The Power of Stories
What motivates action?

<table>
<thead>
<tr>
<th>Action Inhibitors</th>
<th>Action Motivators</th>
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</thead>
<tbody>
<tr>
<td>Inertia</td>
<td>Urgency</td>
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<tr>
<td>Apathy</td>
<td>Anger</td>
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<tr>
<td>Fear</td>
<td>Hope</td>
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<td>Isolation</td>
<td>Solidarity</td>
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<tr>
<td>Self Doubt</td>
<td>Love</td>
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Leadership Theory: Organizing

Leaders and constituencies build power... to challenge status quo and defeat opposition... to make change in society.
What makes a story good?

It’s powerful (character and plot).

It has details that take you there.

It expresses the teller’s values.
What’s your story?

- How and why were you called to do this work?
- Was there a key moment of challenge and choice – a turning point?
Small Group Exercise

- First, we’ll view a video that embodies the elements of a good story.
- Then, take a few minutes to develop your story.
- Practice with a partner.
- Tell your two minute story to your partner.
- Get some feedback.
Feedback Guidelines

- Speak for yourself.
- Be specific – use your notes.
- Let others know what was powerful in their stories.
- Time the stories and the feedback so that everyone has a chance.