Storytelling for Social Change

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To be a person is to have a story to tell.

—Isak Dinesen
Meet Brené Brown, Researcher-Storyteller
How to Tell Your Story

- Claim your expertise
- Find and collect your stories
- Connect your story to larger issues – creating a public narrative
- Practice, revise, practice, revise, practice
Astrid Silva at 2016 Democratic National Convention
Robert M. in San Francisco, telling his story at a rally
Qualities of Powerful Stories

- Brevity
- Clarity
- Use of specific details – place, names, dates, visual and sensory images
- Purpose and conviction
- Authenticity
- Call to action
Where Do We Find Our Stories?

- Family
- Social Circle
- Professional Lives
- Community

Self
Finding Your Story
Prompts for Free Writing

- I care about this because...
- Let me introduce you to _____. He/she is __________.
- What I want is....
- I couldn’t stop thinking about...
- Everything changed when...
Taking Your Story Public
“Public narrative is not primarily a form of self-expression. It is an exercise of leadership by motivating others to join you in action on behalf of a shared purpose.”

— Marshall Ganz
How are you **personally** connected to the issue?

- Your own experience
- Experience of friends or family
- Your work or school life
- A group or community you are part of
Why is this issue important in your community?

- Why is your story bigger than you?
- What are you fighting for?
- Shared purpose, vision, goals
- Invite people to see themselves as part of your community
What is your call to action?

- Urgent
- Asks people—clearly!—to respond to the challenge you have given them
- Consider next steps, not just the final result
What is your hook?
Practice and Prepare
“And at last you'll know with surpassing certainty that only one thing is more frightening than speaking your truth. And that is not speaking.”

—Audre Lorde