

Your most Powerful Tool: What leaders need to know about story

Notes

Why Public Health Needs Story

Data isn't enough

Fear isn't working

Invisible= Unsupported

Why Story is Powerful

- Remember
- Understand
- Care
- Bonus Tip: Swiss Army Knife Factor

Tell Compelling Stories

- Hero
- Hook
- Tension
- Bonus Tip: Don't say "story"

Be Strategic

Purpose	Audience	Story	Storyteller

Your most Powerful Tool: What leaders need to know about story

Get Started (leaders go first)

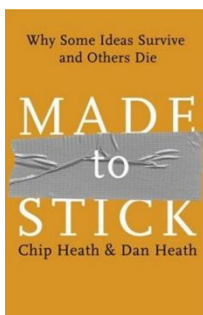
Find Stories

- Become a “Story Spotter”
- Don’t add....Integrate

Use Stories

- Practice Smarter
- Bonus Tip

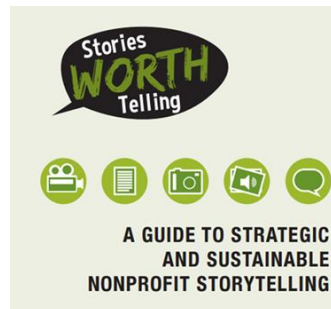
Learn More- Resources to get you started...



Great first read

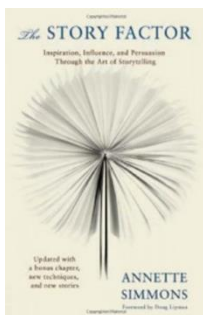
More resources on line at

heathbrothers.com/members



Available free online

meyerfoundation.org/how-we-work/strategies/stories-worth-telling



Annette identifies six kinds of stories

annettesimmons.com/the-story-factor/



Great teacher and role model. Online classes and a free newsletter

thegoodmancenter.com/

What was most useful to you?

One action/ idea/ resource you want to follow up on