

the board engages: reclaiming our storytelling roots



December 14 + 15, 2019



Annette Power, MPC
pagesforgood.com

our agenda +
learning
objectives

- INTRODUCTIONS
- ICEBREAKER ACTIVITY
- ABOUT STORYTELLING
- WHY STORYTELLING MATTERS
- BOARD MEMBERS TIPS
- TELLING YOUR STORY
- COMMON MISTAKES
- STORYTELLING TOOLS



did you do
your homework?



Connect people at your event.

Meet LinkedIn's Find Nearby

 **LadyBugz**  B2B Branding for Social Sales
@ZALadyBugz

If you are in the room today at the SingularityU Summit. Open your LinkedIn App, Turn on "Find people nearby" function. See pics for steps to do this. Let's connect!
[#FutureProofAfrica](#)

In Connecting on Mobiting on Mobiles V.2

This is to connect with everyone in the room that has this function turned on. It will not work if you don't tell people to activate it.

Using the LinkedIn App, depending on the version as some apps our outdated.

1. Open the app
2. Click on the connections button at the bottom.
3. Then click on the "Find Nearby"
4. Enable Bluetooth for this function
5. Then you should be on the screen to find people who have also turned this on.

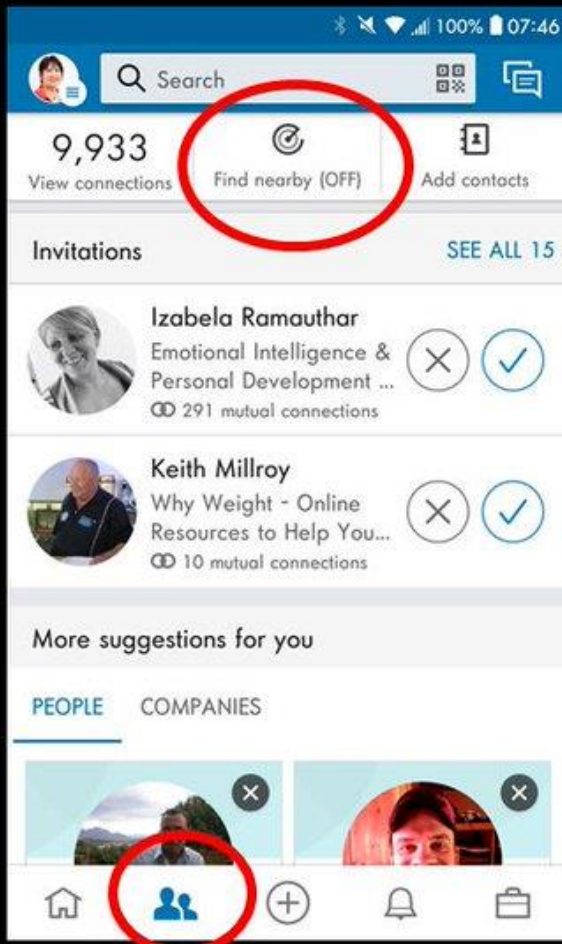
www.ladybugz.net.za

4:41 AM · Oct 16, 2019 · [SocialPilot.co](#)



The image shows a smartphone screen displaying the LinkedIn app interface. The screen is split into two parts. The left part shows a list of contacts with a 'Find nearby' button highlighted in red. The right part shows the 'Find nearby' screen with a 'Find nearby' button highlighted in red. The text on the screen provides instructions on how to use the 'Find nearby' feature.

LinkedIn Connecting on Mobiles V.1

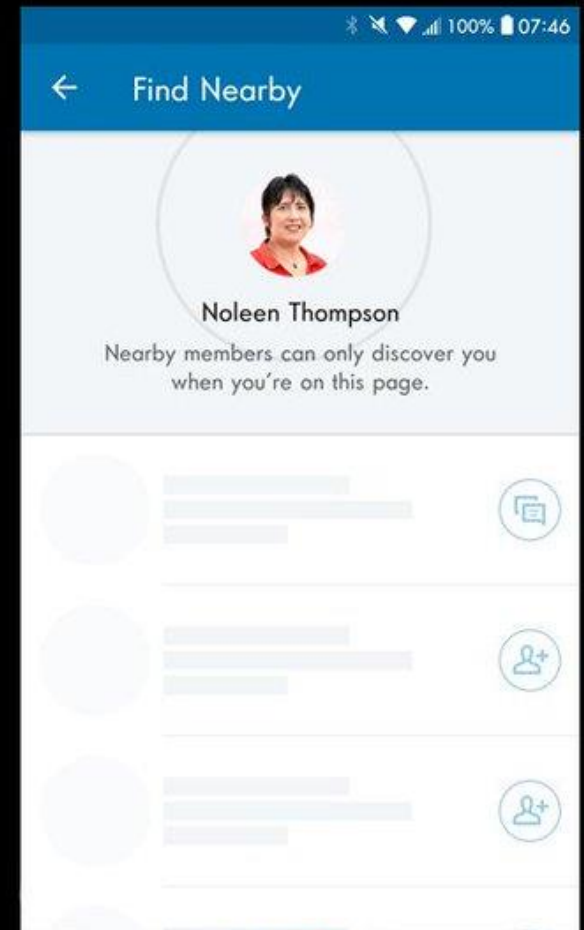


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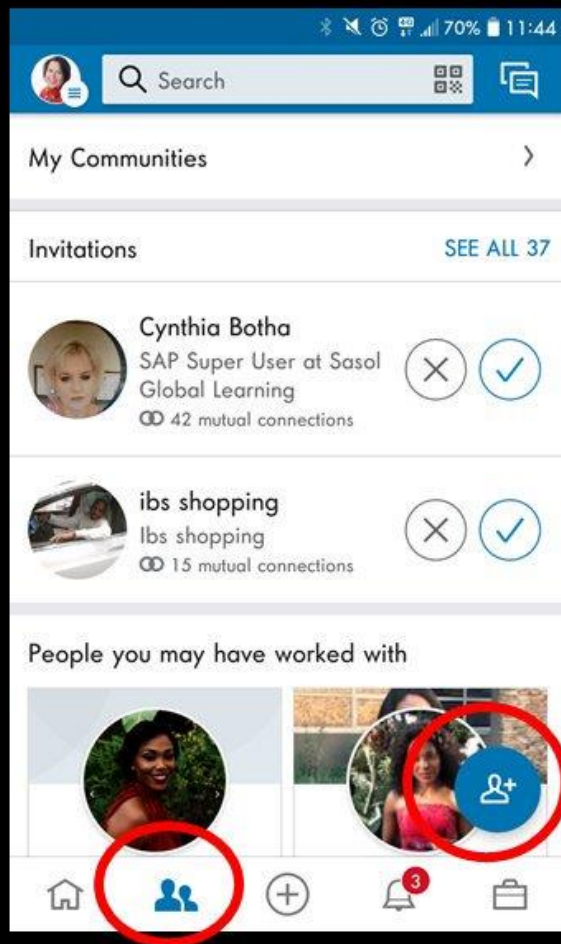
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www.ladybugz.net.za



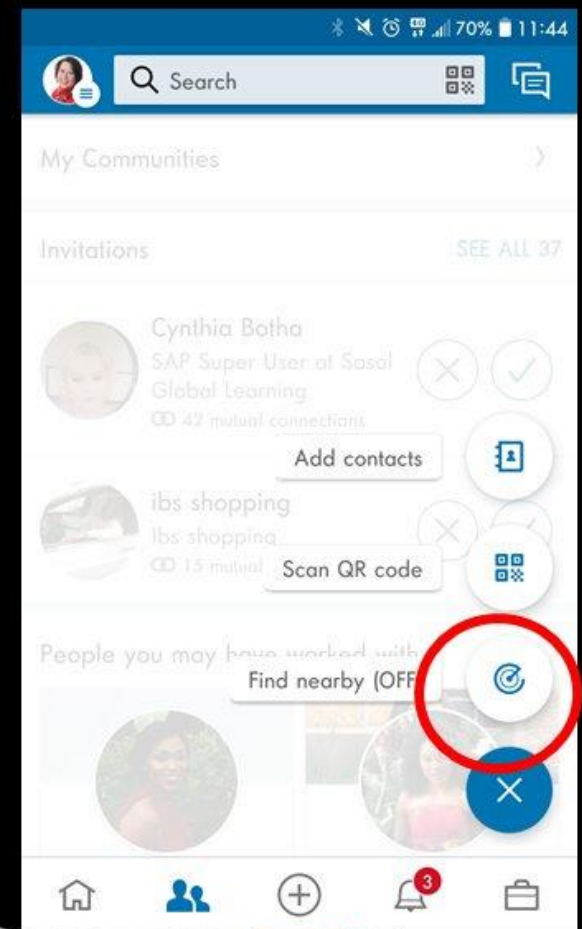
LinkedIn Connecting on Mobiles V.2



1. Open the app
2. Click on the connections button at the bottom.
3. Then click on the Blue Add Connection button on the right.
4. Click on Find Nearby
5. Enable Bluetooth for this function
6. Then you should be on the screen to find people who have also turned this on.

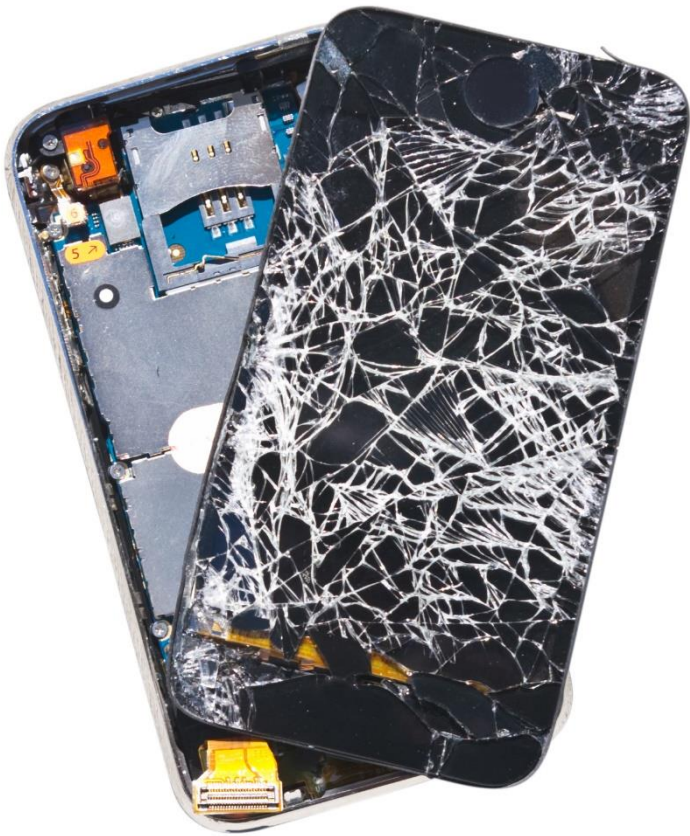
This function does take time to find all in the room, so do this at the beginning of your talk or facilitating session.

For more detailed training on LinkedIn, contact Noleen on Noleen@ladybugz.net.za or go to our website www.ladybugz.net.za.





ICEBREAKER



broken cellphone

- The word or phrase can only be whispered once, so players must pay close attention.
- Do not ask a person to repeat the phrase.
- Don't purposely communicate the wrong phrase as doing so would ruin the fun.



to avoid
misinterpretation

- We must listen before we speak
- When we tell our own stories...
- Tell them the way they are

the art, power +
history of
storytelling

Technology & Science

This ancient cave art is the oldest known 'storytelling'

f t e r in

Art found in Indonesia shows humans with animal characteristics hunting animals with spears and ropes

Thomson Reuters - Posted: Dec 12, 2019 8:20 AM ET | Last Updated: December 12

147 comments



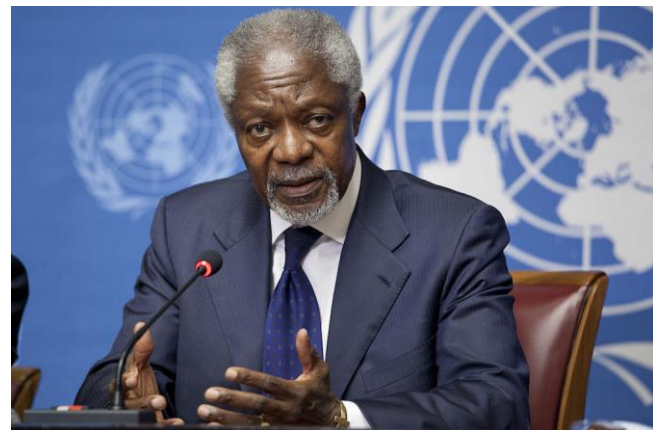
Six human figures with animal characteristics confront an animal called an anoa in a cave painting in Indonesia dating back to nearly 44,000 years. It's believed to be the oldest record of storytelling in the world. (Indonesia's National Research Centre for Archaeology/Griffith University/Handout via Reuters)

“ Africa's rock art is the common heritage of all Africans and all people. It is the common heritage of humanity. As populations increase and vandalism and theft of Africa's rock art are on the rise, this irreplaceable resource is highly threatened. It is time for Africa's leaders to take a new and more active role. We must save this cultural heritage before it is too late”.

~**Kofi Annan**

Former UN Secretary-General

1938-2018





MUSIC
ART
THEATRE

PEOPLE POLICY EVENTS



Organized by the:
TORONTO BLACK POLICY NETWORK



Presented by the:
CITY OF TORONTO CONFRONTING
ANTI-BLACK RACISM UNIT

Hosted by the:
URBAN POLICY LAB

TORONTO BLACK POLICY CONFERENCE

BLACK INCLUSION AND INNOVATION

A safe space for Black community members and allies to explore policy issues affecting Toronto's Black communities.

WHEN: November 30th, 2019, 9AM - 5PM

**WHERE: Campbell Conference Facility
Munk School of Global Affairs and Public Policy
1 Devonshire Place**

Register at: www.torontobpc.com

SPONSORED BY:



@TORONTOBPC



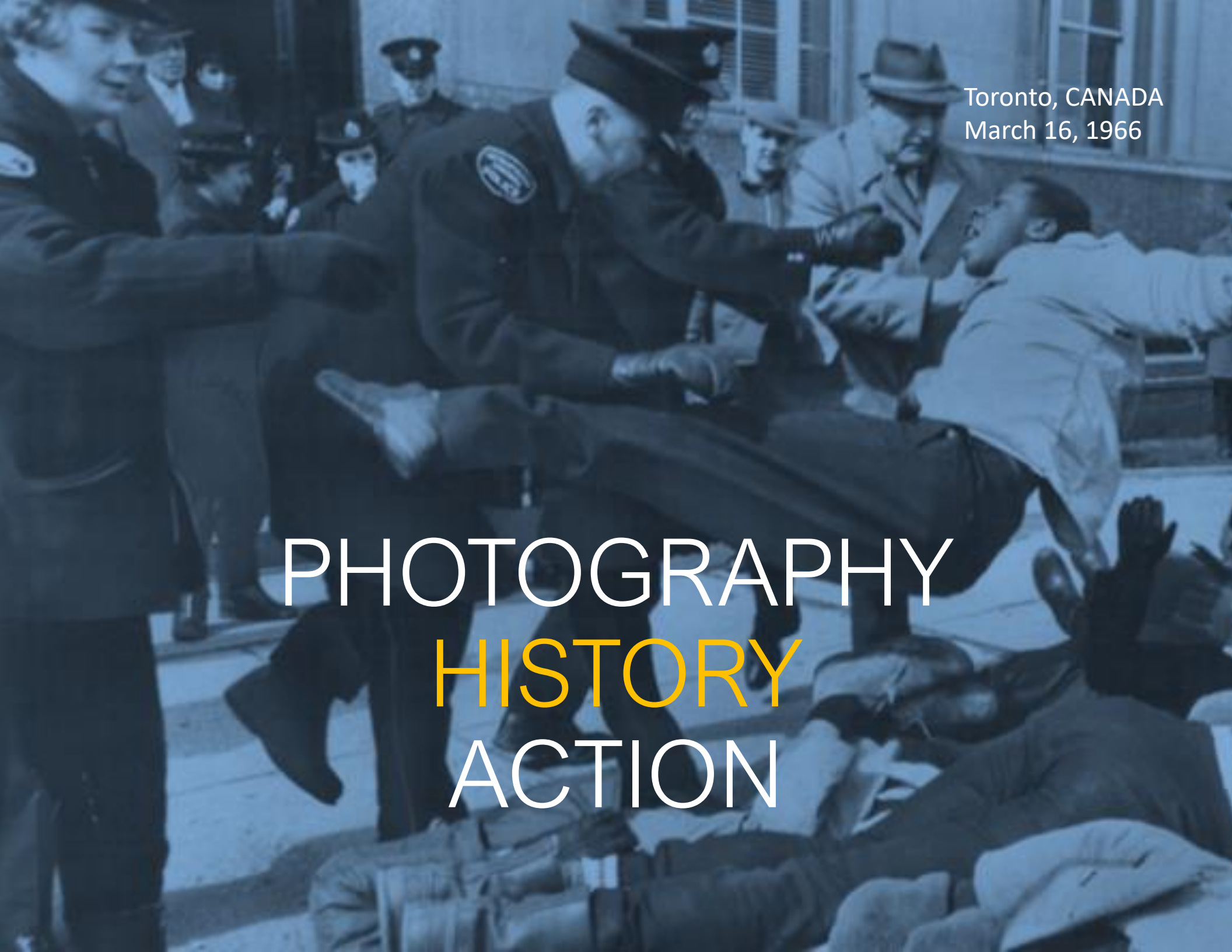


MOVEMENT + EXPERIENCE



VIDEO
DIGITAL
SOCIAL





Toronto, CANADA
March 16, 1966

PHOTOGRAPHY
HISTORY
ACTION



Michael Coteau,
MPP

PUBLIC SPEAKING
LEADERSHIP
PRINT MEDIA



A close-up photograph of Chimamanda Ngozi Adichie. She is wearing a vibrant orange and black patterned headwrap and a light-colored, ruffled top. She is looking slightly to her right with a thoughtful expression. The background is a blurred mix of red and blue.

THE MESSAGE

*~Chimamanda Ngozi Adichie
Writer*





When we realize that there is never a single story about any place, we regain a kind of paradise.

~ Chimamanda Ngozi Adichie

WISEFAMOUSQUOTES.COM



group
exercise

In your group:

1. What are examples of single stories in life and at some boardroom tables?

2. How might we begin to “reject the single story” in our own lives to regain Adichies’ so-called “paradise”?

stories matter

“ I will not feel good about myself if this happened to another black kid in the community and everyone is tweeting about it.”

~John River

CityNews

LOCAL

VIDEO

CONTACT US



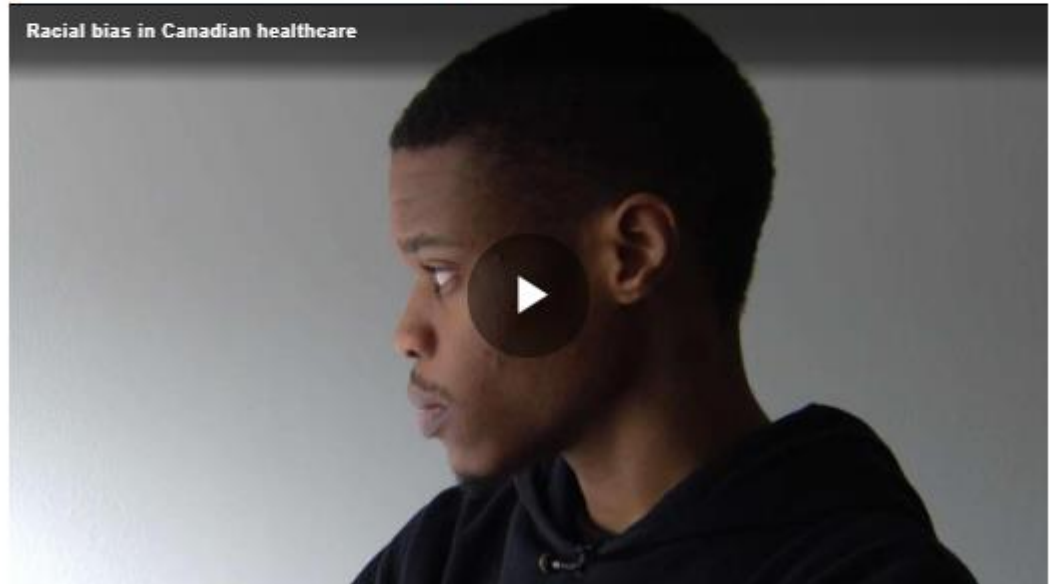
Falling through the cracks of Canada's healthcare system: the John River story

BY FAIZA AMIN

POSTED DEC 4, 2019 4:57 AM EST LAST UPDATED DEC 4, 2019 AT 11:04 PM EST



Racial bias in Canadian healthcare





group
discussion

In your group:

As a community,
what is our reaction
to the John River
story?

How can we
advocate and ensure
our voices are valued
in situations like this?




Take a break

*Canadian couple shamed for kissing
behind dead lion in safari photo.*

-Global News

July 15, 2019


A photograph of a man and a woman kissing in a savanna setting. In the foreground, a dead lion lies on the sand. The couple is positioned behind the lion, with the woman on the left and the man on the right. The background shows dry grass and a clear blue sky.

“ Until lions tell their
tale, the story of the
hunt will always glorify
the hunter.

~African Proverb

Be the lion...

Tell your story



I've learned that
people will forget
what you said,
people will forget
what you did, but
people will never
forget **how you
made them feel.**

~Maya Angelou
1928-2014

Why
tell your story



brand identity

- In every organization, there is the big story—**the organizational narrative**—smaller stories support, reiterate + personalize the larger narrative.
- The organization’s narrative is at the core of its values, mission + actions. The value of that narrative extends well beyond annual report + newsletters.





audience engagement

- Humanizes your organization
- People engage with people, not things.
- From hearing, understanding to remembering your organization's larger narrative.
- More memorable, so they spread more easily.

*~Bob Marley
Reggae musician*

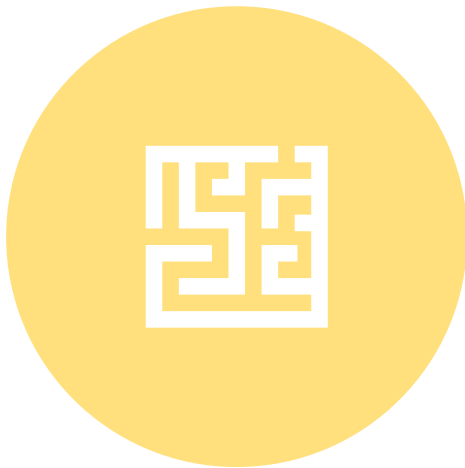
smart leadership

- Helps build credibility and trust
- Deepens relationships with funders, colleagues + other stakeholders.
- Helps leaders introduce the meaning of new projects, programs + products.
- Links current projects + challenges to the narrative of the organization's past, present + future.
- Cuts the clutter

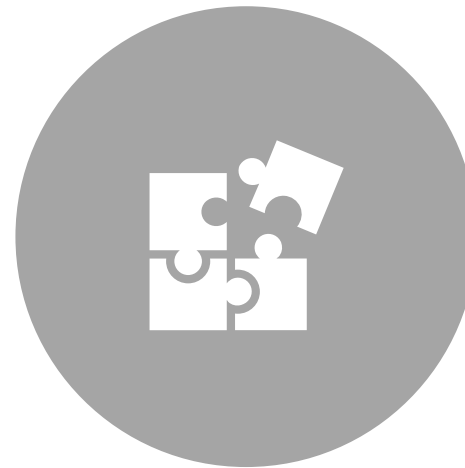


Steve Jobs
Apple, Inc

knowledge sharing



PROVIDES A PRACTICAL AND
SUSTAINABLE STRUCTURE



HELPS US MAKE SENSE OF
HUGE AMOUNTS OF DATA

advocates for change

- Advocacy at its core is storytelling—how we use our voice as an organization.
- Individuals and organizations advocate all the time, even if they don't use that term for it.
- When you are educating policymakers about your cause and why it matters—that's advocacy.



before you tell your story



1. THEME

WHAT ARE YOU
TALKING ABOUT?



2. PURPOSE

WHY ARE YOU
TALKING ABOUT THIS?



3. AUDIENCE

WHO NEEDS TO
HEAR THIS MOST?



4. PLATFORM

MOST EFFECTIVE
MEDIA?



storytelling for leaders + board members

5 different stories you need to be able to tell

1. Why do I care?

- Why do you care about your cause. What would you say if someone asked you?
- If you don't know then why should I?





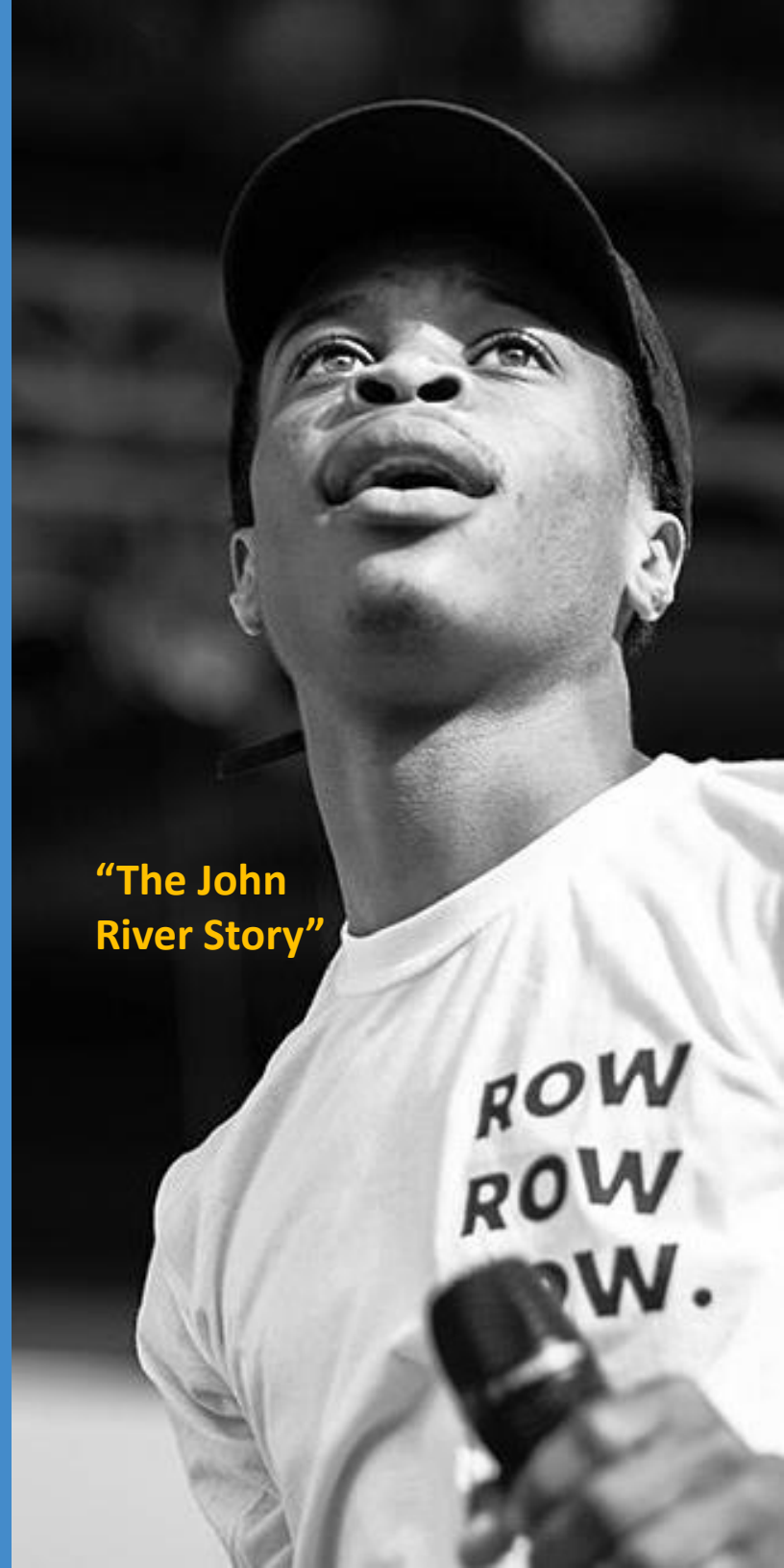
2. Why should someone **care or contribute** to our organization?

- Can you come up with 5 reasons why someone should contribute to your organization.

3. Do you have a story about someone who your organization has helped?

- Every board member needs a SIMPLE three sentence story about a real person impacted by your nonprofit.
- It can be a youth, a family, a single mother, a grandmother, whoever.

**“The John
River Story”**



A three-sentence story can go like this..

There was this teen who. . .
(situation)

And then this happened. . .
(drama – crisis)

And we were able to help them
this way . . .
(happy ending)



*Sandra Whiting, Storyteller
Toronto, CANADA*

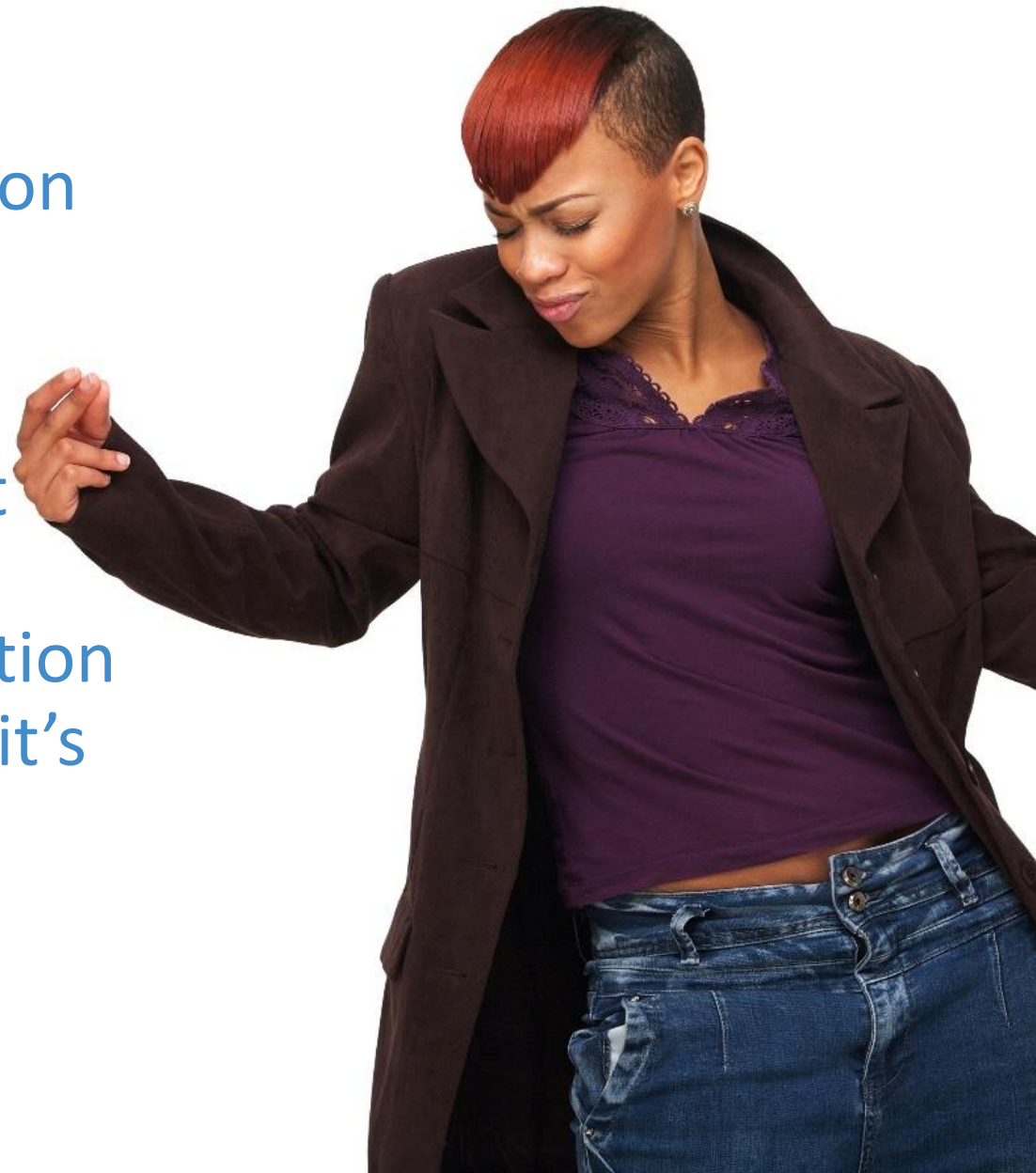


4. What are we raising money for?

- What difference would contributions make in our organization?
- Why do we even need contributions?
- Where exactly does the money go?
- How many people are we helping?
- Take fundraising away from “money” and makes it about something real.

5. Wouldn't it be wonderful if?

- This is a story about vision and possibility.
- Share their idea of what wonderful things could happen if your organization was successful in doing it's amazing work.



how to tell your story



1.

STATE IT



2.

PROVE IT



3.

PERSONALIZE IT



4.

CALL TO ACTION

30 second story example:

We help nonprofits and community groups effectively tell their stories so they can raise more money, attract attention and inspire change to help more people.

In fact, as gun violence grew across the GTA, we invited 30 reporters and politicians on a media bus tour to meet and talk with families and groups affected in the Jane and Finch area.

One mother who was robbed at gunpoint in her building was so relieved to share her fear + pain, she now leads a movement to increase security cameras in her neighbourhood as a first step.

We are always seeking new opportunities to give voice to the voiceless.

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NOTICE TO READERS: Register now to support your local journalism!

Home / Opinion / Black Creek Community Health Centre Aims...

Black Creek Community Health Centre aims to address 'root cause' of crime

'What is needed is sustained political will and enough local participants, investors and donors,' writes Cheryl Prescod

OPINION JUL 16, 2018 | BY CHERYL PRESCOD | TORONTO.COM



Cheryl Prescod is the executive director of the Black Creek Community Health Centre in Toronto's Jane and Finch neighbourhood. - Michael Scheianu/photo

We keep thinking that Toronto's gun violence can't get worse – and then it does.

Already this year, there have been 27 killings by gunshots in Toronto compared to 16 this same time last year.

NOTICE TO READERS: Register now to support your local journalism!

Home / News / City Living / Agency Aims To Change Story Around...

Agency aims to change story around Toronto's Jane and Finch area

Shaking bad image starts with highlighting the good, says organizer

NEWS JUN 26, 2018 | BY AARON D'ANDREA | TORONTO.COM



Community members and media were invited to a bus tour of Jane and Finch and surrounding Toronto northwest neighbourhoods Monday, June 25. - Dan Pearce/Metroland

When Toronto's Jane and Finch neighbourhood makes headlines, it's rarely about anything good.

But a nonprofit agency serving the neighbourhood and surrounding communities is starting to change the dialogue about the area by highlighting the good it offers.

actor ordered

it's what the doctor ordered



... days, while we love the independence our devices give us without really realizing the individual has meant great improvements to individual rights and freedoms, we underestimate the value of community. We think we can go it alone at almost all times. Black Creek Community Health Centre (BCCHO) knows that, even if it's not the cure, it can also be the cure.

3 common storytelling mistakes



1. ASSUME +
JARGON



2. PROVIDE
A LONG LIST



3. LEAD WITH
YOUR VISION

techniques for today's storyteller



1. Change the question



2. Take your mission and bring it to life



3. Ask your own question



4. Give me one example



5. Let your passion come through



6. Practice makes perfect



Algeria



South Africa



Algeria



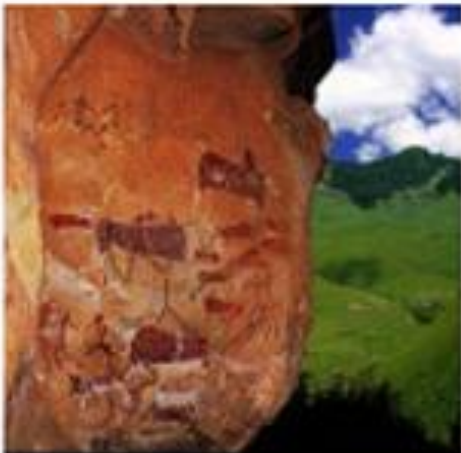
Kenya



Niger



Sudan



South Africa



Niger



Chad



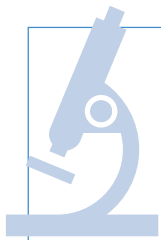
Namibia

many peoples, many rocks, one future
who will tell our story?

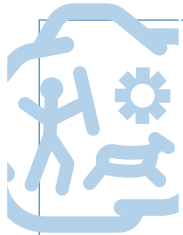
build YOUR 30 second story



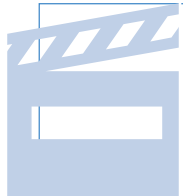
STATE IT



PROVE IT



PERSONALIZE IT



CALL TO ACTION

How will you use your voice and leadership to inspire change?

Thank you

annette@pagesforgood.com
647.449.7966



training | coaching | workshops | media | strategy | writing | creative | results

Broken telephone phrases

- Two tiny toads ate fat flying flies.
- The funny bunny hid the colored candy in the colored can.
- The queen sat on her throne and ate thorny kumquats.
- Many maids mop motels.
- Dogs dig holes for big bones.
- A bunch of yellow bananas launched on a blue boat.
- Twelve tumbling purple people pulled turnips.