

Oct 2022



Storytelling for Advocacy

András Baneth



Public Affairs Council



Who's here? And why?

Reply in the chat box.

Experience I bring





Why use storytelling for advocacy?

Reply in the chat box.





People will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou

speakerhub




[Heider and Simmel \(1944\) animation](#)



What happened in the video?

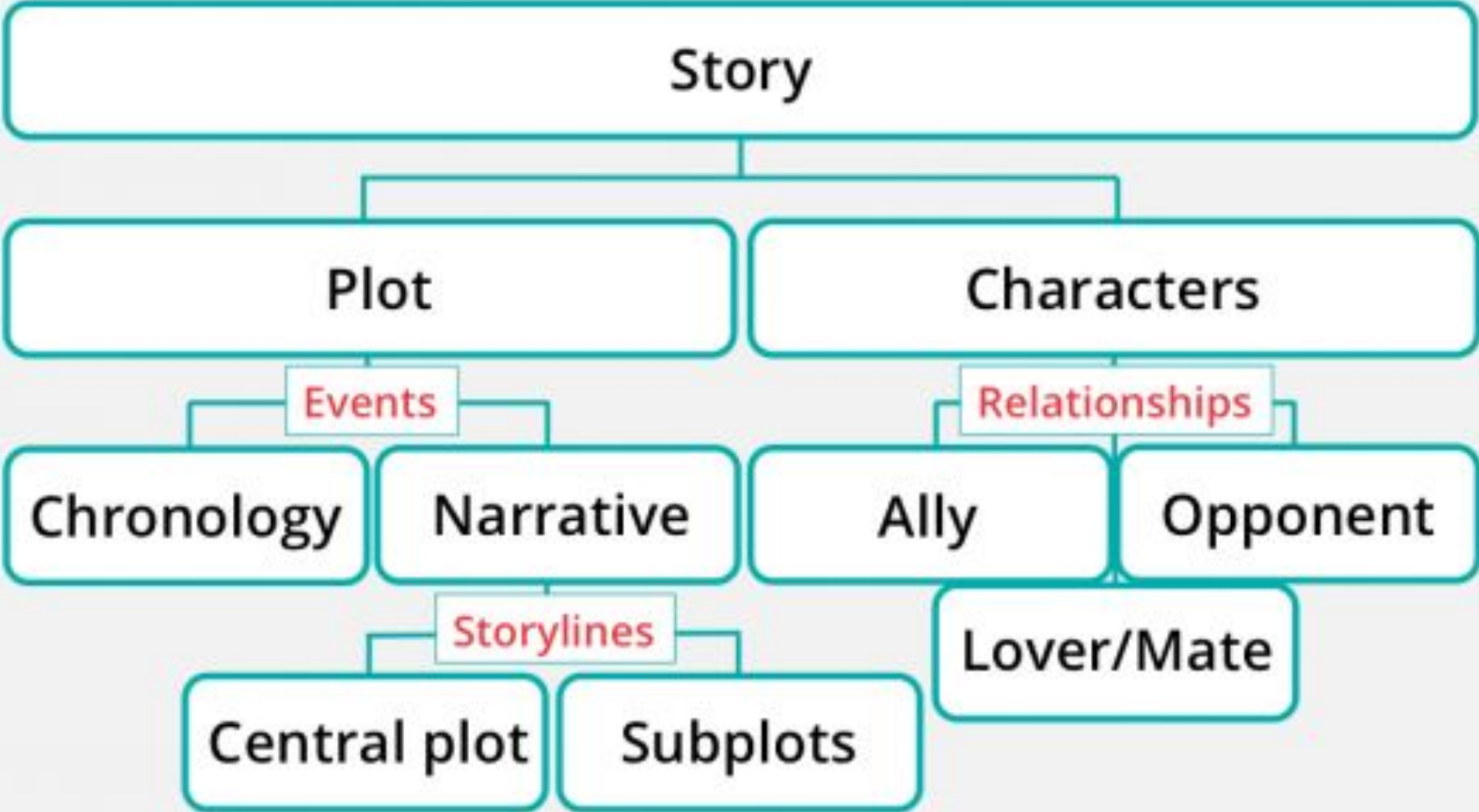
Reply in the chat box.




What are the key
components of a good
story?


Reply in the chat box.

COMPONENTS OF STORY






What is your ultimate *goal*
when using storytelling for
advocacy?



Storytelling works best
when the 'issue' is being
defined or (re)framed.



Stories solidify abstract
concepts and simplify
complex messages.

Source: Hubspot

Storytelling Do's and Don'ts

Don't	Do
Use jargon or business-speak	Use visuals to show your ideas
Focus too much on yourself or your brand	Know your audience
Leave plot holes	Outline your plot and core message
Make your characters too perfect	Be honest
Skim over the details	Go deep
Sell your CTA too hard	Make it useful
Overcomplicate the story	Leave room for imagination

Source: Hubspot





Good stories are....

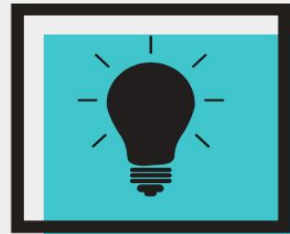
- Entertaining
- Believable
- Educational
- Relatable
- Organized
- Memorable

Source: Hubspot

Are you compatible with the audience?



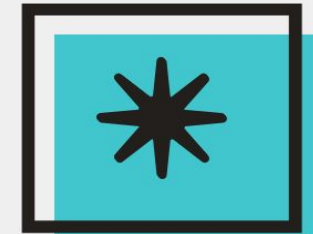
You have similar values




They actually need your insights




It culturally makes sense



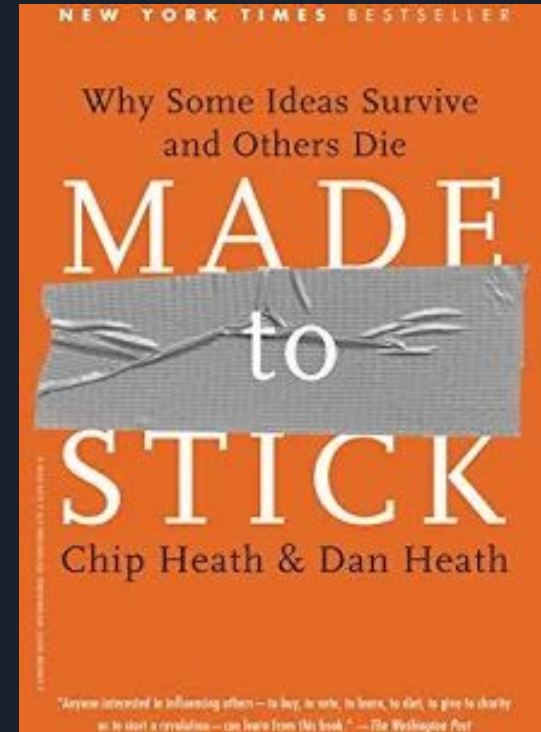
Your content is age/situation appropriate




How to make your story memorable: 6 ingredients



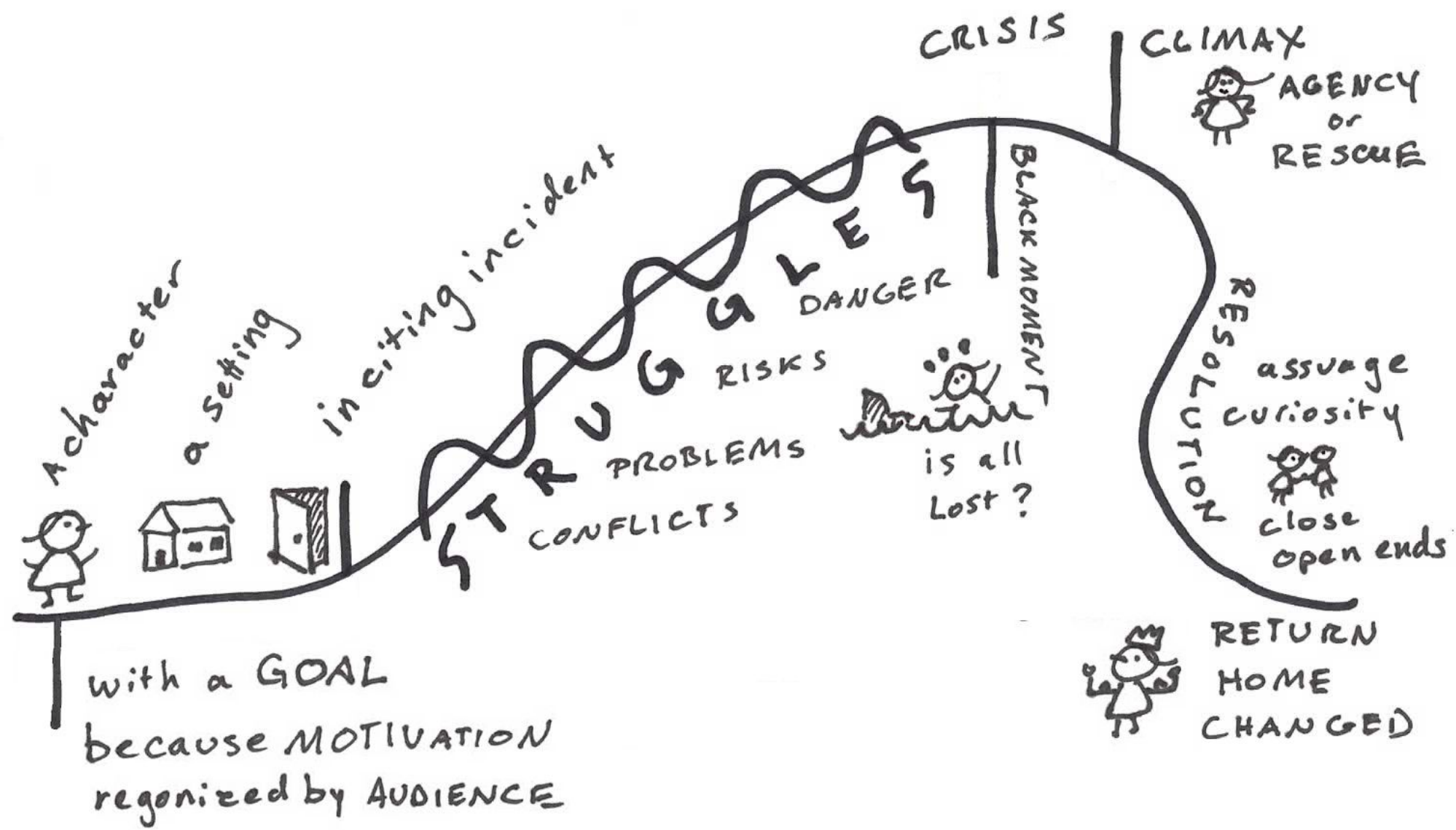
Simple
Unexpected
Concrete
Credible
Emotional
[Stories]





Credibility is like a coefficient in a formula.

If it's zero, the communication will fail.



Source: <https://eleganthack.com/the-shape-of-story/>

7 BASIC TYPES OF STORIES

Aamna Khan, Vantage PR

1 OVERCOMING THE MONSTER



The hero learns of a great evil threatening the land, and sets out to destroy it.

RAGS TO RICHES

2

The initially poor hero blossoms into a mature figure who ultimately gets riches, a kingdom, and the perfect mate.



3 THE QUEST



The hero sets out on a mission, facing many obstacles and temptations along the way.

VOYAGE AND RETURN

4

The hero ventures to a strange land, overcoming the threats it poses, and returns a changed person.



5 COMEDY



A light and humorous story with a happy and cheerful ending.

TRAGEDY

6

The protagonist is a villain, whose death is a cause for rejoice.



7 REBIRTH



A story of reinvention and renewal; these often start off with tragic tones, then blossom into happy endings.

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Which story type do the following examples match?


1. Overcoming the monster
2. Rags to riches
3. The quest
4. Voyage and return
5. Comedy
6. Tragedy
7. Rebirth



THE WHITE HOUSE
2:42 PM



LIVE
MSNBC

DISNEY IS BUYING 21ST CENTURY FOX IN A \$52.4 BILLION MEGA-MERGER  NAS ▼ 19.34

Instant update for you: Hi everyone, thank you so much for the overwhelming (and unexpected!) nice feedback! I'll share what happens on twitter.



Philippe Dubost, Web Product Manager

by [Philippe Dubost](#)

★★★★★ (5 previous positions)

Like 12k

List Price: ~~\$999,999~~

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Only 1 left in stock — Order soon.

Ships from **Paris, France**. Gift-wrap available (frustration-free breathable packaging).

- Dual competence: technical-management
- 5+ years working on web products
- Entrepreneurial mindset
- "Strong Generalist"
- Trilingual EN/FR/ES

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Quantity: 1

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or

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Add to Wish List

Add to Wedding Registry

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Share Email Facebook Tweet LinkedIn Google +

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+



+



Add all three to Cart

Add all three to Wish List

This item: Philippe Dubost, Web Product Manager

Asics Gel Cumulus 14 Running Shoes by Asics \$169.99

Airline Tickets by Airline

Product Details

Product Dimensions: Height: 186 cm

Shipping: This item is available for shipping anywhere in the world!

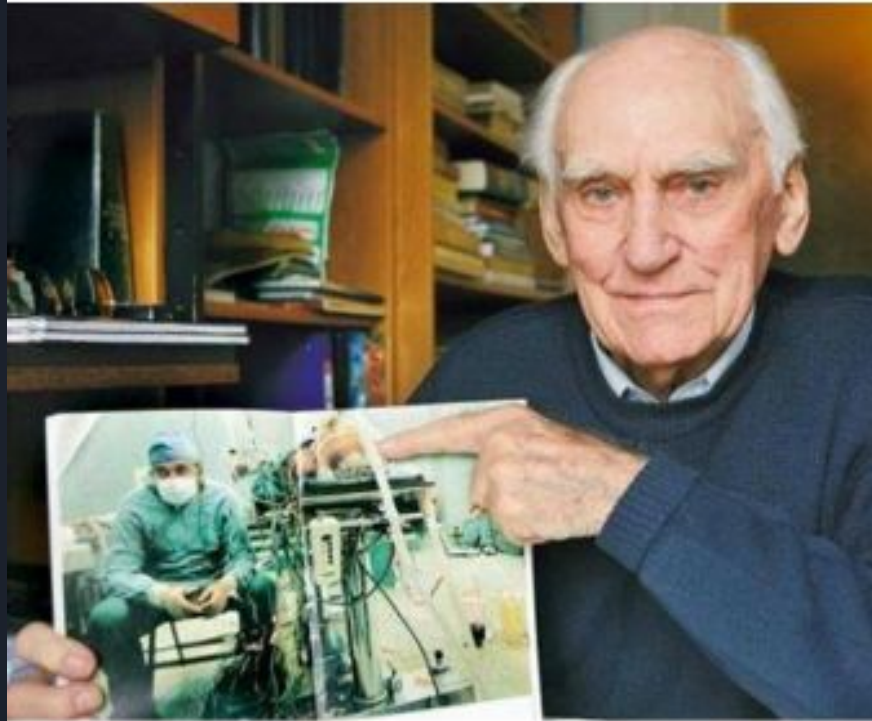
Languages: English, French, Spanish

Best marathon time: 3hr22min

Average Customer Review: ★★★★★ (5 previous positions)

Education:

MBA at [University of Dayton](#), Dayton, OH, USA
Management Information Systems





Arron Davis

Sales Director at SYLKA Carpets - service you can rely on

This is Frank, he is 51 years old & worked at the business next to us for 11years. He leaves home around 4.20am & travels 2 hours by public transport to get to work. Unfortunately eight weeks ago the company next door went into liquidation & he was made redundant. We as a company had no role for Frank, but we couldn't let such a dedicated hard-working individual be out of a job. So we're proud to announce Frank is now part of our Sylka team working in our sampling department. A strong work ethic is hard to find, so we feel it is key to hold on to those that have it. show less



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Exercise (in groups of 3 or 4)

You are the public affairs manager of an e-scooter (“micromobility”) association. Your vehicles are about to be severely regulated because of accidents, electronic waste and for creating clutter in the streets.

Brainstorm an idea for a ‘story’, including a key message and format/channel. Present it to the plenary. You have 20 minutes.



Questions & Comments?

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