

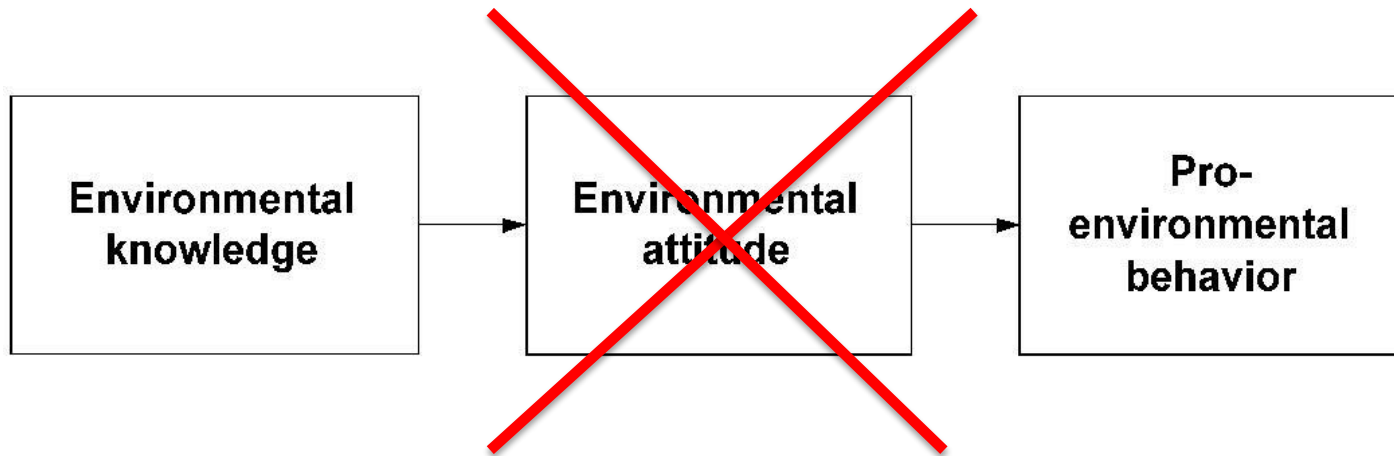
# The Power Storytelling

Peter Paul van Kempen

Louisa Nakanuku-Diggs

*How to use Storytelling to promote successful approaches  
for Sustainable Land and Water Management*

# After years of using the wrong models....



Awareness and education are not sufficient for behavior change

# Humans do not behave rationally, economically



Triune Brain



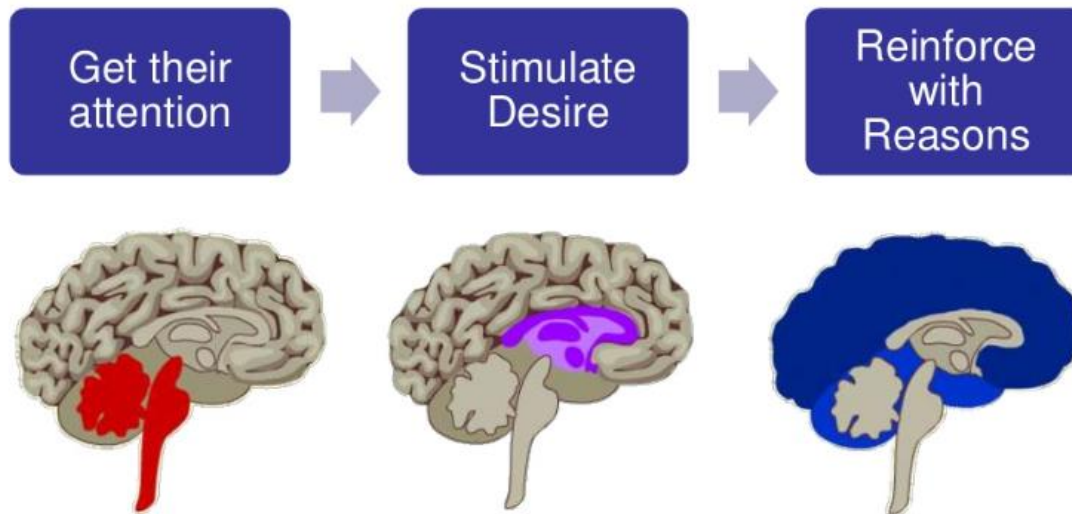
**Survival:** When you are hungry and go to shop to buy only soap, you come home with....

**Emotions:** Most people who buy a new car, learn facts after (!), they buy it (**Thinking brain**)

# Persuasion is better than convincing

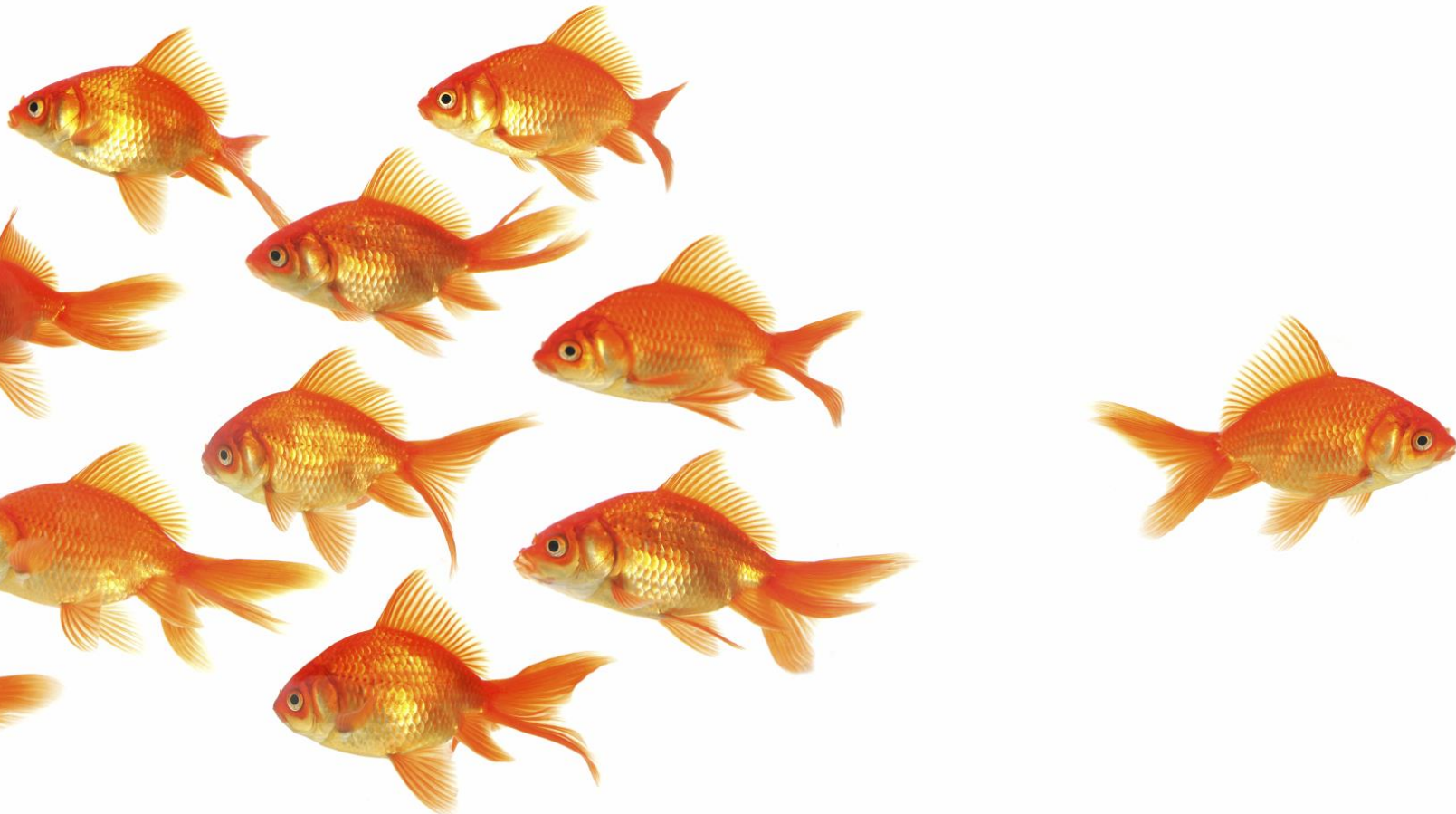


- Convincing: rational, thinking brain. Does **not** drive behavior.
- Persuasion: use emotions, social influence, fear, hope, pleasure, pain

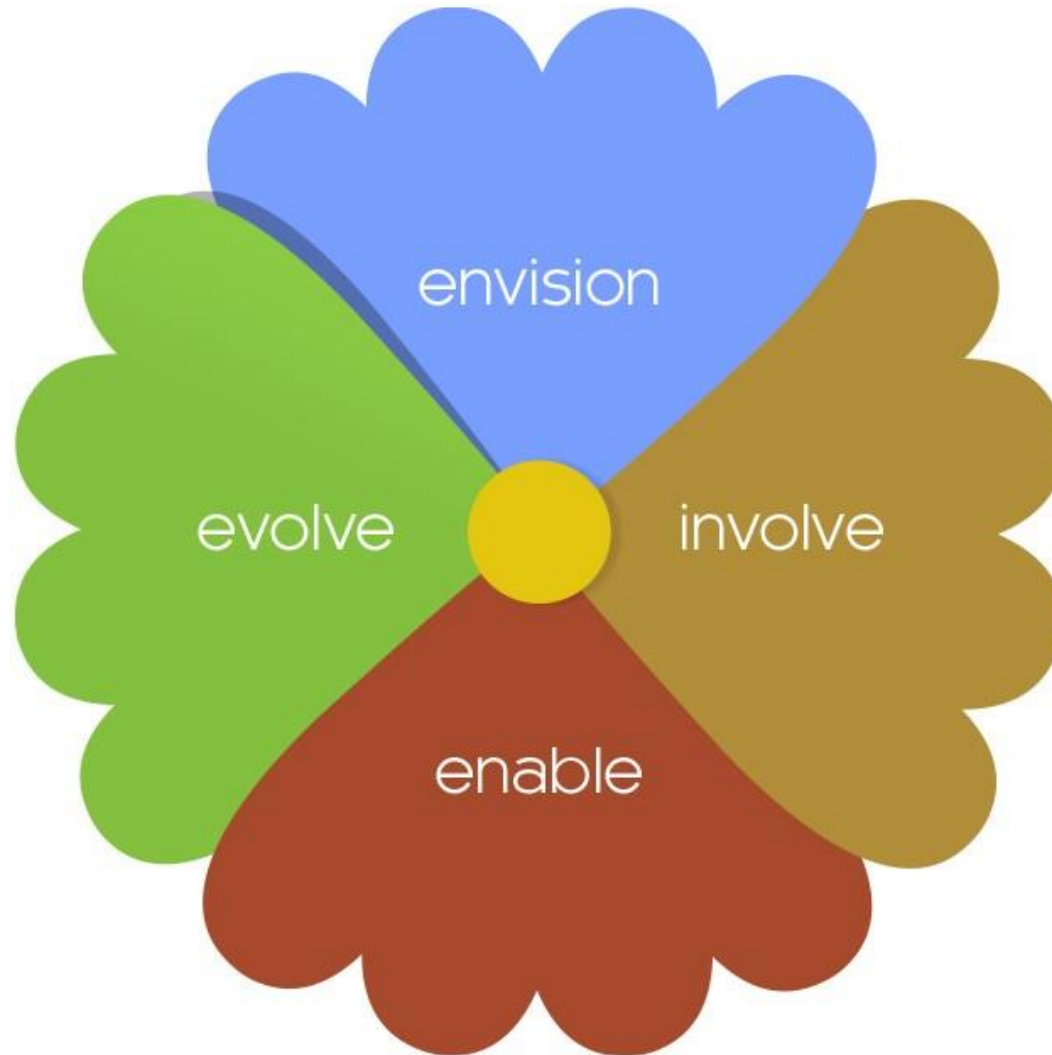


# Social influence

*When everybody goes left, how does it feel to go right?*



**It's time for Strategic  
communication!**



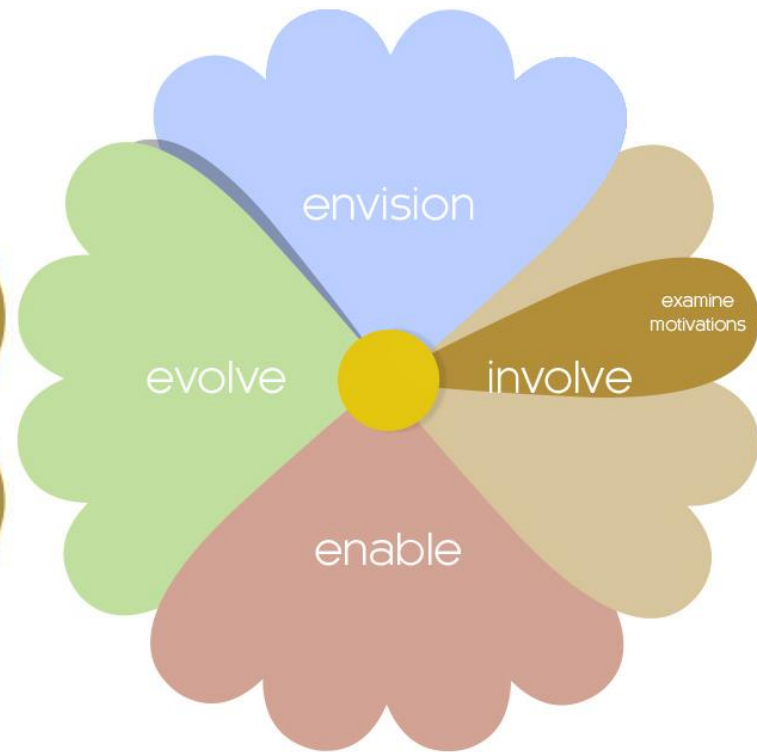
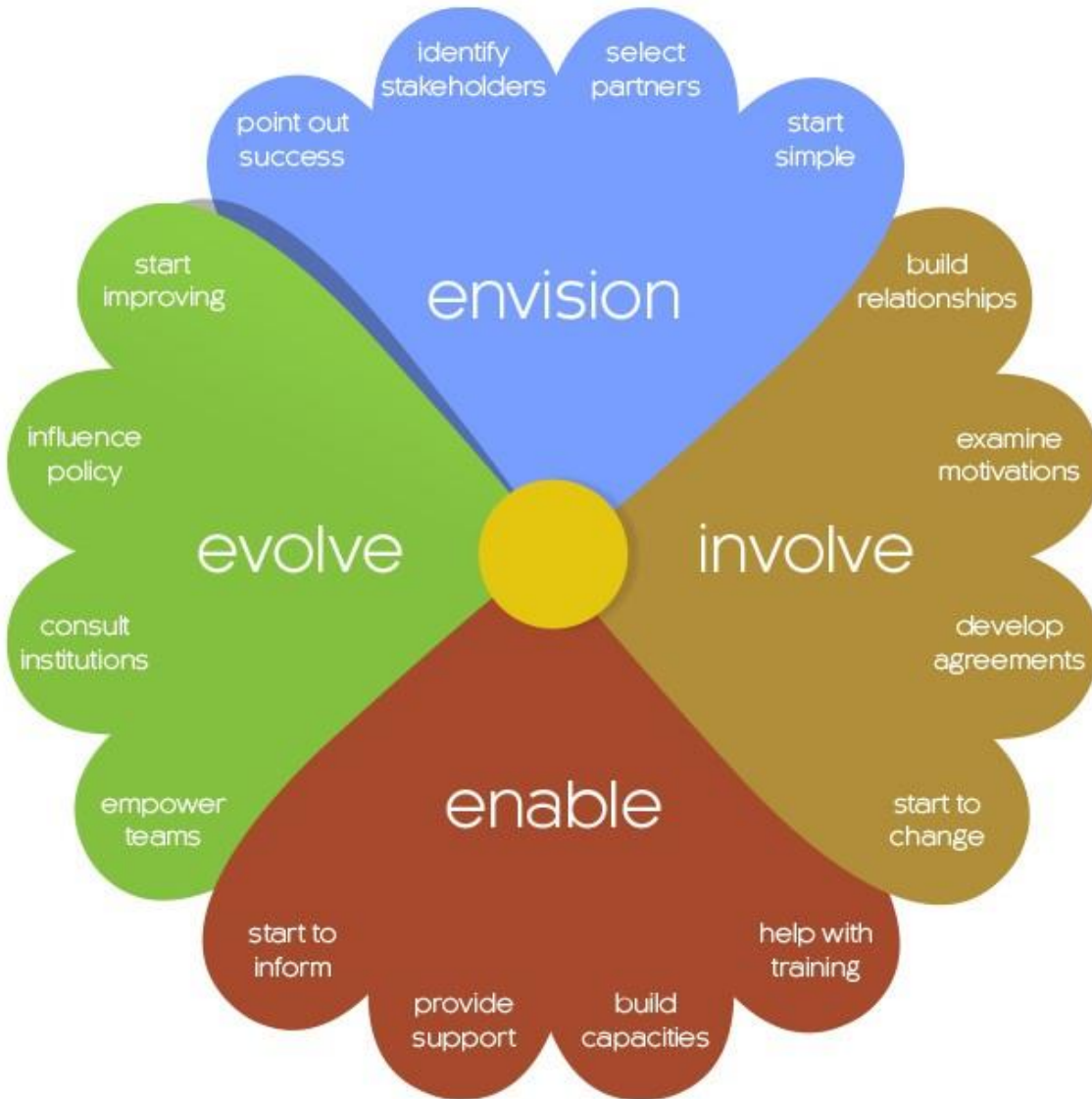
**Strategic Communication Development Model**

# Key principles of Strategic Communication



- *Envision*: understand situation, behavior and role of communication. **Start simple!**
- *Involve*: know your target audience. Start with **listening!**
- *Enable*: Have a clear, specific, call for Action: Design for **behavior change.**
- *Evolve*: learn, provide feedback & **improve!**

# Strategic Communication Development Model





# Objectives Storytelling Workshop



- Power of Storytelling
- What makes a good Story
- How to design a Story?
- Design story Great Green Wall
- Design story Land Management Togo
- Use techniques to write article Field Trip SAWAP project

# What do you expect? What do you need?



- What is your experience designing & using Stories?
- How could Storytelling help you?
- What do you want to learn and take home?

# What is a Story?

## How can storytelling help us?



- Discuss with neighbor: *Favorite Story from childhood? What is a Story? How can storytelling contribute to SLWM?*
- Exchange discussions at table. List 3 things: the most important added value of Storytelling for raising awareness and behavior change towards SLWM
- Take 10 minutes for this task
- Afterwards we listen to a Presentation about the Power of Storytelling

# The power of storytelling



Our brains are built to learn from stories! Stories:

- help understand and remember
- get full engagement
- touch emotions
- create empathy
- a powerful tool for persuasion & calls for action!

*our brain can't tell the difference between hearing a story and experiencing it*

# Listening to facts



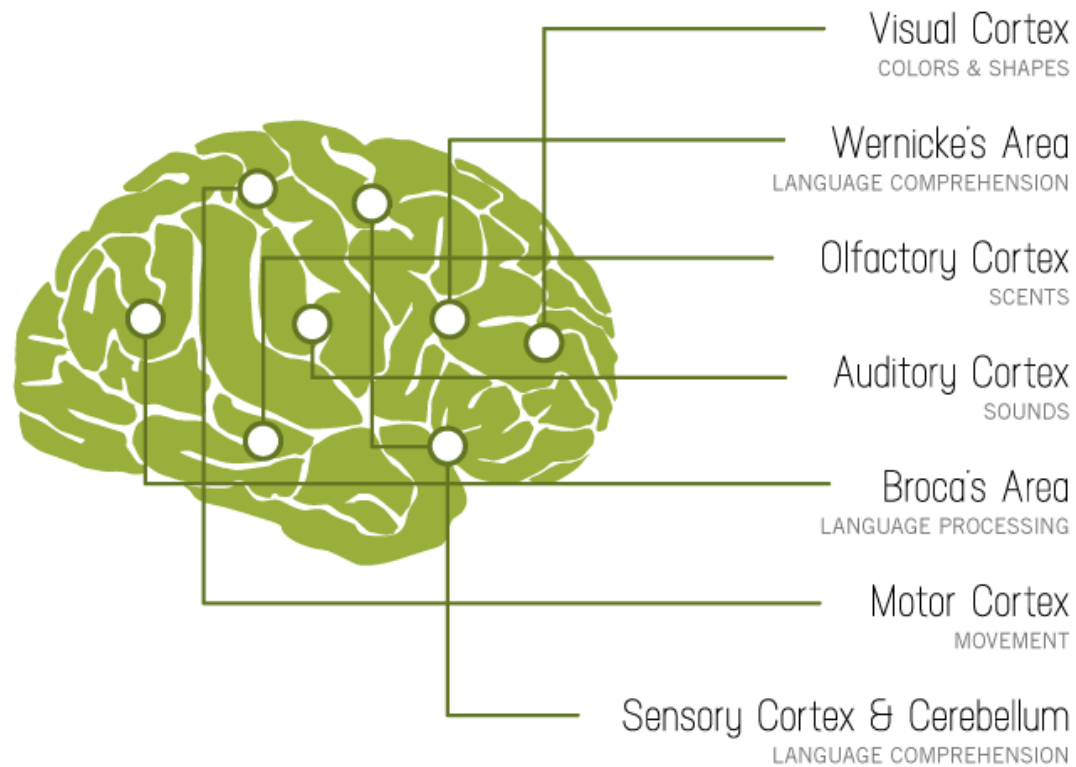
## YOUR BRAIN ON DATA



# Listening to a story

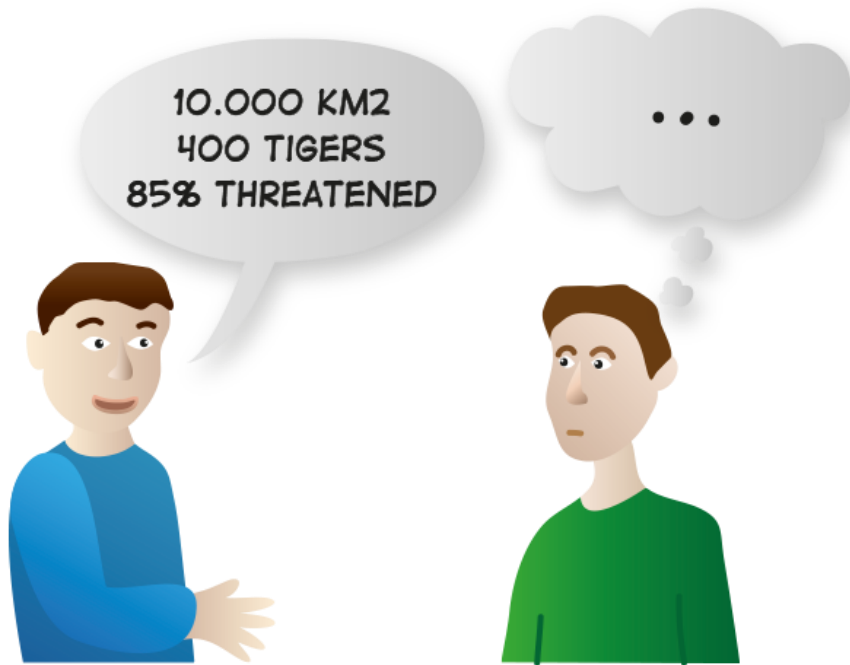


## YOUR BRAIN ON STORIES



# Power of Storytelling

## The power of storytelling



Factual info: not effective in most cases



Storytelling engages the listener on many levels

# Examples of Good Stories

- La Belle Histoire de Leuk-Le-Levière
- Cinderella
- Lion King
- Star Wars
- .....





# What makes a good story?



- Discuss at table: *What elements do good stories have?* Think about examples of Great Stories you know.
- What other factors make a story successful?
- Appoint one person of the group to present your group findings plenary, if asked.

Take 10 minutes for this task

# What makes a good Story

- A story is narrative account of events
- It has a core element of truth
- It adds emotion
- Visual, Auditory, Smells, Taste



# What makes a good story



## Strategic elements:

- Based on understanding the target audience
- Story has a Key point
- Characters: hero & adversary + archetypes
- Situation, Conflict & Resolution
- Use tools: Senses, Metaphors (pictures), Verbs (action), Adjectives

# Hero – Adversary: Conflict!



# Archetypes

Archetypes



# How can we use Storytelling for our work?



- Discuss at your table: *How can we use storytelling for our work? Which new ideas do you have compared to when we started this morning?*
- Appoint one person of the group to present your group findings plenary, if asked.

Take 10 minutes for this task.

# How can we use Stories?

## Four types of stories



- Create trust: 'Who am I and why am I here' Stories
- Inspire: 'The vision' Story
- 'Teaching' Stories
- 'Values in Action' Stories

# Designing Stories



Work in pairs: Read and analyze personal story:

- What is the Key point, the main message
- What is the conflict?
- Who is the hero, who or what is the adversary?

Take 10 minutes for this task



# Individual Exercise



Write you own 'Who am I and Why am I here' Story. Use strategic elements:

- Audience
- Key point
- Situation, Conflict, Resolution
- Characters: Hero, adversary, ...

*Afterwards, we listen to three personal stories.*

# Designing a Story on the Great Green Wall



Work in groups with flip charts

- Choose audience. Discuss main characteristics: knowledge, attitude, motivations
- Develop Key point
- Choose characters: hero, adversary + ...
- Select conflict
- Storyboard: Beginning, Middle, Climax, End

# Example of a Storyboard



## Beginning

*Villages live in balance with the Sundarban forest. As population explodes, illegal logging and poaching increase, shrinking the habitat of the tiger. Adam is working for TigerTeam and is working hard to develop solutions.*

## Middle

*A hungry tiger enters a village. An angry, panicking mob kills it. Rashid is the leader of the mob. He is the hero for the villagers. Adam, working for WildTeam, visits the village the day after and returns several times. He listens to the horror. He convinces Rashid that it is possible and vital to save both human and tiger.*

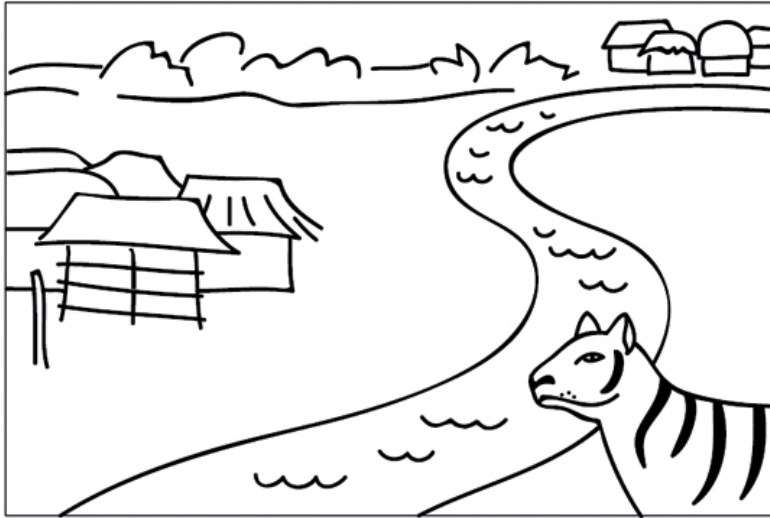
## Climax

*A group of volunteers is trained how to scare the tiger, how to control and calm panicking villagers and how to reach the Forest Department and the emergency team. A tiger enters the village and is scared back into the forest. The crowd cheers and the TigerTeam volunteers are heroes.*

## End

*There are many, many villages in the Sundarbans. WildTeam gets requests to train new Tiger Response teams. This requires capacity and funds. Donors will really make a difference and become part of the team saving the Sundarbans with all animals and people living in it, including the magnificent tiger.*

# Example of a Storyboard



# Design Story on positive change in land management in Togo



Work in groups with flip charts

- Choose audience. Discuss main characteristics: knowledge, attitude, motivations
- Develop Key point
- Choose characters: hero, adversary + ...
- Select conflict
- Story board: Beginning, Middle, Climax, End

# Synthesis



- Discuss in your group what you learned so far.
- Discuss how we can apply this in your work and life.
- Discuss at your table what was most meaningful of what we discussed today.

# Please join IUCN CEC



- IUCN Commission on Education and Communication (CEC): Global network of 1500 experts in learning, capacity development, strategic communication, change management, conservation psychology
- Examples: #NatureForAll, Frogleaps.org



# NATURE  
FOR ALL



**Thank you!**  
***Let's stay in touch***



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