The process of changing one mind or the whole world begins with "Once upon a time."

VONNIE MADIGAN

Engage for Change

Tell Me a Story

We are wired for story. The insula cortex helps us relate to experiences of pain, joy, or disgust. According to Uri Hasson from Princeton, a story is the only way to activate the insula so that a listener turns the narrative into their own idea and experience.

Even before Lincoln was president, he was the center of attention wherever he went. No one could equal his never-ending stream of stories, nor his ability to reproduce them. He used narrative to lead during one of the most challenging times of our history.

Creating authentic narratives is fundamental to enrolling and engaging employees, opinion leaders, the media and stakeholders. Whether you are explaining the need for public investment in early education, or communicating the results of a stakeholder survey, keep in mind:

- The spine of the story is cause and effect.
- Frame your story in a common language.
- Describe the need for change.
- Show how those changes would affect people's lives.

I Can Help



Performance and Effectiveness Studies: What's working in your member services program? Employee recognition program? Outreach efforts? Asking the right questions allows you to get inside the heads of your core audience.

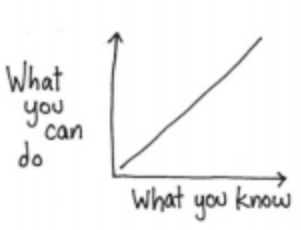
Strategy Development: A driving force strategy focuses on outcomes, core audiences and your resources.

Workshops and Training:



photo by Erin Wing, Small Types

Ten Steps to Become a Strategy Ninja



A county executive said to me recently that most of her employees couldn't recite the agency mission or vision, but they could state the county's three top strategies: Kids, cops and trees.

Developing a driving force strategy shows people—on the inside and outside—what you stand for and where you are headed. Driving force strategies revolve around outcomes, core audiences and current resources.

Follow these ten proven steps to creating a driving strategy:

1. Build on the key experiences of your core audiences

Customized topics including: The ABCs of Public Policy Advocacy; Building a Narrative Organization; Measuring Performance and Effectiveness for Success.

I welcome a conversation to learn about you and how I may be of service.
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Online Muse

Justice Sonia Sotomayor on keeping real with John Stewart on the Daily Show

David Chang on Good Food is for Everyone

Developing a narrative with winning the Story Wars

(internal and external).
2. Track backward and forward through the whole series of audience interactions.
3. Map out that entire journey.
4. Look for communication/service pinch points or areas of confusion.
5. Develop tactics based on a better service experience.
6. Simplify lives in transparent, practical ways.
7. Launch with appropriate resources.
8. Focus on benchmark measurements.
9. Learn from users and pivot when opportunities demand it.
10. Exhibit grit.

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