



# NARRATIVE WORKSHOP

## SESSION HIGHLIGHTS

- Training workshop exploring the art and science of aspirational communications
- Hands-on help applying the insights as participants create narratives about their own work

## KEY TAKEAWAYS

### **Start with “Why.”**

Before we can get our audience to wrap their heads around our (often complicated) solutions to the world’s complex problems, we have to make them care enough to spend the time and energy necessary to do it. That starts with articulating the principle behind our work—why we are doing this—in order to connect with what’s most meaningful to our audience: their values and aspirations. When we do this, we can start our communications on the right foot.

### **If you confuse them, you lose them.**

Human beings are hard-wired to resist complexity. If something is difficult to understand, we quickly tune out. Our communications need to be super simple in order to keep our audience hooked. That means relentlessly eradicating jargon and any other unfamiliar language that our audience may not understand. Because the moment they’re confused about something you said or unsure of a word you used, they’ve stopped listening to you.

## Use “Winning Words.”

Psychology and linguistics help us craft messages that are memorable and meaningful. According to scientific research, “winning words” create emotional reactions, are easy to understand, evoke visual images and are simple to retain and repeat. To ensure our communications pack the maximum punch possible, we can use a simple, four-step checklist to evaluate the language we choose to use.

For a message to be effective, the audience must:

**Feel It.** Does the language create an emotional reaction?

**See It.** Does it create mental images?

**Believe It.** Is it familiar and easily understood?

**Say It.** Will people retain and want to repeat it?

### WINNING WORDS



**FEEL IT.**



**SEE IT.**



**BELIEVE IT.**



**SAY IT.**