

EMBRACING YOUR POWER: **Your Voice & Story**

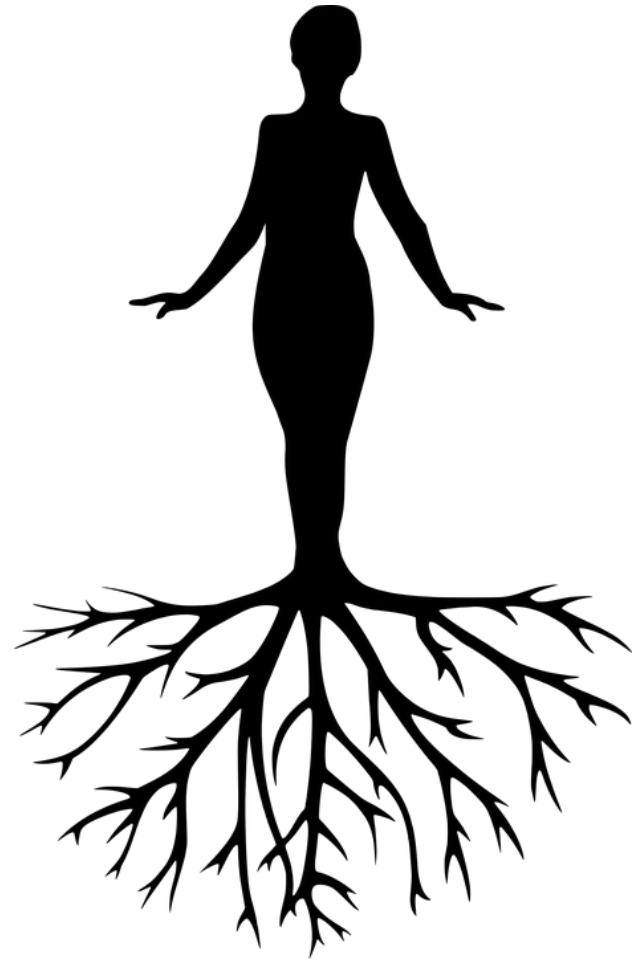


A Part of My Story: Irene Godinez



Real Self-Talk

- **Why do you lead?**
- **How did you grow up to become the person sitting here today, serving your community?**



Why Do You Lead?



Knowing Your Why

- **Know your personal story.**
- **Understand and articulate your core values and beliefs.**
- **Understand how your story informs your motivation & leadership.**
- **Be clear about your motivation. Answer the questions:**

“Why do you lead?”

Why Do We Use Storytelling?

Because SCIENCE

ETHOS

Credibility
Authority
Reliability



PATHOS

Emotion
Sympathy
Imagination



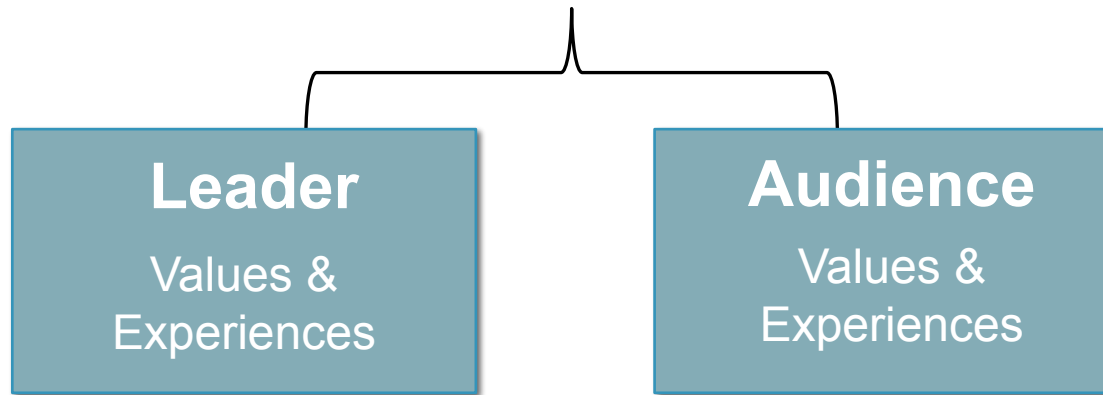
LOGOS

Logic
Reason
Rationality



Can I Believe This Person?

TRUST



- **Trust bridges the gap.**
- **Stories and values are how we build trust.**

The Power of Story

“Stories are an emotional and moral resource.”

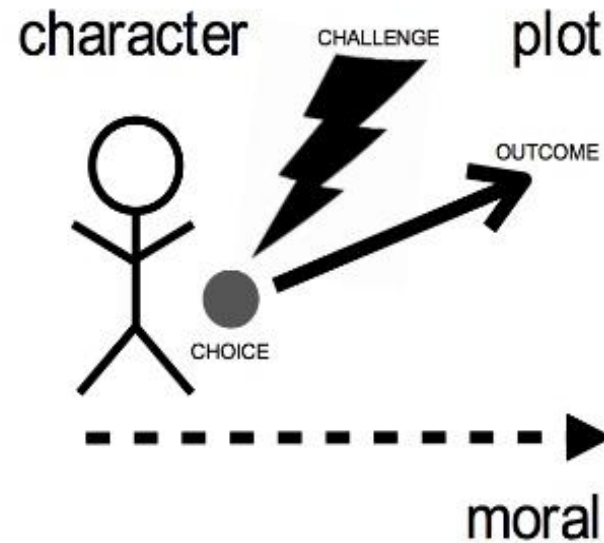


Every Effective Story Has This Framework

Challenge.

Choice.

Opportunity.



Source: Marshall Ganz

INDIVIDUAL WORK

10 minutes

WHAT ARE SOME OF YOUR FAVORITE STORIES & WHY?

WHO ARE SOME OF YOUR FAVORITE TED TALKS or PUBLIC SPEAKERS? Why?

**WHEN HAVE YOU FELT MOST POWERFUL? CONFIDENT?
What conditions contributed to you feeling this way?**

Debrief & Share

https://jamboard.google.com/d/1EI68lGIS3kqNazvDm6r7DNEFohcJkO_XR1flszl2AMg/edit?usp=sharing

PUBLIC NARRATIVE FRAMEWORK

Challenge | Choice | Outcome



- Why do *you* care?
- Why should *we* care?
- What can *we* do *now*?

Components of public narrative

Challenge, Choice, Outcome



Public Narrative

