

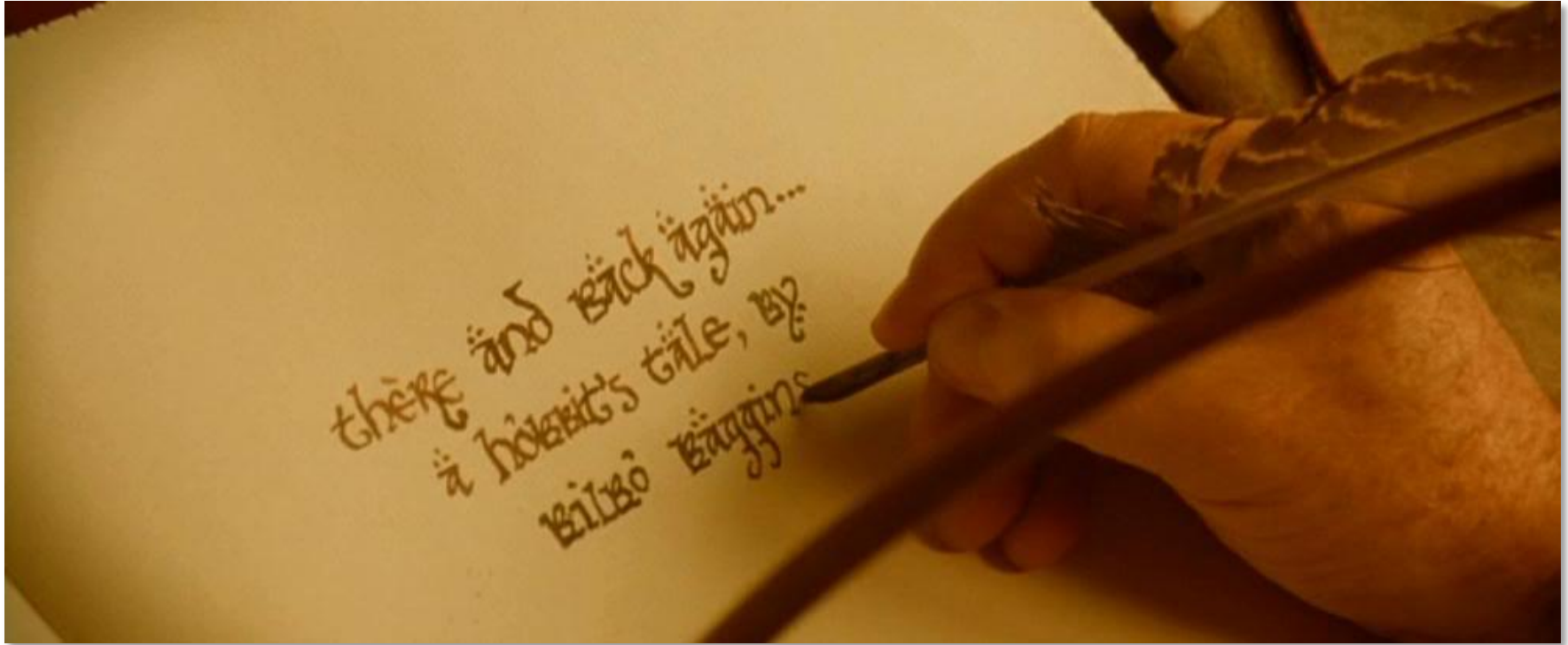
# Effective Storytelling for Land Trusts

June 8, 2017

Joshua Lynsen



# Why do we tell stories?



# People Remember Stories

- Stories add **emotion**
- They invite **empathy**
- Complex or foreign ideas become **accessible**
- Good stories get **shared** – again and again



# Why do we tell stories?

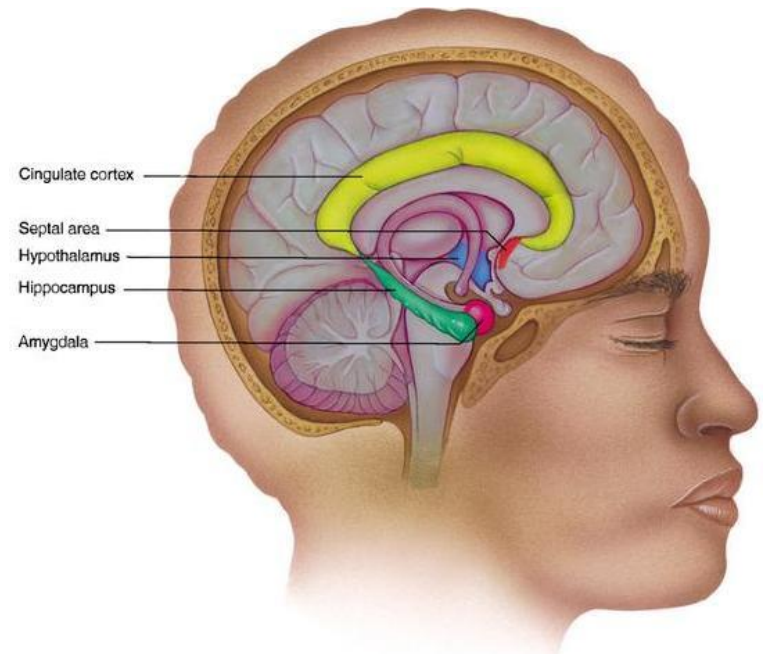
“Numbers numb, jargon jars and nobody ever marched on Washington because of a pie chart.”

– Andy Goodman

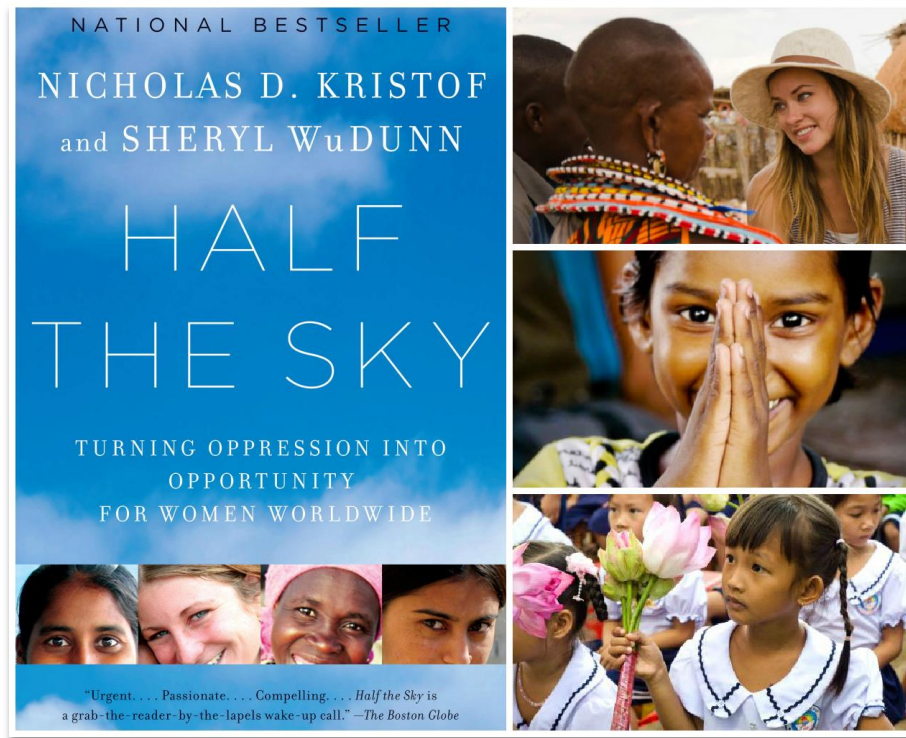


# The Power of Story

Emotions help decide what to pay attention to, which messages someone will ultimately remember.



“One death is a tragedy.  
A million is a statistic.”



# What makes a good story?



# What makes a good story?

- A colorful **character**
- An interesting **location**
- **Sensory** details
- An element of **conflict** or tension
- Emotional **action** from the conflict
- A satisfying **resolution**
- A restatement of **relevance**





# What does a story look like?



# Creating a Sacred Bundle



# What's in our Sacred Bundle?

- Your organization's **founding**
- Emblematic **victories** over time
- What **we learned** in defeat
- An employee **performance** story
- The nature of **the problem**
- How conservation **makes life better**
- Your **“me”** story



# Ten Laws of Storytelling



# Ten Laws of Storytelling

- Stories are about **people**...
- ...who **want something**.
- Stories are fixed in **time and place**.
- Characters should **speak for themselves**.
- Audiences **bore easily**.



# Ten Laws of Storytelling

- Stories should speak the **audience's language**.
- Stories stir up **emotions**.
- Stories don't tell; **they show**.
- Stories have at least one **“moment of truth.”**
- Stories have **clear meaning**.



# Planning Your Story



# Planning Your Story

- Who is your **audience**?
- What do you want your audience to **remember**?
- What **action** do you want listeners to take?
- **Outline** your story and its parts.
- **Practice** telling your story.
- Practice **again**.



# You can do this!



# Sharing Your Story

1. Map your short story. (5 mins)
2. Share your story with a partner to give and get feedback. (10 mins)
3. Share stories in your home group. (15 mins)
4. Select one story to share with all. (10 mins)



# Remember...

- Storytelling is an **important part** of all our jobs
- Storytelling shares certain **basic elements**
- Storytelling can be **taught and improved**
- Storytelling is **fun**



“All we have to decide is what to do with the time that is given us.”

– Gandalf, *The Fellowship of the Ring*

