

THE NONPROFIT STORYTELLER

ENGAGING HEARTS AND MINDS IN YOUR MISSION



CULTIVATING VIBRANT COMMUNITIES



WHY YOU SHOULD TELL STORIES

What would it mean if you could improve the impact of your talks, appeals, presentations by increasing the connections with your story by:

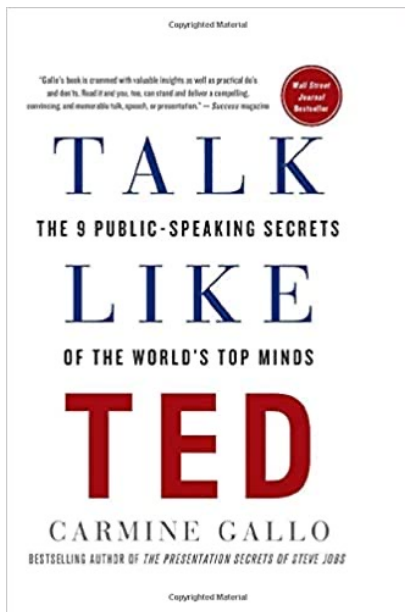
- 15%
- 25%
- 50%

WHY YOU SHOULD TELL STORIES

The brain remembers stories up to
22 times more
than isolated facts



TALK LIKE TED

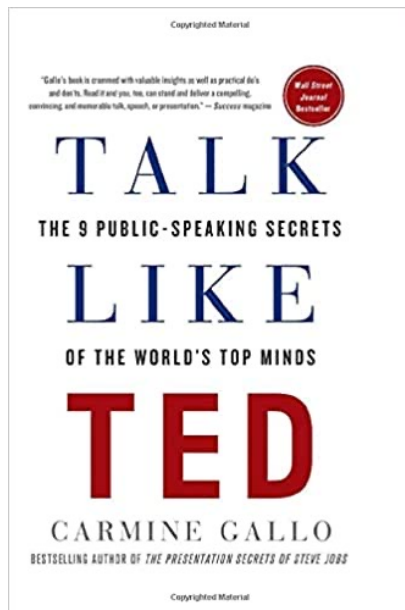


Author Carmine Gallo

- Analyzed more than 500 TED presentations (over 150 presentation hours)
- Spoke with many successful TED speakers
- Interviewed some of the world's leading neuroscientists, psychologists, and communications experts

All to gain a better understanding of why the principles that underlie these elements work as well as they do

TALK LIKE TED



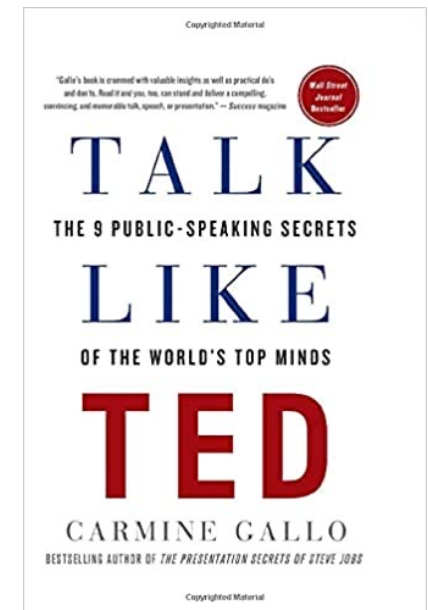
Three Key Components of an Inspiring Presentation

- EMOTIONAL—touch my heart
- NOVEL—teach me something new
- MEMORABLE—present content in ways I'll never forget

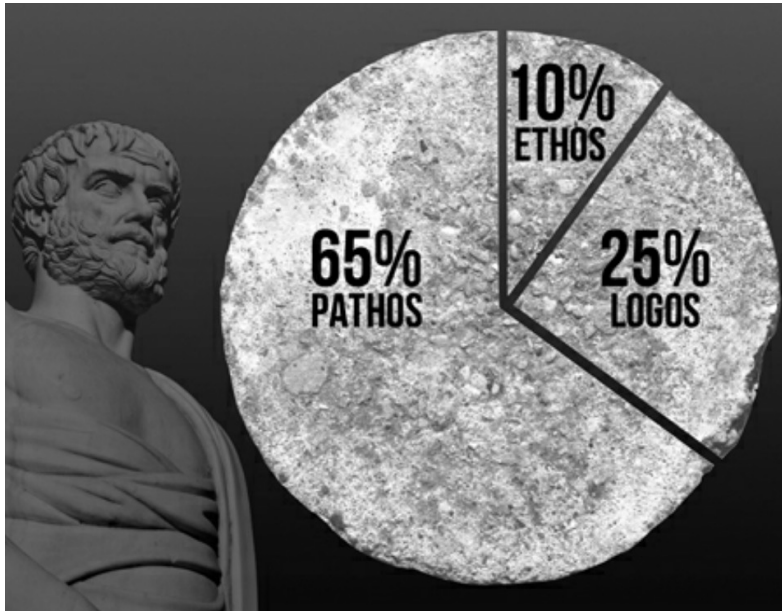
TALK LIKE TED

9 Public Speaking Secrets from the World's Top Minds

- Be Passionate
- Tell Stories
- It Takes a Plan and Practice to have an Authentic Conversation
- Tell them something new
- Deliver “Jaw-Dropping” Moments, when possible
- Use Humor, appropriately
- Trigger Multiple Senses
- Be Brief
- Be Yourself



TOUCH THEIR HEART – TELL STORIES



- Pathos – Appealing to emotions
- Logos – Logic, data, and statistics
- Ethos – Creditability, experience

Bryan Stevenson received the longest standing ovation in TED history in March of 2012. Analysis of his talk reveal the distribution of his 18-minute talk.

STORYTELLING - WHAT THE RESEARCH SAYS

Stories Activate More Areas of the Brain

- Unlike facts or data alone, which primarily engage the language processing centers, stories stimulate multiple regions, including those responsible for senses, emotions, and motor functions.

Storytelling Enhances Memory & Retention

- The brain remembers stories up to 22 times more than isolated facts

Stories Trigger Emotional Engagement

- Emotions plays a key role in long-term memory formation. Emotional experiences are stored more deeply.

STORYTELLING - WHAT THE RESEARCH SAYS

Stories Create Connection & Trust

- When we hear a story, our brain mirrors the emotions and experiences of the storyteller, making us feel as if we are experiencing it ourselves.

Stories Make Complex Ideas Simple & Meaningful

- The brain craves patterns and narratives to make sense of information.

Stories Drive Decision-Making & Behavior Change

- People make decisions emotionally first, then justify them with logic—and stories directly engage listeners emotionally.

STORYTELLING - WHAT THE RESEARCH SAYS

Stories Inspire Action

Studies show that people are more likely to donate to a cause when presented with a personal story, rather than just statistics.

STORY CANVAS

I will tell about the time I (or we)...
STORY canvas FROM the BOOK STORY Sprint!

Situation
So there I was...

(Time, place, Single human protagonist)

Trouble
I/We wanted...

(Internal or external desire or goal)

Action
So I/we...

And then I... And then we...

Result
Until finally...

But...

(Lack of resources, external forces, limiting beliefs...)

Emotional data / somatic memory
I/we Felt...

Insight / Connection:
And now we know... / And that's why...

Mad
frustrated annoyed
defensive
disgusted outraged
offended

Sad
depressed
disappointed regretful dismayed
disillusioned pessimistic
mournful

Happy
glad overjoyed
relieved elated
pleased excited
grateful thrilled
content amused
triumphant

Afraid
anxious vulnerable
stressed nervous cautious
confused

Hurt
betrayed shocked
stunned aggrieved
abandoned

STORY CANVAS

Situation

Trouble / Opportunity

Feelings

Action

Result

Insight / Connection

LET'S TELL A STORY



LET'S TELL A STORY



Situation
Opportunity
Feelings
Action
Result
Insight / Connection

LET'S TELL A STORY



LET'S TELL A STORY

Situation
Trouble
Feelings
Action
Result
Insight / Connection



TOP 7 BOOKS FOR THE NONPROFIT STORYTELLER

- Talk Like TED, Carmine Gallo
- Story Dash, David Hutchens
- Building a Story Brand, Donald Miller
- Made to Stick, Chip & Dan Heath
- The Storytelling Non-Profit
- The Story Factor, Annette Simmons
- Long Story Short, Margot Leitman

**Bonus Source from the
World's Greatest Storyteller**

4 Gospels - **Red Letters**

THE NONPROFIT STORYTELLER

ENGAGING HEARTS AND MINDS IN YOUR MISSION



RORY SHEPPARD



Learn more about ActionCOACH
and our services for businesses
and nonprofit impact agencies

Book a call with Rory to have him
engage with your Board,
Leadership team, or staff



RORY SHEPPARD

Executive leader with a 30+ year track record of working in some of the most iconic brands in Texas (Builders Square, AT&T, H-E-B, and Whataburger). Broad range of experience in leading and managing very large teams across many disciplines:

- **Technology** - IT development, project management, vendor management
- **Accounting / Finance** – business unit P&L, financial reporting and analysis
- **HR/Benefits/Payroll** - payroll, benefits, 401k, FMLA, disability
- **Accounting / Merchandising** - PO processing and management
- **Shared Services Leadership** - call center, corporate services, & maintenance
- **Internal Training / Consulting** - Lean and 6 Sigma, personal development

