

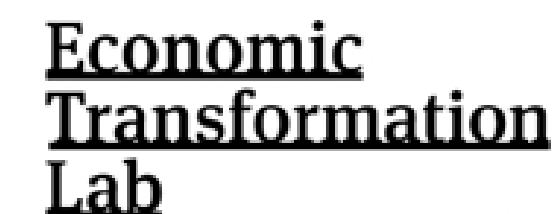
Persuasive Storytelling

Naomi Devine x City of Vancouver CFIL

The **Persuasive Storytelling** workshop was provided as part of the Circular Food Innovation Lab. The project partners would like to thank Naomi Devine for her insightful facilitation, and of course all of the workshop participants for their commitment to sharing their story as they work towards a circular food future.

To learn more about the Circular Food Innovation Lab
go to the [City of Vancouver webpage](#).

Please note, this presentation has been altered to include Naomi Devine's workshop notes and additional context where noted.



What are you curious about
with respect to storytelling?

Story Theory



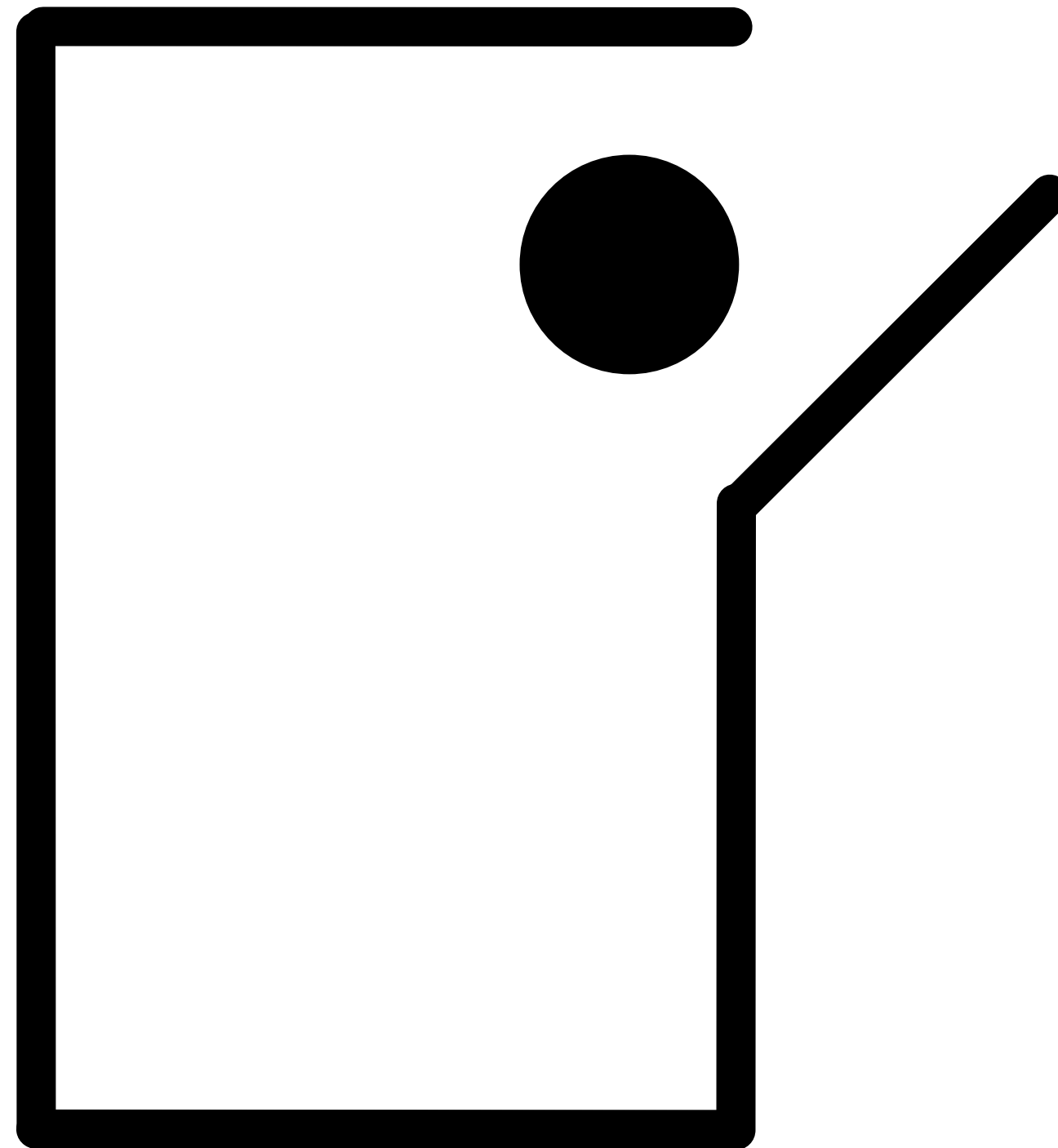




Every one of you is capable of telling a story that makes others laugh.

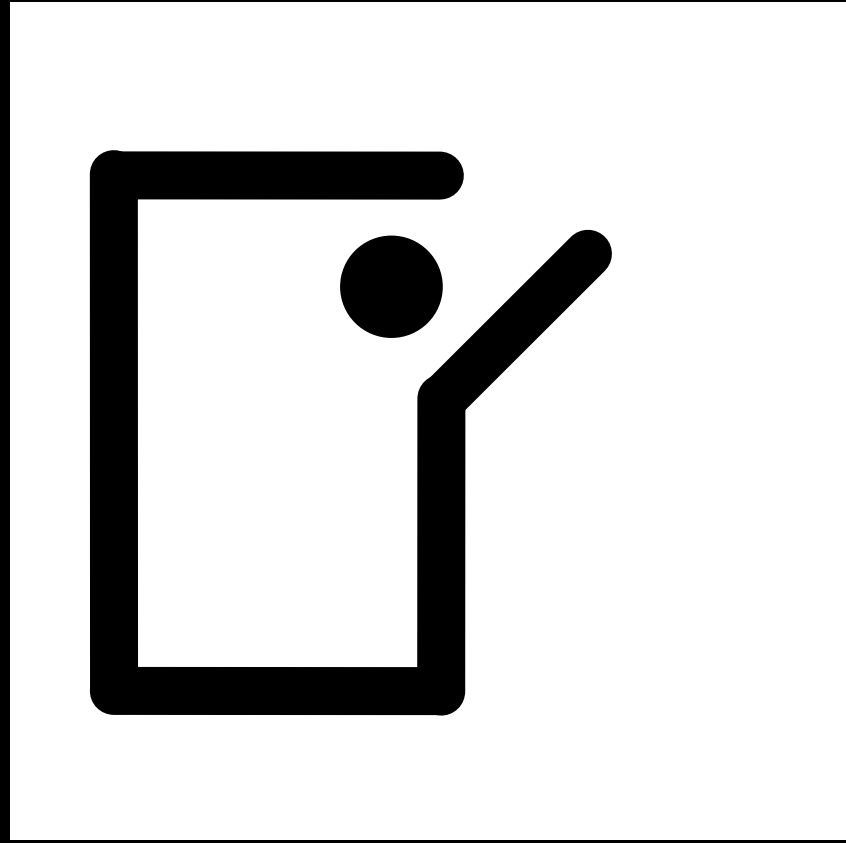
That's emotional communication in action.

A note about culture: this is about telling persuasive stories in a western, capitalist world.



Heider & Simmel animation (1944)

To view the video related to this image go
to: <https://vimeo.com/48908599>



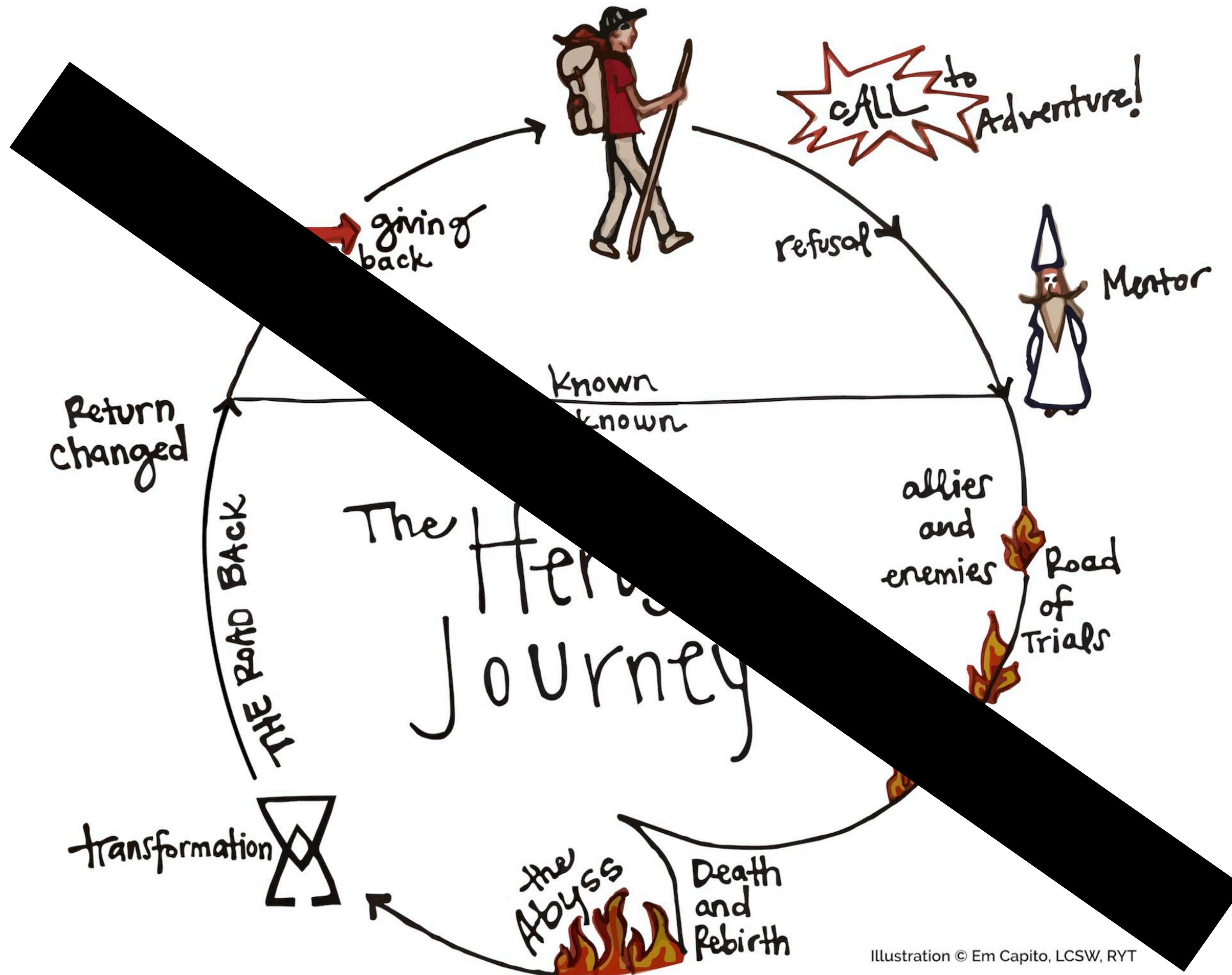
In the video you saw the arbitrary movements of geometric figures. But many of you saw or translated that into a story perhaps because doing so was the easiest way for our brains to explain what we had seen. For us, our stories were more accurate, ironically, than “the triangle moved in a circular motion,” etc. because we think in story. We are hardwired to see patterns, to create explanations, to find meaning, and we do this through constructing narrative.

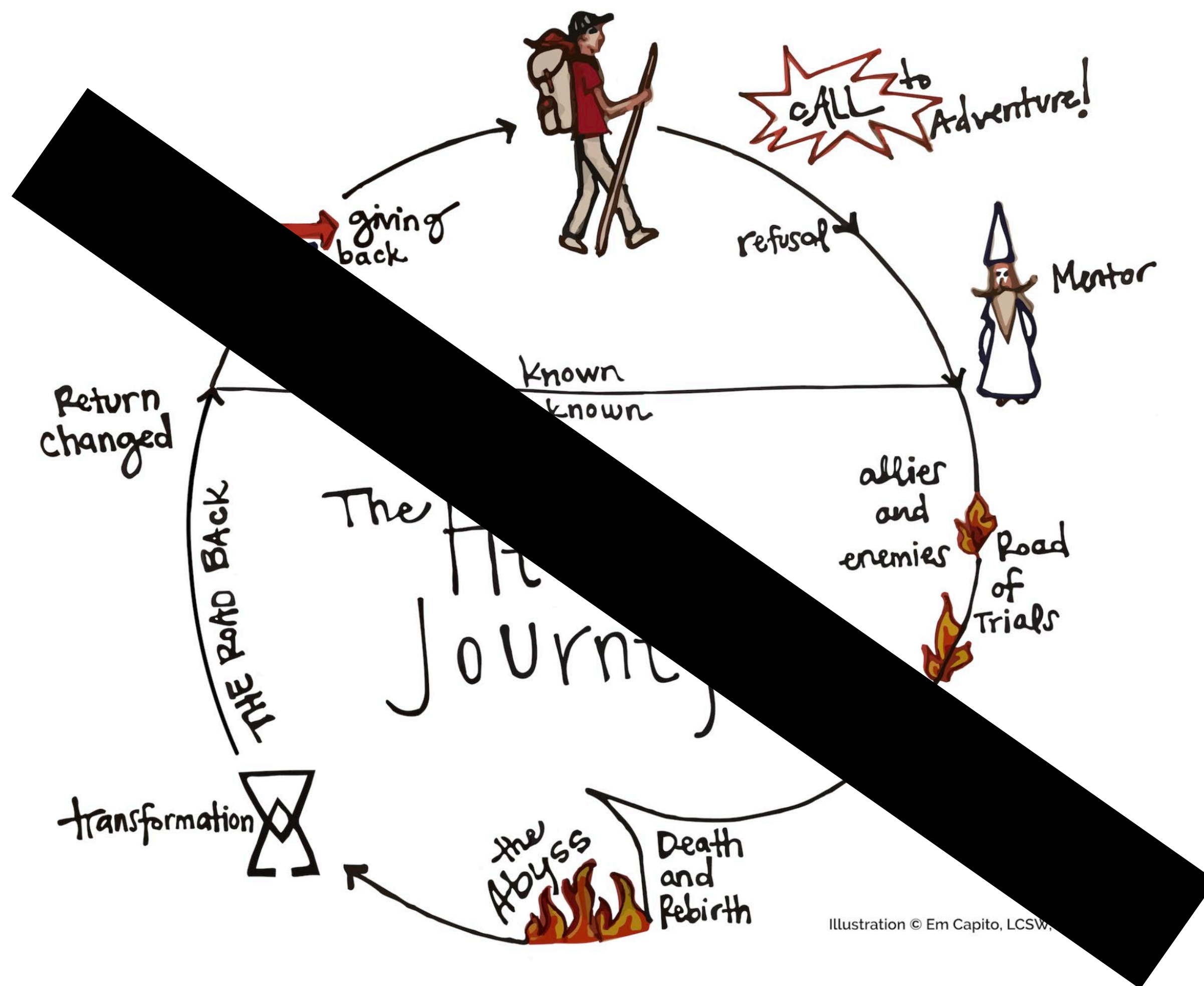
As Jonathan Gottschall put it in his 2014 TEDx Talk, “Without story to organize your experience on earth, you would experience your life as a blooming, buzzing confusion.”

And we don’t all create the same story. Some sympathized with the big triangle, some with the circle, some may have seen it as a home invasion, or a love story, or one of vengeance. That’s the beauty of the human mind, and our instinct to create story—it’s always different.

And that’s what is so incredible about storytelling—

Our brains use story to sort out the chaos of existence, to shape and mold our reality. Perhaps we search to find the stories we need to hear, the ones that help us to heal from or disentangle the confusion of life. For me, these disjointed clips continue a conversation that was cut short, but for you, through the power of your own narrative carpentry, these clips are transformed into an entirely different story, molded, embellished, and made anew by your thoughts, feelings, and memories.





The Persuasive Storytelling workshop isn't about telling the hero's journey.

Persuasion is about emotions.

Facts (alone) fall short.

Persuasion is about emotions.

Facts (alone) fall short.

This can be hard to hear and accept.

“The problem is this: no spreadsheet, no bibliography and no list of resources is sufficient proof to someone who chooses not to believe.

The skeptic will always find a reason, even if it's one the rest of us don't think is a good one. Relying too much on proof distracts you from the real mission - which is emotional connection.”

Seth Godin

THE
NEW YORKER

WHY FACTS DON'T CHANGE OUR MINDS

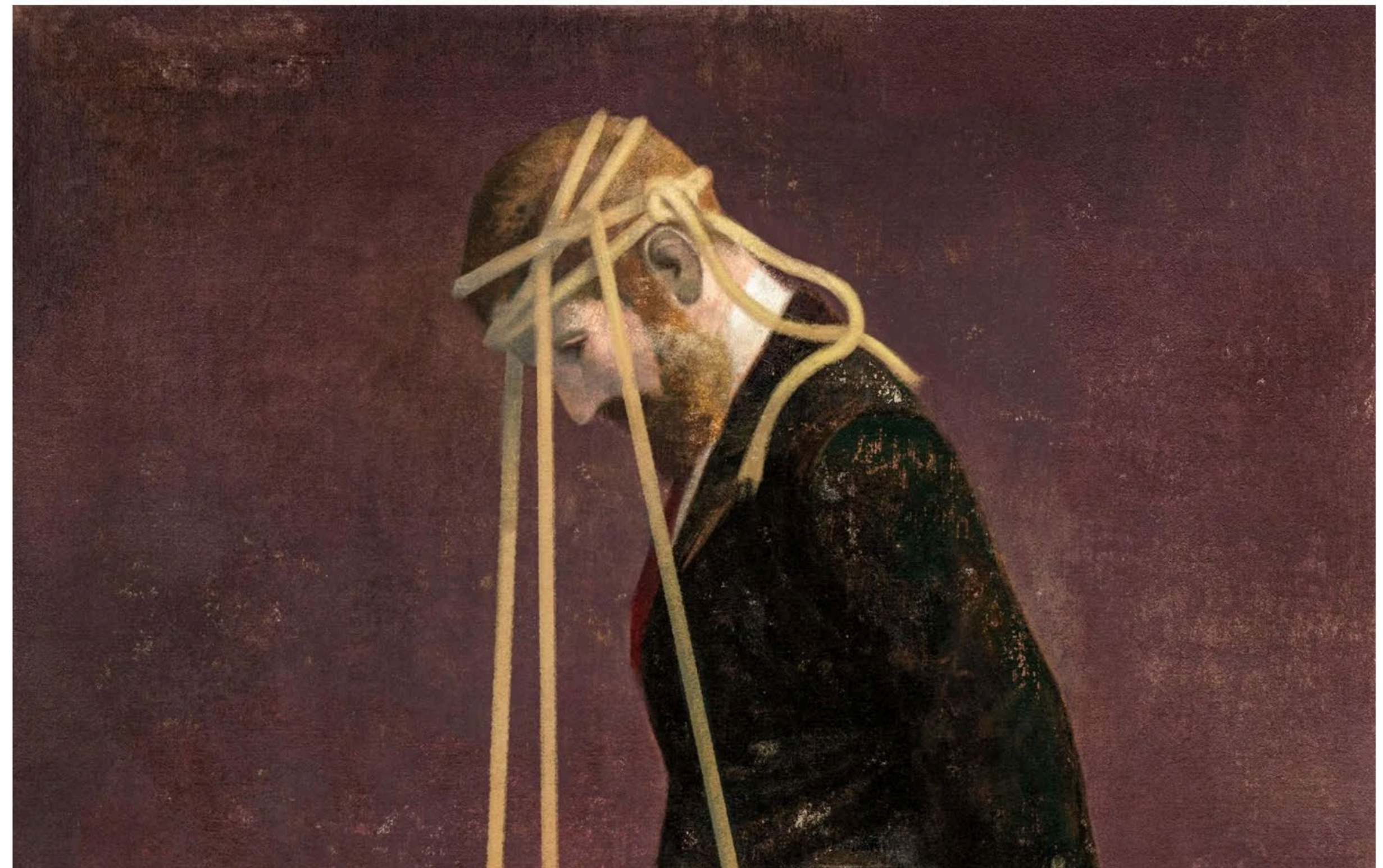
New discoveries about the human mind show the limitations of reason.



By Elizabeth Kolbert

February 19, 2017

“Once formed,” the researchers observed dryly, “impressions are remarkably perseverant.”



The New Yorker article: <https://www.newyorker.com/magazine/2017/02/27/why-facts-dont-change-our-minds>

Facts (alone) fall short.

So where do they belong?

Cognition in Communications

Let's look at
the **system** we
are in...



When we avoid story + visual principles...

We are hurting
each others' brains. :(

When we avoid story + visual principles...

We are hurting
each others' brains. :(

And using up too much glucose. Let me explain more.





Let's talk about attention. We get 3 hours of new attention every day. This is a physical resource that is extinguished as we use it.

Like time, we cannot make more. Until we sleep.

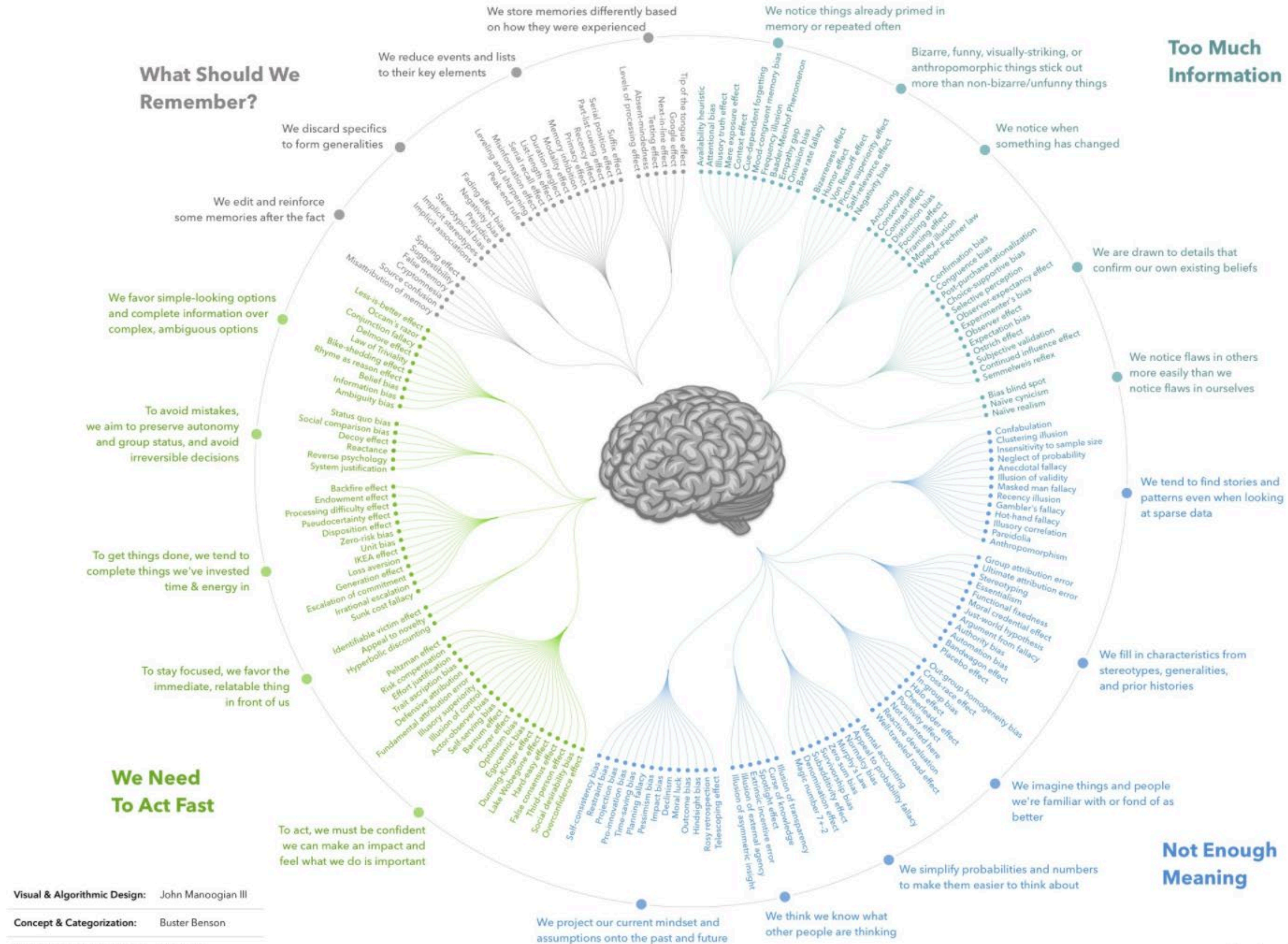
Although the prefrontal cortex of the brain (PFC) does the heavy lifting it is severely limited. The problem is that because of the structure of blood vessels, capillaries and other anatomy. The PFC only has the capacity to do 3 hours of processing a day.

This has nothing to do with how smart you are. It is a biophysical limitation. Its called Cognitive load. Its related to how much glucose your brain can process.

When I say this people say wait a minute I work 8 hours a day. They are right – That's why the brain has developed habits. Heuristics - and biases (shortcuts to decision-making). All of our Brains have developed elaborate systems to do triage. To protect that 3 hours of processing time.

Once its used up - its gone and you have to wait until you've slept and replenished. This is why they say if you are sleep deprived it s the same as being drunk. You lose inhibition - you make bad decisions because your pre-frontal cortex is done and not processing

COGNITIVE BIAS CODEX



designhacks.co

Habits



A photograph of a gym interior. In the foreground, a barbell with several black weight plates is lying on a dark, textured floor. In the background, a black metal squat rack stands against a wall made of red bricks. The rack has four yellow circular lights mounted on top. The word "Habits" is written in white, bold, sans-serif font in the center of the image.

Habits

HABITS. When you encounter something new the Brain decides Is this new or do I already have a habit that can deal with it ?

It usually defaults to habits if possible because its trying to protect those 3 hours and glucose

Even when it decides that it is a novel new thing YOUR Brain wonders: is this going to be a regular thing? So, spends energy (cognitive load) to build a bigger neural pathway (freeway) to use less cognitive load over time. It always looking to take shortcuts.



Novelty



Novelty

Novelty - starts the process of rewiring the brain.

Caveat: it takes a lot of energy.

Whenever you do something new

Brain wonders: is this going to be a regular thing? So, spends energy (cognitive load) to build a bigger neural pathway (freeway) to use less cognitive load over time.

They have more eyeballs, bigger highways, and simpler messages. How does Afghanistan refugees have anything to do with the destruction of the biome?

If you are talking about small government and personal accountability, those reinforce each other.



The Right Wing has defined a worldview. They work in narrative.

10 or 11 words describe their campaigns over the last 40 years.

Small government,
strong defense,
family values,
market economy,
personal accountability.

Some people bring in God as well. Some don't. You can place every campaign into those 11 words.

Let's pull out two: market economy. Over 40 years, they have drilled this concept into our heads. Unconsciously when these words are used, it brings a movie into our heads. An automatic script and everyone knows what that means. They understand the various roles

What's the progressive counterpoint: a PhD thesis. We don't have a movie version of that. This is what framing and narrative have done, consistently over time.

Hollywood has figured this out

Ever wonder why when you watch TV most of the shows follow: four paradigms: Hospital shows, cop shows, legal shows, family shows. Everyone gets these - no explanation necessary. They have pre-ordained roles. Every understands there are doctors/nurses/patients/administrators - they don't have to explain these roles or how they relate - then they can tweak the conventions

The Funny doctor or the black doctor - the goofy nurse etc. The same with cop - legal and family shows - you've got the single parent/ the smart kid/the black family. They are all tweaks on the basic narrative - it takes less bandwidth to explain variation.

Same thing happens in the tech community with video compression. Same basic picture - just send the tweaks, making it less volume of data.

This is how framing works - this is how your brain processes this. You link to pre-existing concept (frames) already established in people's brains. You make it easy - so they don't have to use, to ration any of their most precious resource - their 3 hours of PFC processing glucose



President Reagan's Challenger
Disaster Speech, January 18, 1986

Who are the audiences he is
speaking to?

To hear the speech, go to:

https://www.google.com/search?q=REagan%27s+nasa+speach&rlz=1C1GCEB_enCA1048CA1048&oq=REagan%27s+nasa+speach&aqs=chrome..69i57j0i13i512j0i390i650l4.6728j0j1&sourceid=chrome&ie=UTF-8#fpstate=ive&vld=cid:5dcd5297,vid:Qa7icmqgsow

To read the speech, go to: <https://history.nasa.gov/reagan12886.html>



Audiences:

1. Collective Mourners
2. Families of the Fallen
3. School children
4. NASA
5. Soviet Union

You are speaking
to defined audiences

Defining your audiences

1. Who are they?
2. Where do they live, work, play?
3. Do they look like you?
4. What do they care about and struggle with?
5. Are they on your storytelling team?
6. How can your story speak to them?

DRAFT
Your
Story

Big Idea

Your point of view +
What's at stake



Nancy Duarte



America must be
first on the moon.

Democracy
depends on it.

JFK knew that no one could predict the outcome of the space race, but he believed it would determine who wins the battle between freedom and tyranny.

THESE ARE NOT BIG IDEAS

THESE ARE BIG IDEAS

Lunar Mission

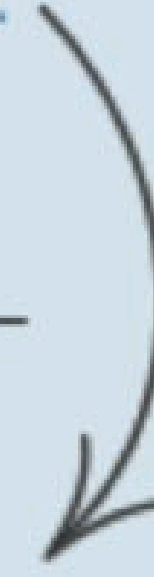
The United States should lead in space achievement, because it holds the key to our future on Earth.

Client Sales Call

Our software gives your customers access to their records, which saves your employees time and increases your margins by two percent.

Third-Quarter Update

Third-quarter numbers are down; to stay in the game, every department needs to support the sales initiative.



Better narratives
are needed.

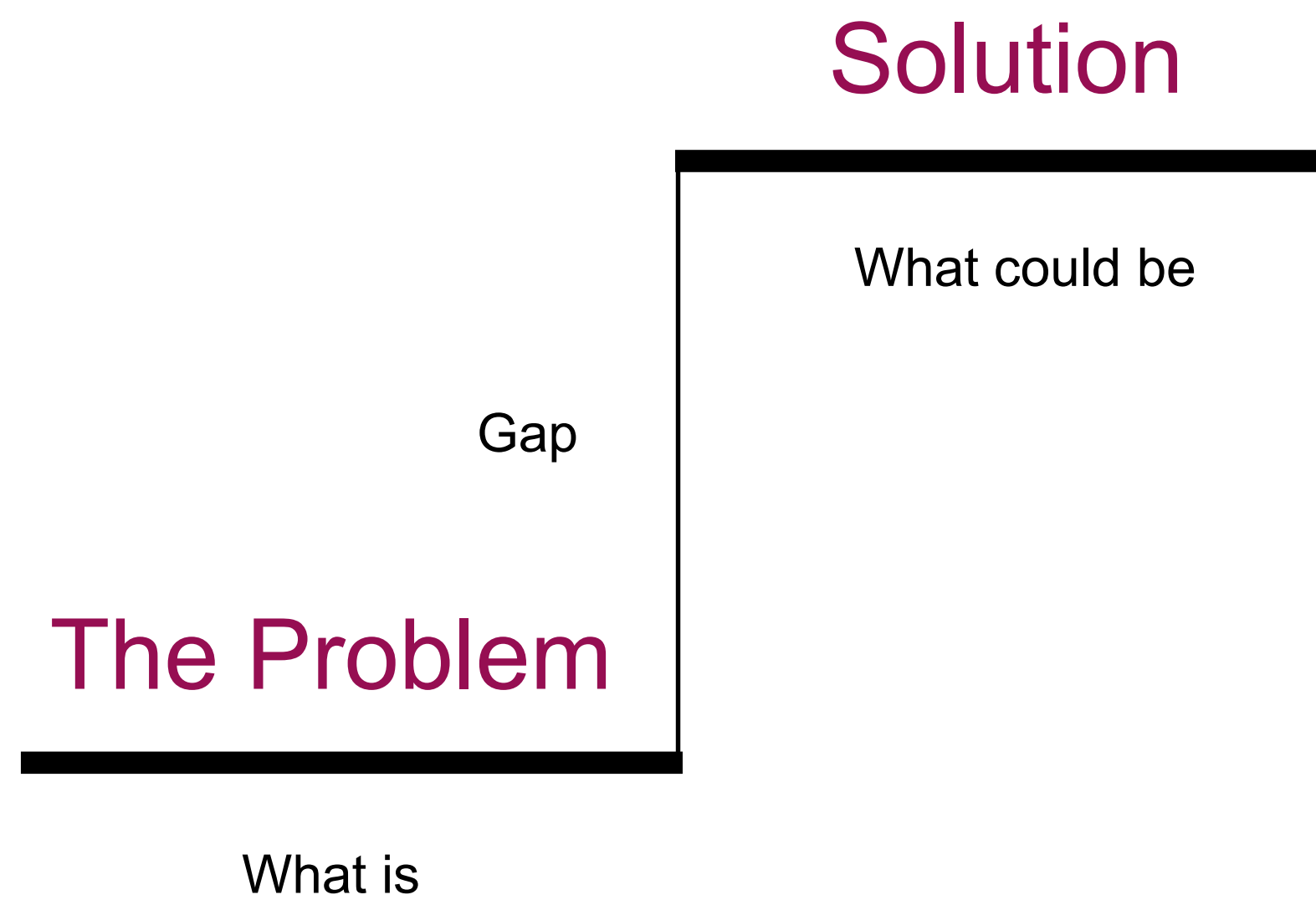
The establishment has a head start. So we need to invest in building a foundation of new narratives.

Our brains are always trying to find meaning in what it processes. Example: ball and box video. What's going on here?

How do you do this when you have 500 different narratives (like our side)? It's exhausting. There is value and power in having a series of foundational narratives, placed in concepts. e.g. Fairness.

reciprocity.

Big Idea



**New
Future**

Big Idea

The Problem

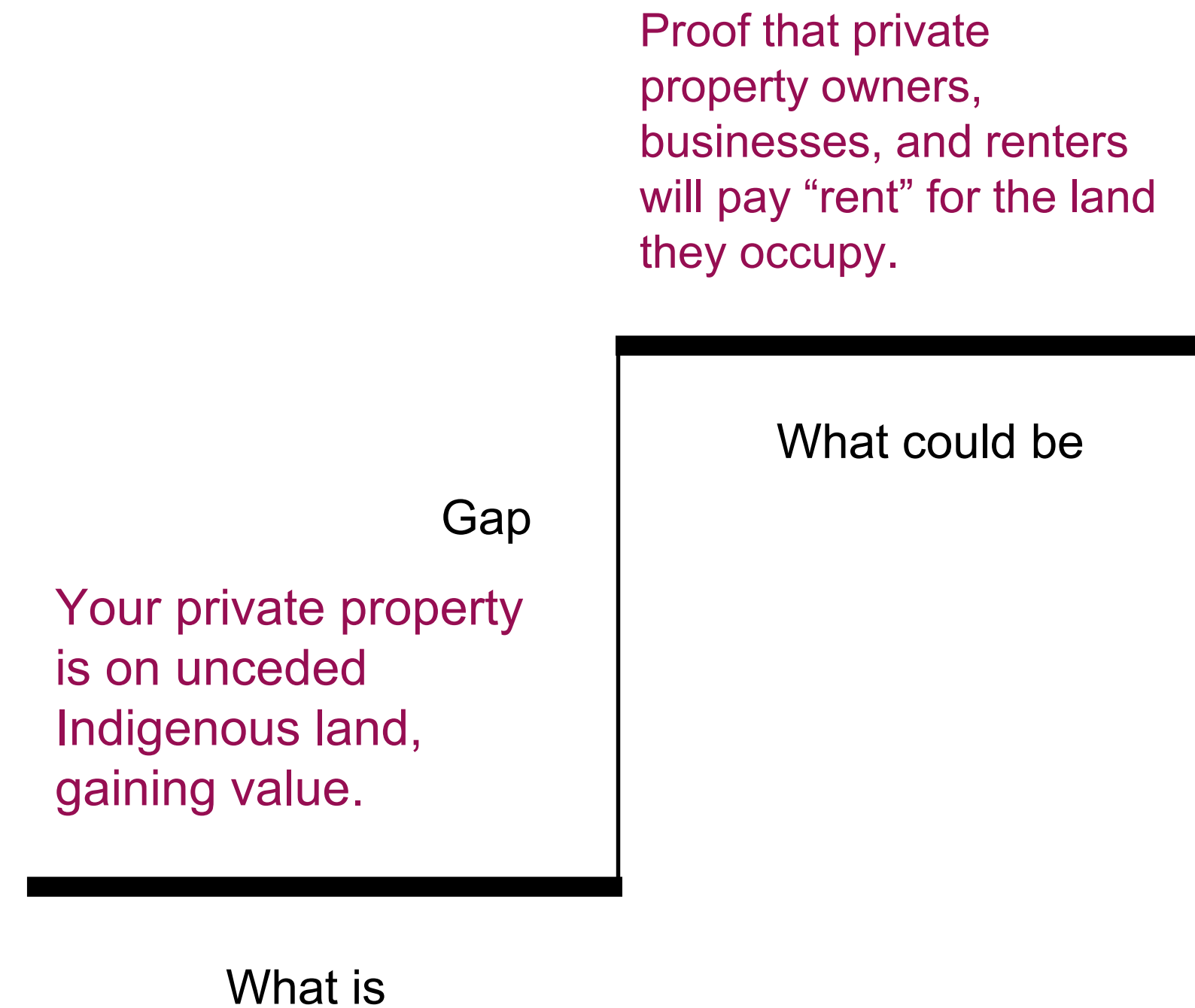
What is

**New
Future**

What could be

Reciprocity is about making recognition of Indigenous land rights more meaningful.

Government isn't going to tackle private property, so we need to take action.



Creating a direct and ongoing Indigenous-owned revenue stream that is independent of federal or provincial governments, and increases over time as land values increase.

New Program Lets Settler Canadians Pay ‘Rent’ to Indigenous Communities

A nonprofit agency set up the program encouraging average homeowners to pay about \$400 annually to First Nations on whose territory they live or work.



By [Anya Zoledziowski](#)

TORONTO, CA

VICE World News asked to speak with Indigenous representatives currently in conversation with Reciprocity Trusts, but did not hear back. However, Chief Gordon Planes of T'sou-ke Nation is quoted in Reciprocity Trust's media package.

“My first response to this idea was, ‘It’s about time.’ We have lots of work to do, but I’m looking forward to what Reciprocity could represent for our people: grassroots recognition, regular and independent revenue we can use to support our land, language, and culture, and also a way to connect with residents and businesses within our territory who care and can help us with things like environmental restoration and invasive species,” Planes said.

Define Your **BIG IDEA**

Your point of view +
What's at stake



**What is coming
up for you?**

Story Practice



Crafting a big idea

BEGINNING

MIDDLE

END

Call to adventure!

Call to action!

Visual
Metaphors
ONLY

From your
Brainstorm
- Step 2

BEGINNING

Slide	Slide	Slide	Slide
Big Idea	The Problem	Adventure	Emotional Story
		Public Narrative?	Point 1
			Point 2

CALL TO ADVENTURE!

NEXT, LAYER IN:

START HERE:

- 1. Write out your big idea.
- 2. Brainstorm your points on stickies.
- 3. Organize your stickies around commonality.
- 4. Create messages from the common points (on a new colour sticky).
- 5. Organize your messages into a narrative arc.

THE CALL TO ADVENTURE:

An invitation to the audience to come with you on this journey from the current reality (and their way of thinking) to what is possible (a new way of thinking/doing) in the future.

This should be a clear and exciting call to join you on the journey.

MIDDLE

Slide	Slide	Slide	Slide
Aha Moment!	Proof	New Possibility	Anecdote
Another Fact	Point 1		
	Point 2		

CONTRAST:

Contrast is created by alternating your messages between what is happening in the current reality and moving to what is possible in the future.

Vivid examples help your key messages have impact. Be sure to include them in your supporting points.

AN EMOTIONAL
CONNECTION

Weave in examples using Ganz’ public narrative technique. Take the audience on a journey by showing them the story of self, the story of now, and the story of us. These anecdotes work well if placed in the framework of the beginning, middle, and end of the story structure.

END

Slide	Slide	Slide	Slide
Repeatable Idea	Emotional Story	CTA	New Future
From your Aha Moment!	Public Narrative?	CTA	
		CTA	

CALL TO ACTION!

SOMETHING TO REPEAT:

Do you have a head-turning statistic to share? A sound-bite that sums up your perspective? An unforgettable image? Or, perhaps an anecdote that boosts emotion?

One or more of these elements will help your audience remember and repeat your message.

THE CALL(S) TO ACTION:

Nancy Duarte divides the audience into four categories: Doers, Suppliers, Innovators, and Influencers. They can be given specific tasks according to their strengths. For example: doers can be asked to gather or decide; suppliers can be asked to fund, provide resources or support, innovators can be asked to create, discover, and invent, and influencers can be asked to promote, and adopt.

BRAINSTORM

Your First
Point

What's the message?

What's the proof?

What's the visual metaphor?



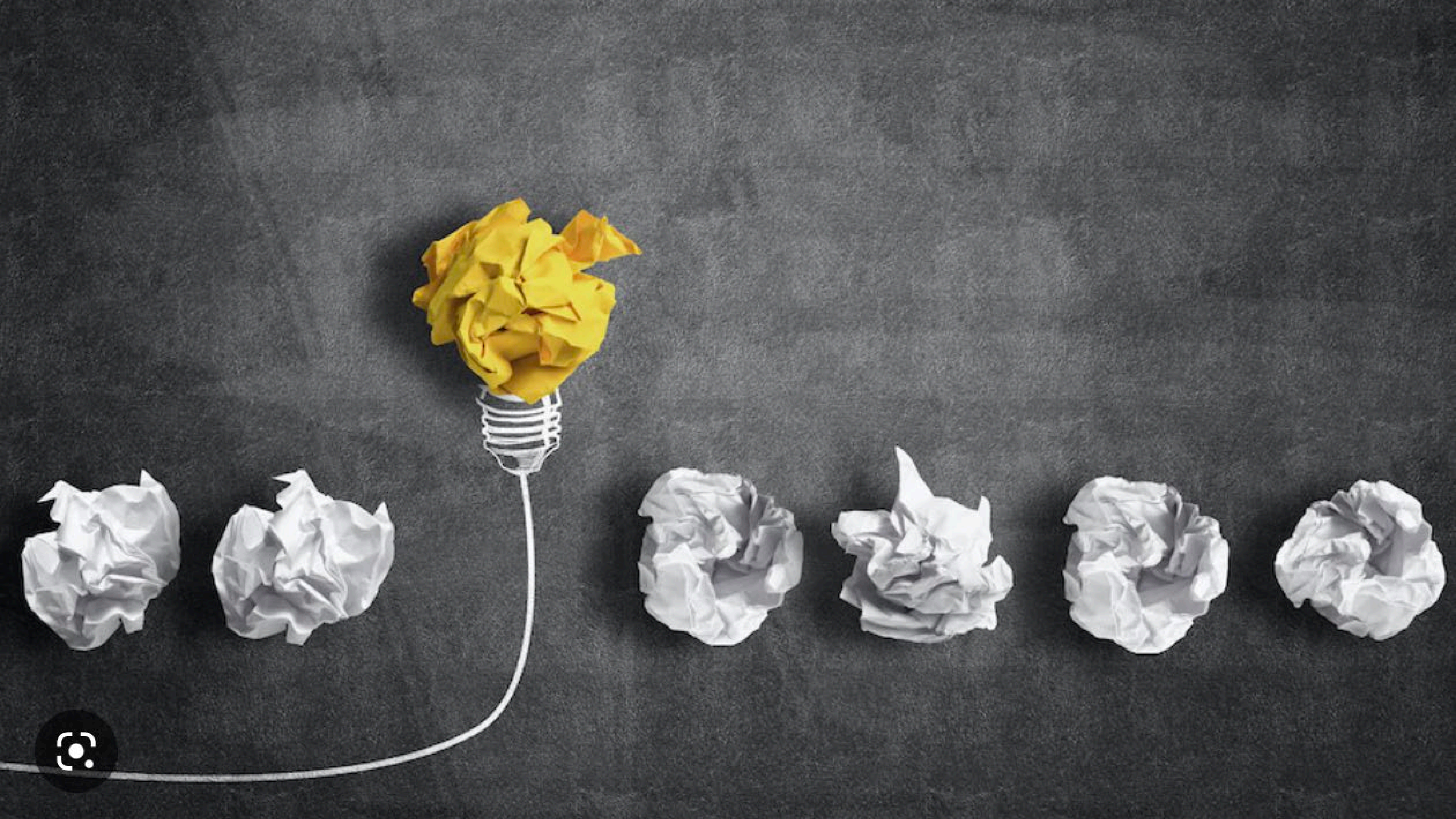
Metaphor

Bringing meaning to story.



Michael Bierut // Illustration for the New York Times Book Review, 2015







BEWARE THE HEAT

LITTLE BOTTLE . BIG FLAVOR

The New York Times Magazine

August 26, 2018



**THE G.O.P.
PLAN TO
RULE THE
COURTS**

EMILY BAZELON ON THE RADICAL
IMPLICATIONS FOR THE LAW —
AND FOR DEMOCRACY

JASON ZENGERLE ON
THE PARTY'S RUTHLESS JUDICIAL-
CONFIRMATION MACHINE

Visual primacy effect. Baked in. **Test:**

In the next slide you'll have to identify the colour of the ink. Stop when you have trouble identifying the colour. Read the colour.

red blue orange purple
orange blue green red
blue purple green red
orange blue red green
purple orange red blue
green red blue purple
orange blue red green
green purple orange red

We cannot ignore the metaphorical meaning of words.
E.g. “Some jobs are jails”.

Frames + Metaphors



"Framing is the process by which a communication source, such as a news organization, defines and constructs a political issue or public controversy".

"Frame analysis is usually done in regard to news media. However, framing is inevitable, as everyone does it. It can speed up the process of interpretation as well as writing and presenting the news. People just may not realize they are using frames. When people are aware that they are using framing, there are several techniques that can be used. These may include: metaphor, stories, tradition, slogan, jargon, catchphrase, artifact, contrast or spin".

Frame analysis. Source: Wikipedia the Free Encyclopedia

Note: This slide has been added to the original presentation for context.

You cannot
negate a frame.

You cannot negate a frame.


You have to direct attention elsewhere. To a different frame.

This is the size of the challenge.

Reframing

Published by Naomi Devine · 3 September at 12:40 ·

Who is Funding the Pro-Virus Rallies? Someone had to pay for the fancy posters and the sound system



Who is Funding the Pro-Virus Rallies? | ComoxValley.News

Someone had to pay for the fancy posters and the sound system

9,696
People reached

5,402
Engagements

Boost post

186

413 comments 74 shares

Like

Comment

Share

Powerful communications get to the point quickly, make it effectively, and provide the reader with clear paths.

So, how much time and space do you waste saying the opposite of what you're trying to say?

FrameLab

Cut the Not: Why banishing one word can power up your communication

From the FrameLab Archive, a New Year's tip for better writing and communications

FrameLab
Jan 4, 2023

Link to article: <https://framelab.substack.com/p/cut-the-not-why-banishing-one-word>

Eliminating the word “not” from your writing forces you to make the proactive case instead of just (lazily) negating your opponent’s argument.

Examples:

When anti-immigrant politicians say: “Immigrants are [negative label]”

Respond by saying: “Immigrants are [positive label]”

Examples: “Immigrants are our neighbors.” “Immigrants are our families.”

Never say: “Immigrants are **not** [negative label]”

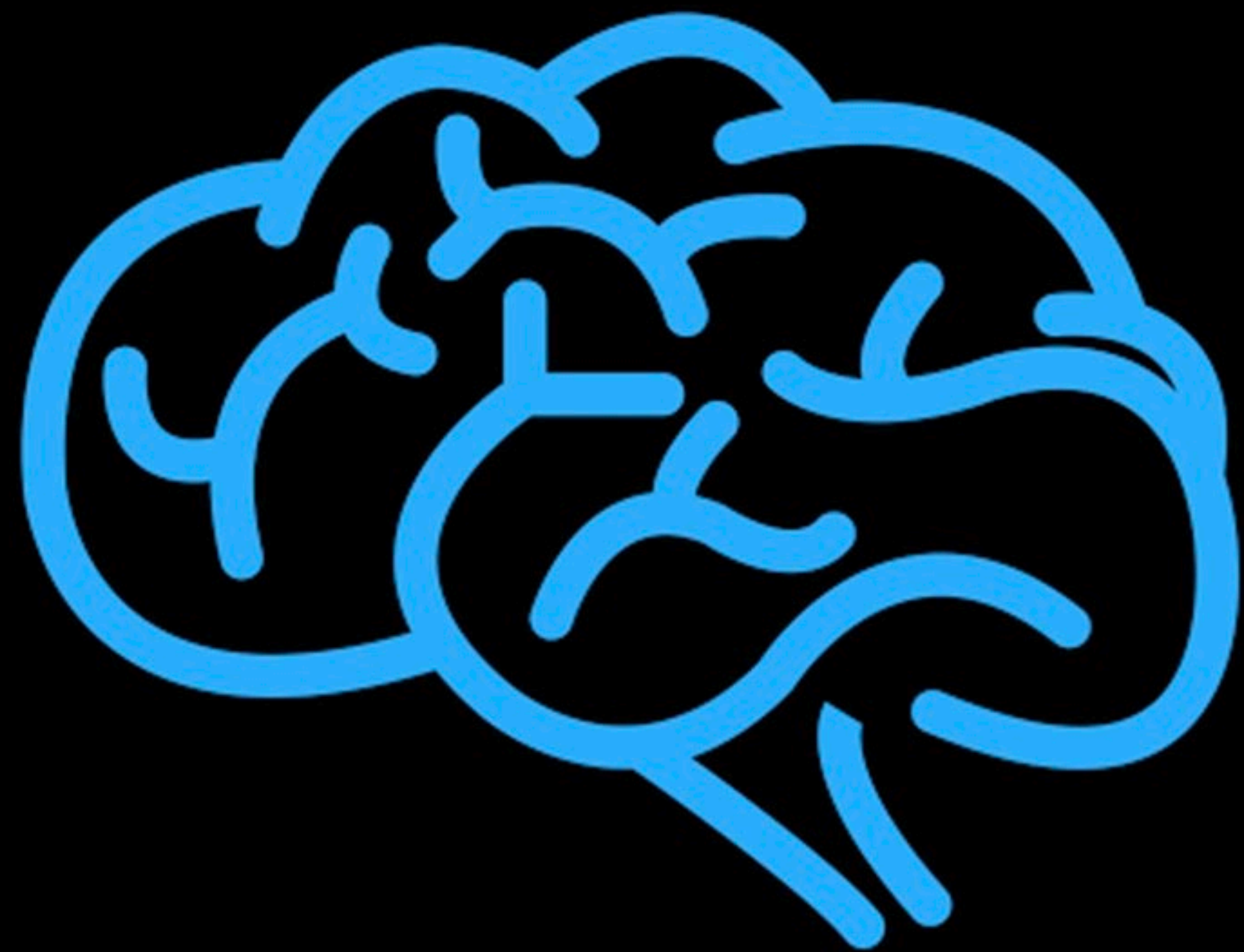
The same goes for environmental issues.

When fossil fuel companies say: “Coal is [positive label]”

Respond by saying: “Coal is [negative label]”

Examples: “Coal is dirty.” “Coal is dangerous.” “Coal is harmful.”

Never say: “Coal is **not** [positive label]”



FRAMELAB

DESIGNING SLIDES

86%

Of executives say that communicating with clarity directly impacts their career and income.

25%

Spend more than 2 hours on preparing for 'high stakes' presentations.

COMMON SLIDE DESIGN MISTAKES



Make it Clear - Structure

OUTLINE FIRST!!

- Controls number of slides & provides balance
 - Budget 2-3 minutes/slide (e.g. 30' talk = 10-15 slides)
- Have one story to tell:
 - decide on underlying issue to be addressed
 - divide into logical, hierarchical subquestions
 - talk should be series of answers to these questions
- Zoom-In (intro) and Zoom-Out (closure)

The telecom platform

Network

Special abilities 3-5

Strengths and weaknesses in your network

Access points close to the hub

– 3 properties

Distance and proximity

Connection and impact

Product

XS 4000, XS 5000

Upgrade to XS 5002

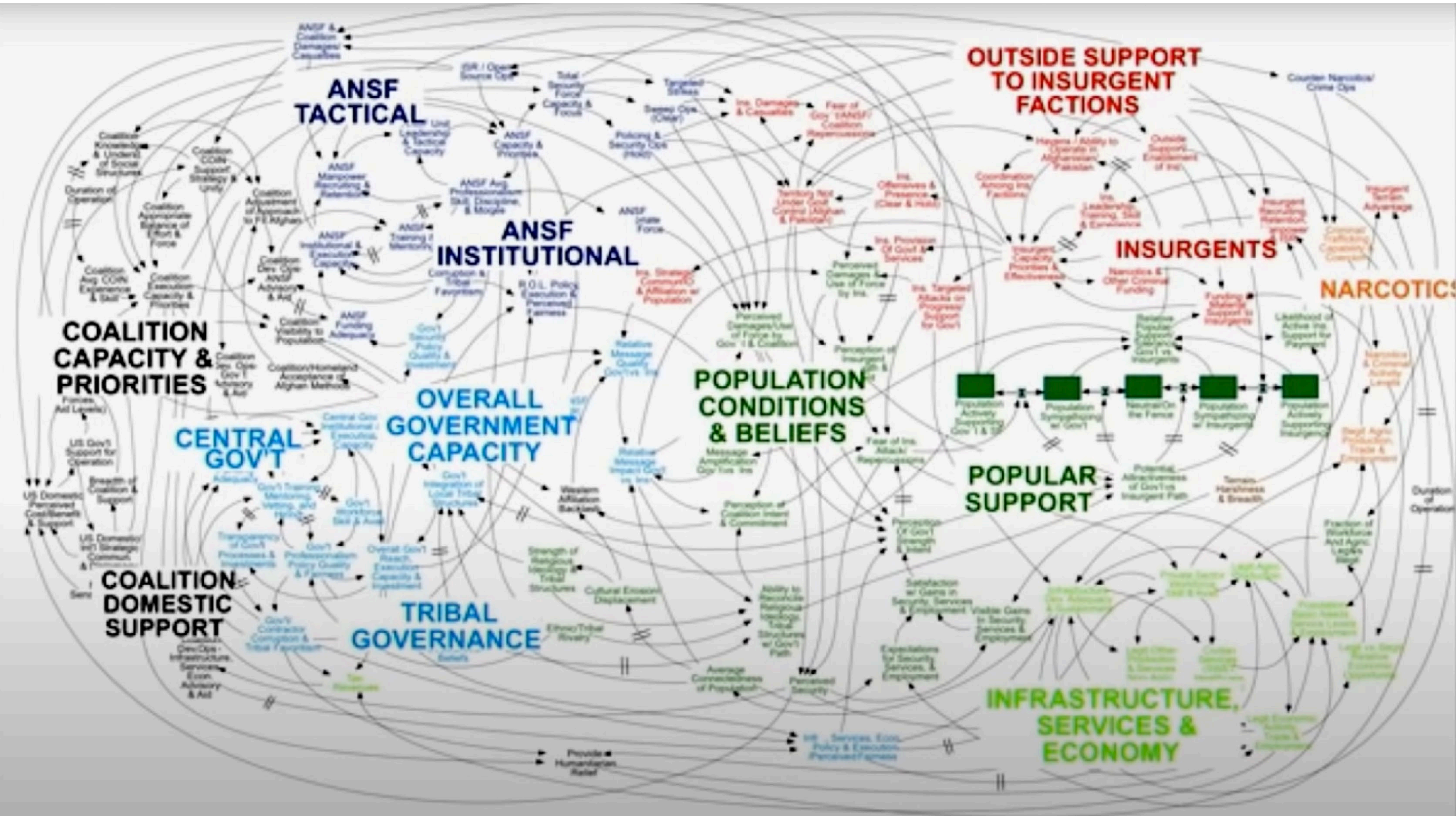
Special add-ons

Service

24/7/365

Special service





conds

30 sec





How to avoid death By PowerPoint
David JP Phillips
TEDxStockholmSalon

David Phillips: https://www.youtube.com/watch?v=lwpi1Lm6dFo&ab_channel=TEDxTalks

Should
it be a
Presentation?

One idea per slide.

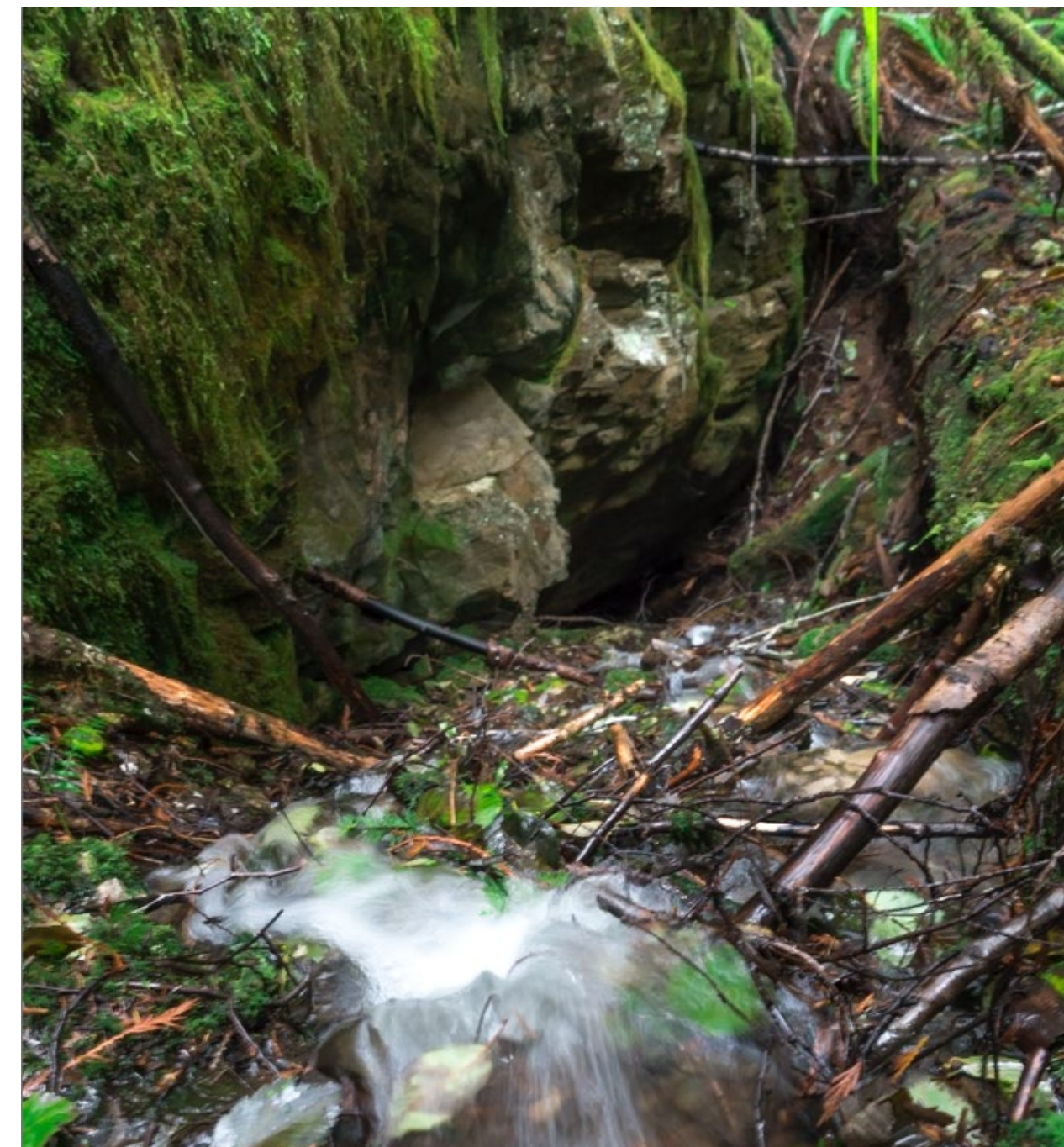
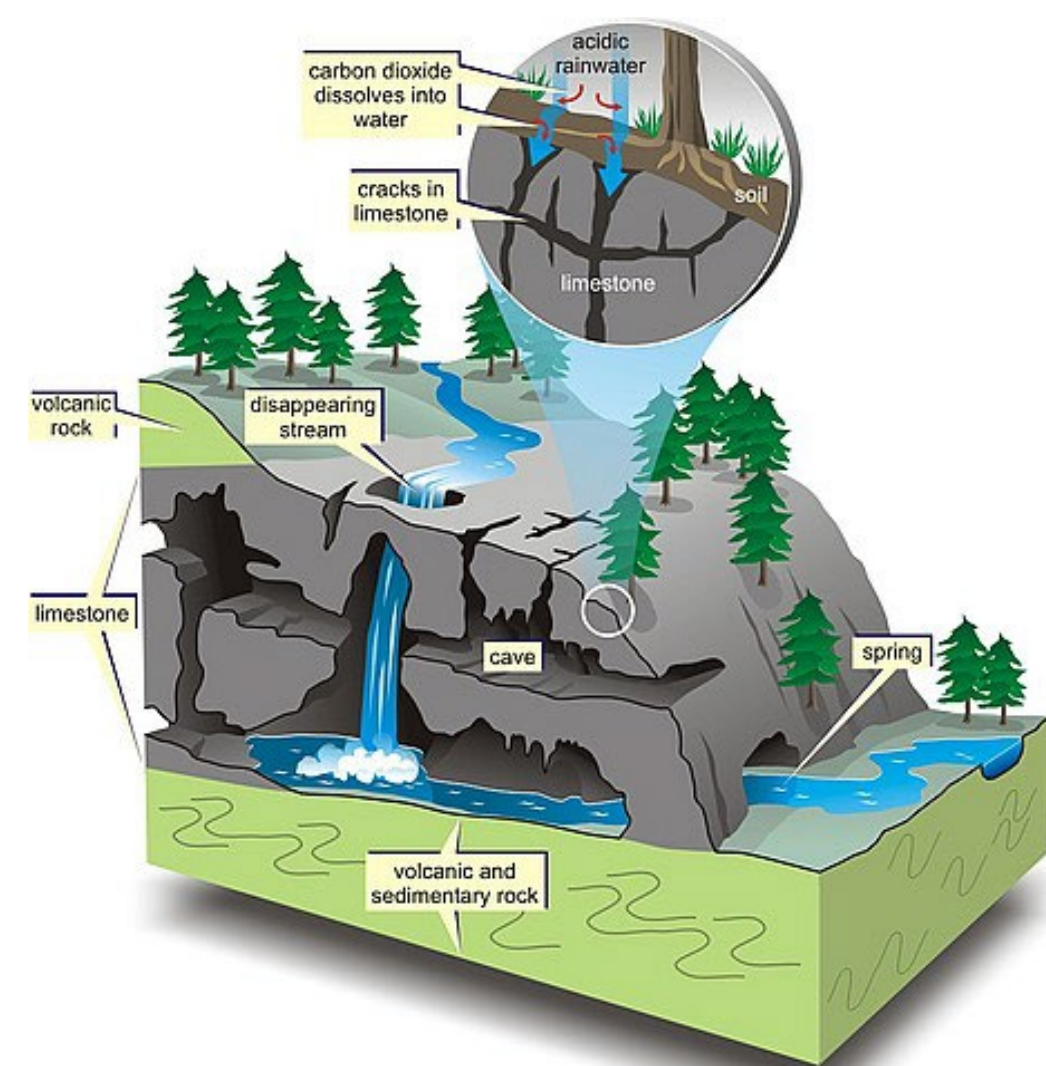
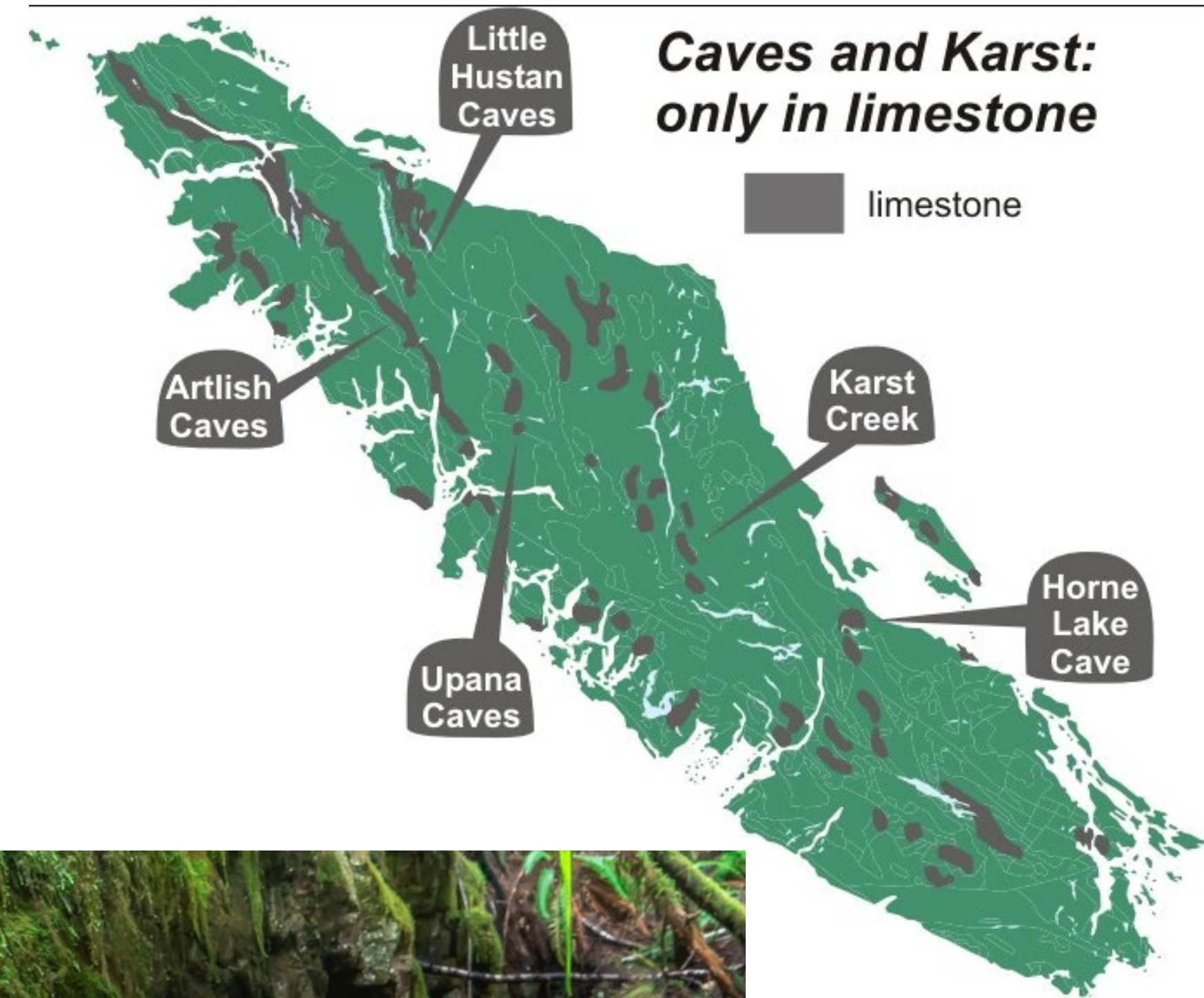
Use a colour palette and stick to it.

Visual metaphors only.

Maximum 4 words.

SLIDE DESIGN FIXES

Karst on Vancouver Island



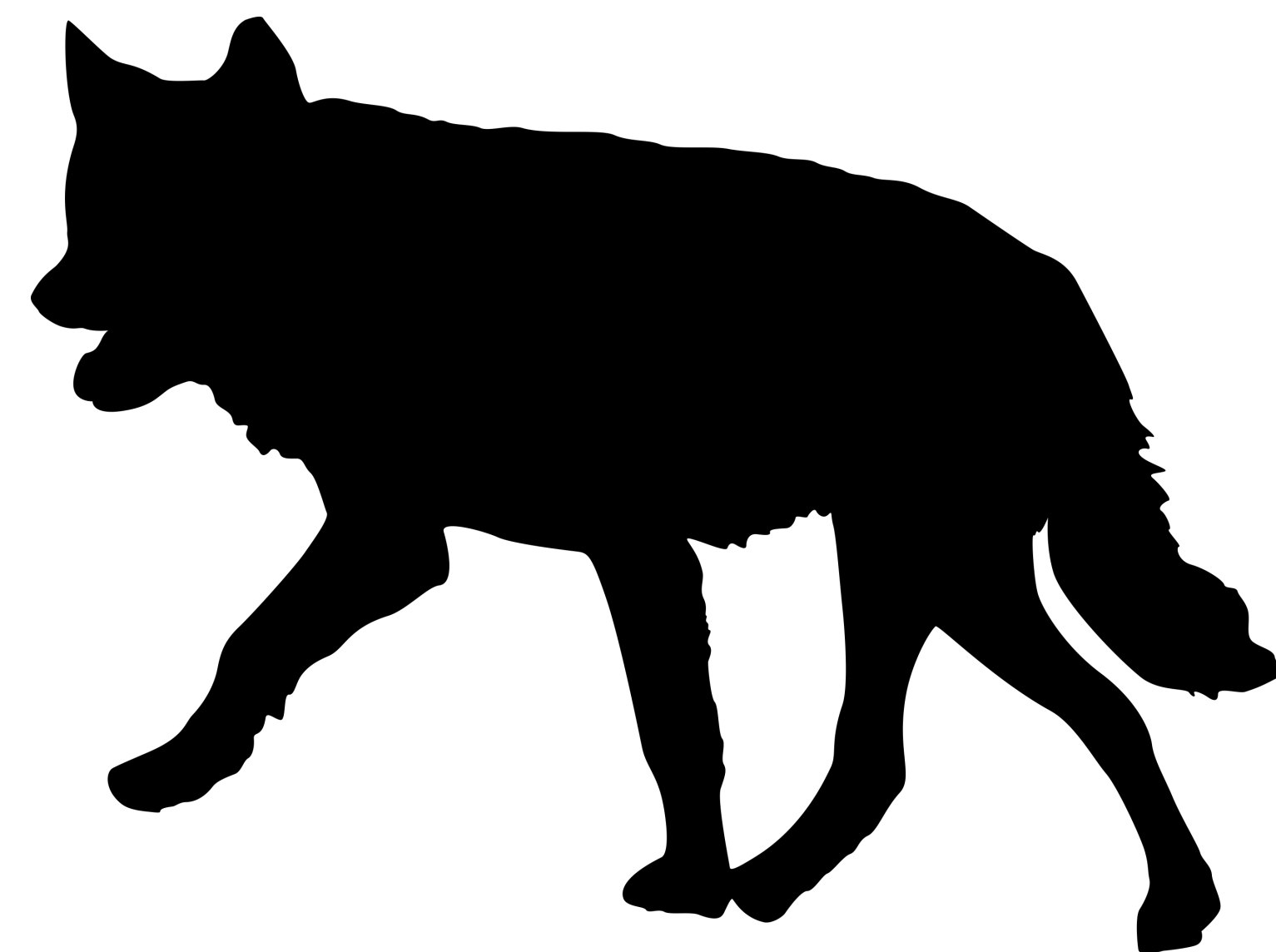
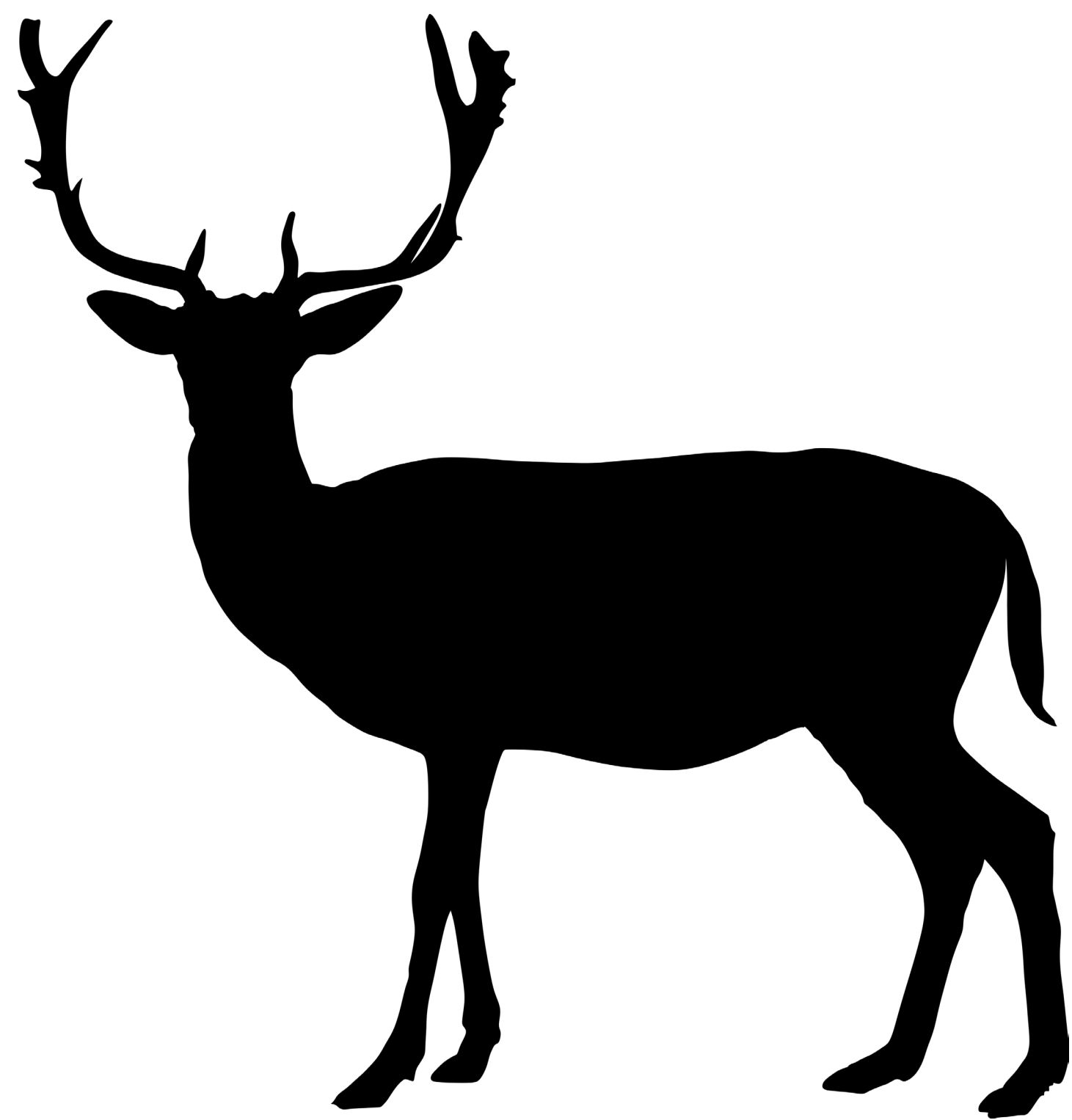
A long-exposure photograph of a waterfall cascading over mossy rocks in a forest. The water is blurred, creating a soft, white flow. The rocks are covered in vibrant green moss. In the foreground, a large, dark, fallen log lies horizontally across the frame. The background shows more mossy rocks and forest vegetation.

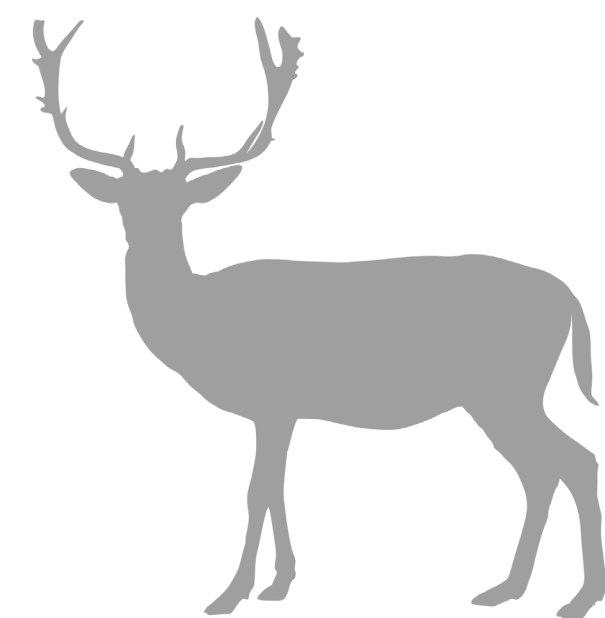
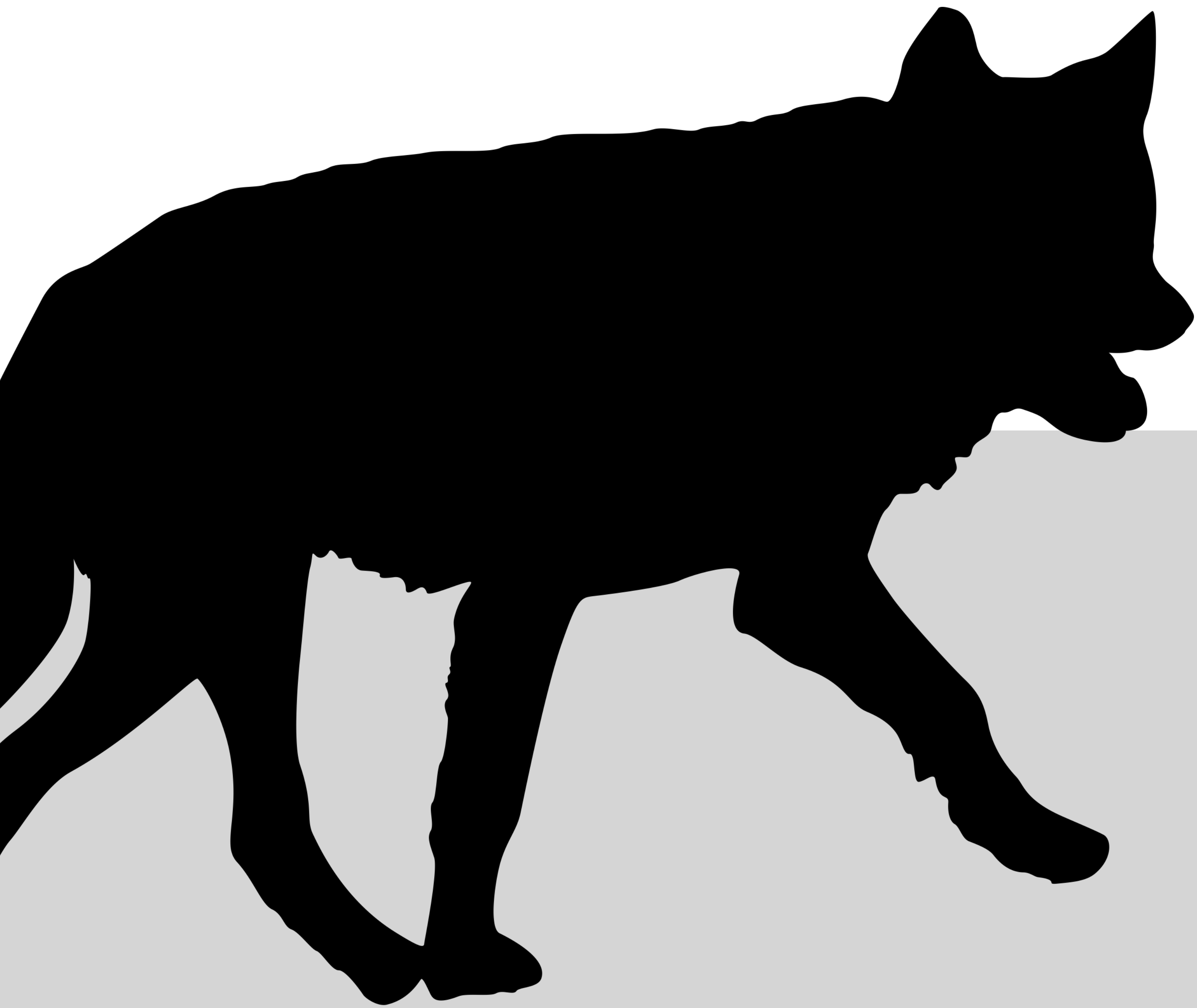
KARST

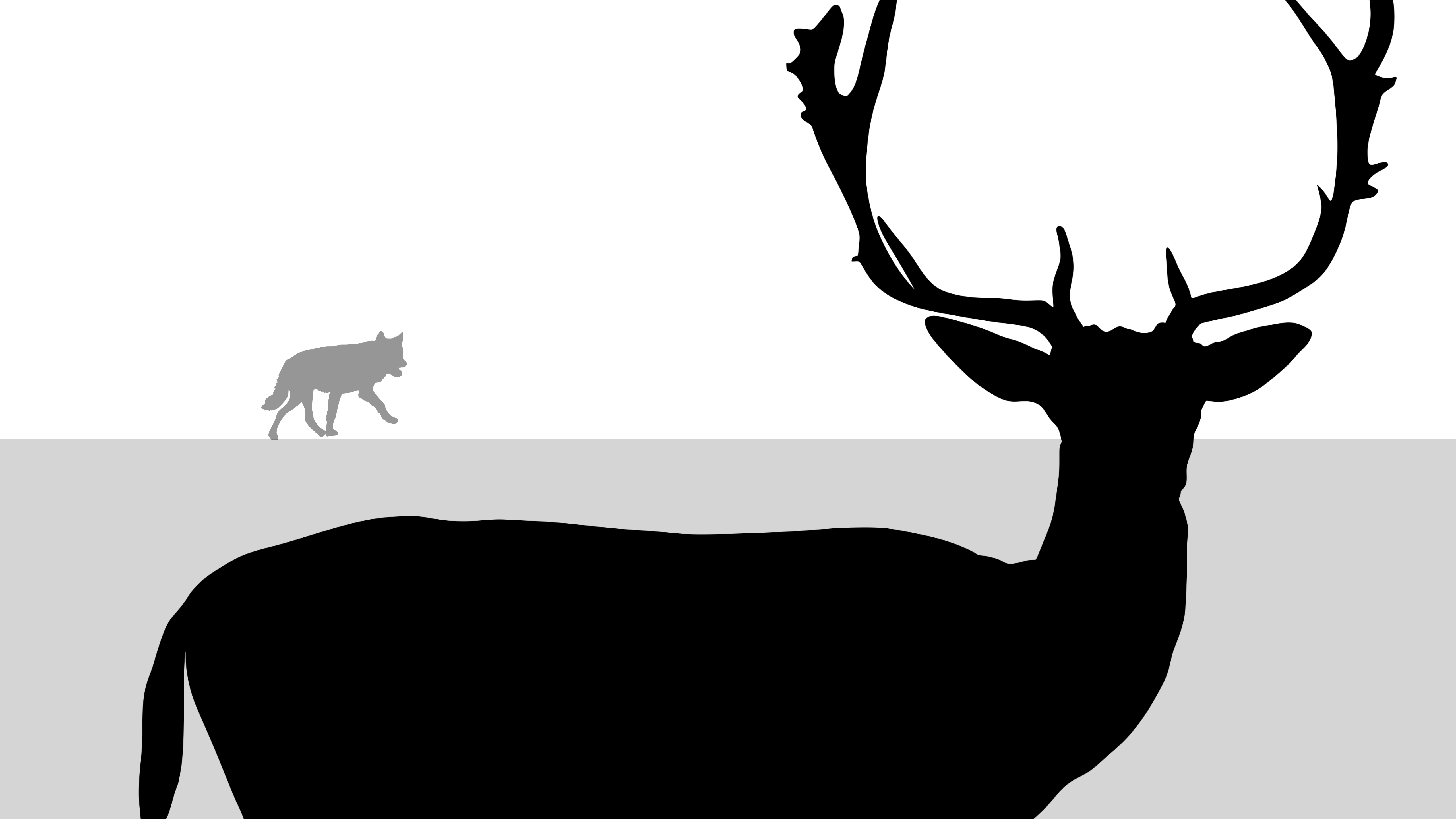
TOO MUCH
INFORMATION
PER SLIDE

CONTRAST

CONTROL & DEFINE
HIERARCHY, MOVEMENT
& MEANING







ONE TWO THREE

ONEtwo

3

ONE TWO

3

CONTRAST

1. Start Extreme + Pull Back
2. Largest item = most important
3. Treat type as another shape

Persuasive Storytelling

Naomi Devine x City of Vancouver CFIL