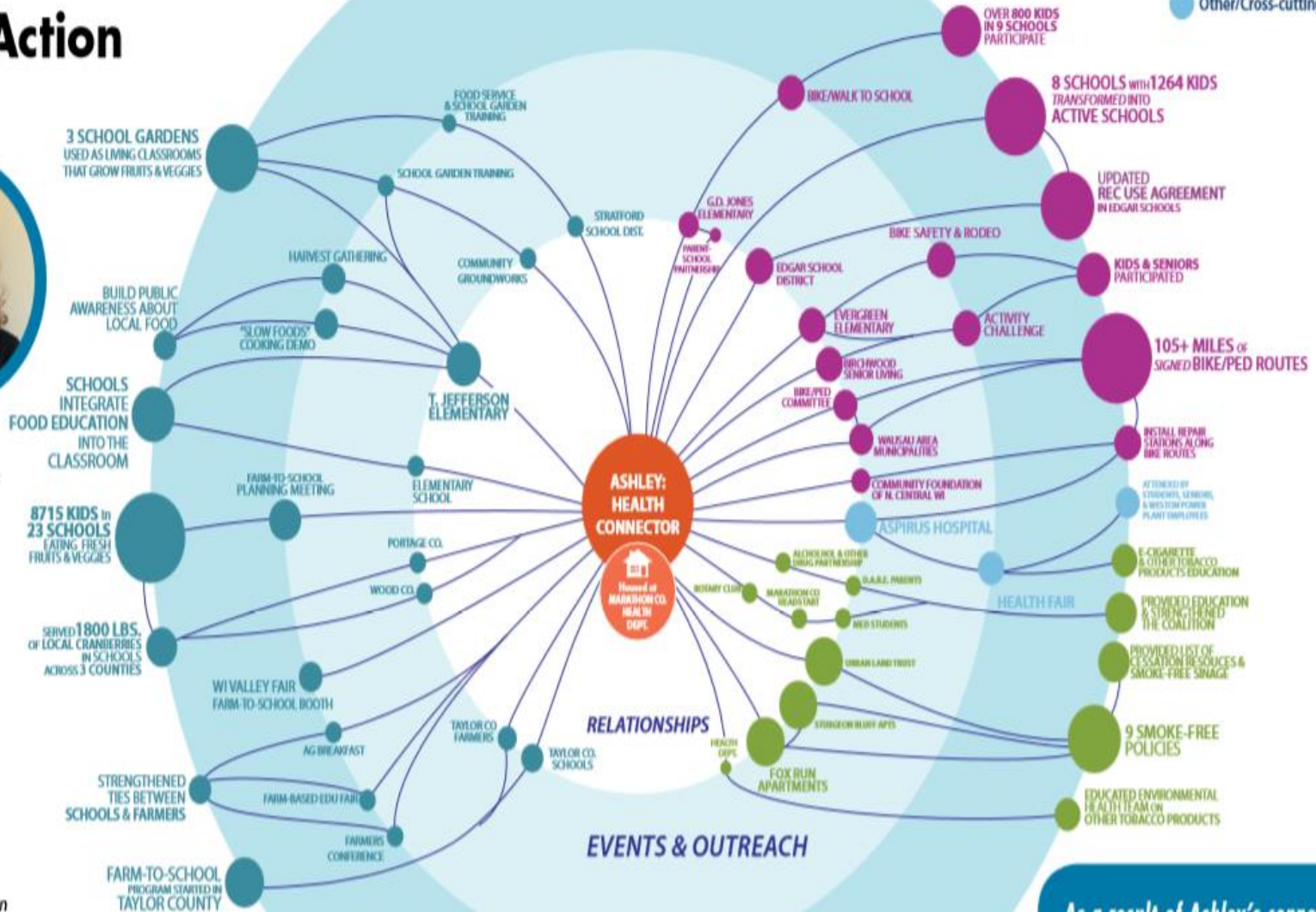
She built trusting relationships  
with teachers and administrators at  
Thomas Jefferson Elementary.

At the same time she was  
introduced to Community  
Groundworks, whose mission  
is to connect people with food.

So she connected the two  
groups and they held a  
School Garden Training.

Now Thomas Jefferson, and other  
schools (also connected by Ashley)  
have school gardens where kids learn  
about food by growing it themselves.

Ashley also helped connect teachers  
to resources they can use to teach  
biology and nutrition and give kids a  
more exciting way to learn in the garden.



As a result of Ashley's connector  
8,715 kids in 23 schools are eating  
more fresh, healthy food and building  
a solid foundation for lifelong health  
through nutrition education.

# Powerful Stories for a Purpose

- **Have a strategy**
- **Frame on unifying values**
- **Leverage the network**



Why Tell Success Stories  
Tips for Compelling Stories  
**Get Started**





# Two Story Strategies for Change Leaders



Why Some Ideas Survive  
and Others Die

MADE  
to  
STICK  
Chip Heath & Dan Heath

# 1. Story Spotter

Flickr:andyhay

#1 *NEW YORK TIMES* BESTSELLER

# SWITCH

HOW TO CHANGE THINGS

WHEN CHANGE IS HARD

CHIP HEATH & DAN HEATH

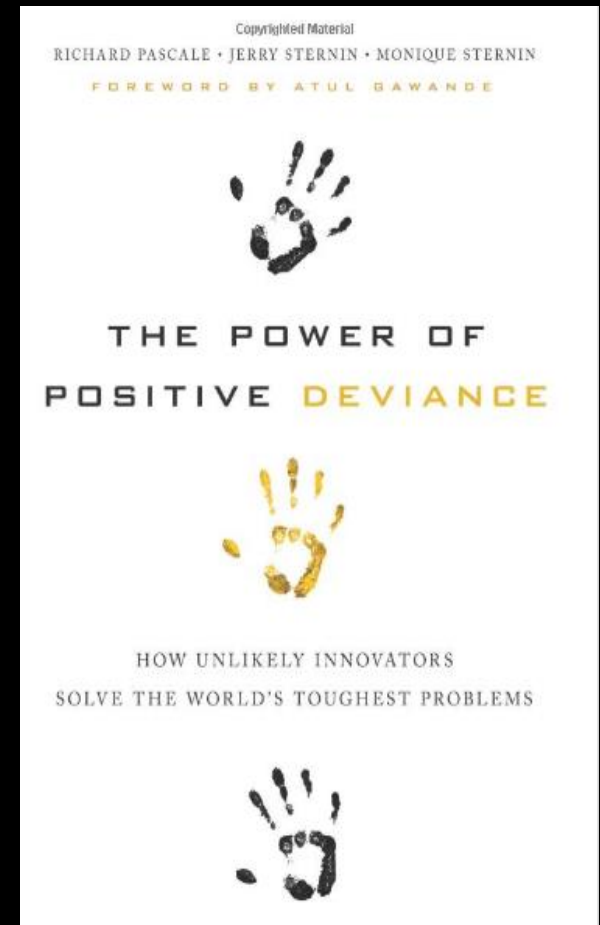
THE BESTSELLING AUTHORS OF

MADE TO STICK

“Bright  
Spots”

# What are your “Bright Spot” stories?

- Success stories
- Impact Stories
- “Like this” stories
- What is working



Spot the Stories in the room

Table Brainstorm

Create a list others can see



## 2. **Go First**

- Lead by modeling
- Practice

# Pair Practice

Tell about a time.....

- The results were better than expected
- You were proud of a project or effort
- You were inspired by someone else's success ( as story you heard today)



Why Tell Success Stories  
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**What's Next**

# Don't add....Integrate

- Staff Meetings
- Debriefs
- Networking Calls
- Conferences/ Learning Events

# Grow your Story “Fitness”



- Learning Partner
- Coach/ Mentor
- Community of Practice
- Training

# Expand your skills

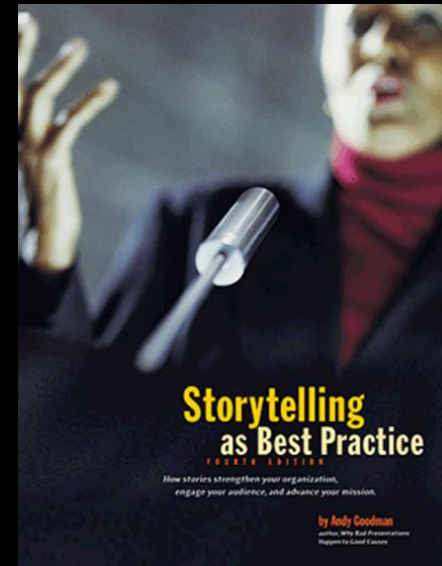
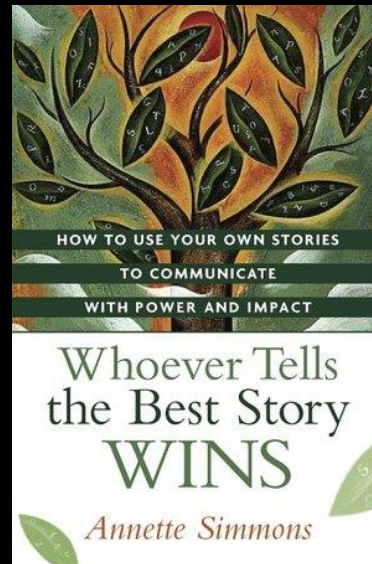
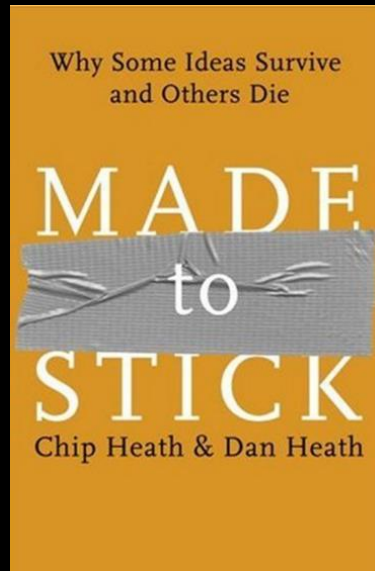
## Sample trainings

- Storytelling for Change
- Creating Story Plans: Using Story Intentionally, Strategically, Ethically
- Stories Change Leaders Need to Tell
- Communication Power Tools
- Framers Toolkit



Why Tell Success Stories  
Tips for Compelling Stories  
Get Started: Find and Use Stories  
**Q and A and R**

# Questions? Comments? Resources?



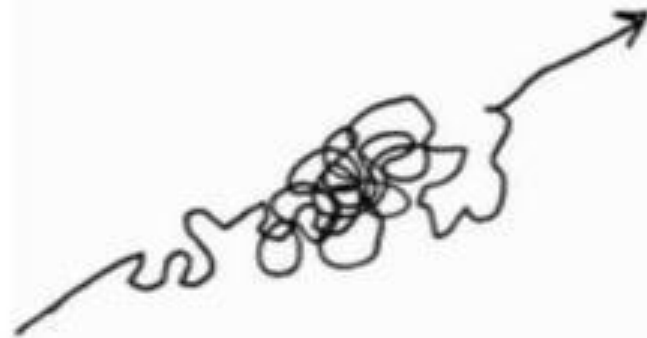
# Success!

Success



what people think  
it looks like

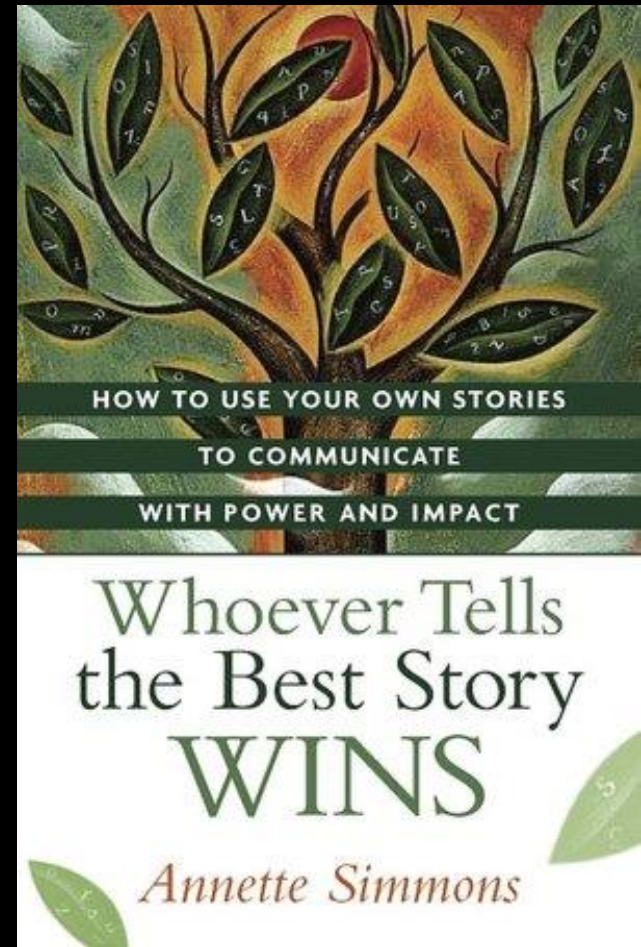
Success



what it really  
looks like

Facts don't have  
the power to  
change someone's  
story.

Their story is more  
powerful than your  
facts.







Storytelling — the single most powerful communications tool organizations possess.

ANDY GOODMAN  
Storytelling Guru

# What's Possible Now



WHAT DOES IT  
TAKE TO CHANGE  
THE WORLD?

I'm Julie Swanson.  
This is where I will share what I am  
learning about stories, and how we  
communicate, create, learn.

Blog



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