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Andy Goodman, "Storytelling as Best Practice"

"Telling stories is the most powerful way to capture attention, engage an audience, and motivate them to act. Andy Goodman will explain why he believes storytelling remains the single most powerful communication tool you possess, and he will offer specific ways your school-based health organization or community school can use stories to advance your mission."

Why are narratives powerful?

What makes a good story?

Protagonist

Barrier

Resolution

What kinds of stories should you tell?

The 6 stories that reflect who we are:

1. The nature of our challenge. What's wrong out there that we can fix?
2. How we started. Where did we come from?
3. Emblematic success stories.
4. Performance stories. Our people who are living our core values.
5. Striving to improve. We learn from mistakes.
6. The future – what will we be in 10 years. Our vision.

Get their attention

Hearts first

Then data

Then minds