Developing your Public Narrative

Nigel & Christopher Pietroni
Welcome and Introduction
What makes a good story?

‘A’ tells a story to the group remembered from childhood - a fairytale, myth, fable, favourite book, Bible story or film for 2 minutes.
What makes a good story great?

Sensations
- Details: images, pictures, touch, smell, sound, taste

Advance
- Plot: action, challenges, choices, victories, defeats

The volunteer retells their story using more sensations and advance.
What is public narrative?
Rabbi Hillel the Elder

- If I am not for myself who will be for me?
- If I am for myself alone what am I?
- If not now when?
Public Narrative is...

...a *skill* to *motivate* others to *join you in action*...
PIETRONI
LEADERSHIP ASSOCIATES

story of self
motivation to lead

PURPOSE

story of now
strategy & action

COMMUNITY

story of us
shared values & shared experience

URGENCY

Source: Prof Marshall Ganz, Harvard Kennedy School
Ways of knowing

strategy
head
Critical reflection on experience
HOW COGNITIVE LOGOS ANALYSIS

narrative
heart
story telling of experience
WHY AFFECTIVE PATHOS MOTIVATION

Shared understanding leads to action
hands
Values into action

- Emotions inform us of what we value
- Values inspire action through this emotion
- Decisions are based on judgements of value
Emotion and Action

**ACTION INHIBITORS**
- inertia
- apathy
- fear
- isolation
- self-doubt

**ACTION MOTIVATORS**
- urgency
- passion
- hope
- solidarity
- Y.C.M.A.D.

OVERRIDE BY
Listen to Christopher’s linked public narrative
# Motivating others to join you in action

## GIVING FEEDBACK ON A LINKED PUBLIC NARRATIVE

<table>
<thead>
<tr>
<th>FEELINGS &amp; VALUES</th>
<th>What went well &amp; Even better if...</th>
</tr>
</thead>
<tbody>
<tr>
<td>How did you feel when you heard this story? What emotions were generated for you?</td>
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<tr>
<td>What were the values that we were shown in this narrative?</td>
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<tr>
<th>SENSATIONS</th>
<th>What went well &amp; Even better if...</th>
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<tr>
<td>Moments: Specific moments captured and drew you in?</td>
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<tr>
<td>Details: images, names, smells, sounds and details that really drew you into the story?</td>
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<tr>
<th>STRUCTURE &amp; ACTION</th>
<th>What went well &amp; Even better if...</th>
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<tbody>
<tr>
<td>Story of Self Challenges, choices, outcomes</td>
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<tr>
<th>Story of Us</th>
<th>How did you connect with the experiences?</th>
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<tbody>
<tr>
<td>Story of Now</td>
<td>Urgency, choices WE face, ASK</td>
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Originally adapted from the works of Marshall Ganz, Harvard University and modified by Christopher Pietroni & Mari Davis for Leading Communities
Story of Self

- **story of Self**: motivation to lead
- **story of now**: strategy & action
- **story of us**: shared values & shared experience
Challenge - Choice - Outcome

character

plot

moral
We all have a story

Focus on choice points
If I am not for myself, who will be for me?
DEVELOPING YOUR STORY OF SELF – FOCUS ON CHOICES

| WHAT CHALLENGE/S DID YOU FACE? | WHAT CHOICE/S DID YOU MAKE? | WHAT WAS THE OUTCOME?  
What did you learn? What did you achieve? What happened next? |

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Sharing story in pairs
If I am not for myself, who will be for me?  
GIVING FEEDBACK ON STORY OF SELF

<table>
<thead>
<tr>
<th>FEELINGS – what was the impact?</th>
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<tbody>
<tr>
<td>What emotions did you feel?</td>
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<td>What values were evoked?</td>
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<td>ADVANCE – is it clear?</td>
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<tr>
<td>Challenge</td>
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<tr>
<td>Choice</td>
<td></td>
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<td>Outcome</td>
<td></td>
</tr>
<tr>
<td>SENSATIONS – more or less?</td>
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<tr>
<td>Details: images, pictures, touch, smell, sound, taste</td>
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What went well & Even better if...

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Public Narrative is....

...a *skill* not a *script*