MY GOAL TODAY

• Help you develop a simple storytelling framework.

• The Golden Circle and how I apply it to my work.

• Try it yourself and share a story with someone next to you.
WHAT IS STORY?
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*Story*

a: an account of incidents or events

b: a statement regarding the facts pertinent to a situation in question

*Courtesy of Websters Dictionary*
**WHAT IS STORY?**

*Story*

The retelling of events, real or imagined, often told from a single perspective. Story is our way of connecting back to the universe, and to others. It’s about learning, growing, and experiencing change.

*Courtesy of Muse Storytelling*
YOUR BRAIN ON STORY
• Humans are hardwired to respond to stories
• Stories make facts and data understandable and memorable
• Narrative storytelling transcends culture and language
<table>
<thead>
<tr>
<th><strong>Storytelling</strong></th>
<th><strong>Just Facts</strong></th>
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<tbody>
<tr>
<td>Stories activate multiple senses in the brain; motor, auditory, olfactory, visual, and activates the parts of our brain responsible for the feelings of pain and relief</td>
<td>Facts activate two parts of the brain – The part that understands language and the area that produces language</td>
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<tr>
<td>Stories use words that make it easier for the brain to imagine, elaborate and recall</td>
<td>Facts use abstract, conceptual language that is more difficult for the brain to find associations</td>
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<tr>
<td>Stories are easier to recall due to the power of their sensory associations</td>
<td>Facts are difficult for the brain to record and remember. This is why acronyms are popular because they help recall</td>
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<tr>
<td>Stories create characters and situations we can identify with</td>
<td>Facts don’t create characters and don’t generate emotional associations</td>
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<tr>
<td>Stories invoke emotion. Emotional associations trump other forms of processing</td>
<td>Facts are difficult to recall without emotion</td>
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<tr>
<td>Stories provide motivation to action</td>
<td>Facts are not inherently motivational unless we need them to survive or thrive.</td>
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<tr>
<td>Stories come in recognizable sequence – introduction, conflict, journey, resolution, call to action</td>
<td>Facts are more linear and don’t easily form a recognizable temporal sequence</td>
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*Courtesy of JGR Communications*
NARRATIVE STORY STRUCTURE
NARRATIVE STORY STRUCTURE

• Illustrate a desire

• Has conflict or asks a question

• Takes the audience on a journey

• Brings the audience into an event, a situation, a place or a time

• Provides a resolution to a conflict, a solution to a problem or asks the audience to take some sort of action
THE GOLDEN CIRCLE
NARRATIVE STORY STRUCTURE

Why (Connection)
Your Purpose

How (Engagement)
Your Process

What (Resolution & Action)
The Outcome or The Results
The Why (Connect):
• Introduction or the hook
  ➢ Grab the viewers or listeners attention. Help them understand who you are and why they should trust you
• Conflict or the big question
  ➢ Conflict is an opportunity to acknowledge a problem
  ➢ Introducing a question is an opportunity to educate your audience or viewers
  ➢ Sets up the journey

What (Resolution & Action):
• The resolution
  ➢ Resolves the conflict
  ➢ Answers the question
• The call to action
  ➢ Asking the viewer or listener to take action.
  (Try something new or to support an initiative)

How (Engage):
• The journey
  ➢ Walks your listeners or viewers through the steps you took to resolving a conflict or how you found the answer to the question you introduced
• 3 critical beats you need to hit in your journey
  ➢ What was the first step? (Beginning)
  ➢ Where did that lead you? (Middle)
  ➢ Where did you end up? (End)
  ➢ Data and facts are important here!
NARRATIVE STORY STRUCTURE
NARRATIVE STORY STRUCTURE

• Why are we telling this story?
• Why is it important to your audience?
• Why should we trust you?
• What is the conflict we want to resolve?
• What questions are we looking to answer?

• How did you resolve the conflict?
• How did you find the answer to the question you introduced?
• What steps did you take?
• What were your findings? (Data & Facts)

• What is the resolution to the conflict?
• What is the answer to the question?
• What’s Next?
**Goal:** Tell a short story that includes the *Why, How and What*

- Pick a topic and take 5 mins to structure your story
- Partner with the person next to you or someone close to you
- Each of you take a few mins and tell your story to your partner
- Your partner will have to identify the *Why, How, and What* in your story
ACTIVITY

Topics

- A significant challenge you overcame in your career
- An important lesson you learned growing up
- How you got into the water industry
- Why educating the public about the water industry is important
- A time when you felt unstoppable
- A dream that you want to accomplish
QUESTIONS?
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