

**Storytelling: Let Your Superhero Story Shine**

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**Burning Questions?**

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2

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**WHY? >**  
**WHAT? >**  
**HOW? >**

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3

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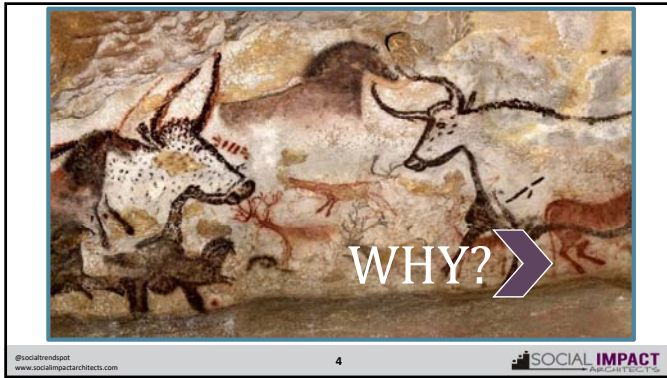
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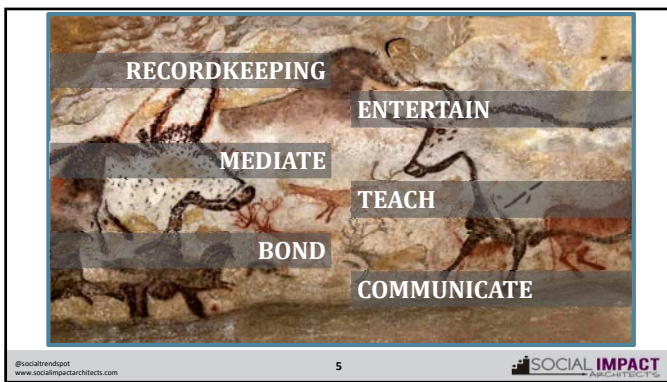
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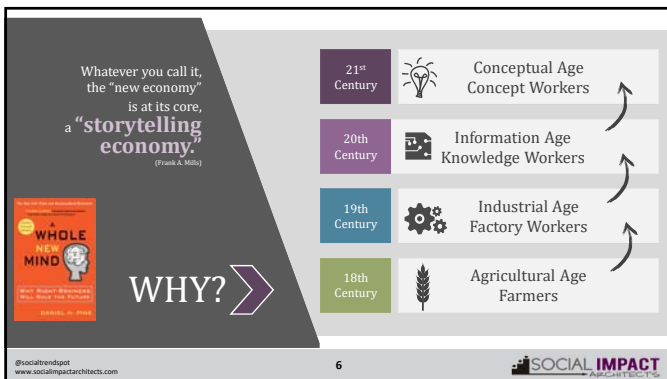
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These are the **6 aptitudes** that Daniel Pink suggests that you master in the Conceptual Age.

<b>DESIGN</b>  not only function	<b>STORY</b>  not only argument	<b>SYMPHONY</b>  not only focus
<b>EMPATHY</b>  not only logic	<b>PLAY</b>  not only seriousness	<b>MEANING</b>  not only accumulation

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7

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What does this mean for the **NONPROFIT SECTOR?**

**3,000**



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8

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Those who tell the **stories** rule society.  
(Pearl)

**WHY?** 



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9

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CHANNEL YOUR ENGLISH TEACHER

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10

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You can't connect the dots looking forward; you can only connect them looking backwards.  
(Steve Jobs)

WHAT? >

- ? What can they do?
- ? Why should they care? Why should they care now?
- ? What happens if nothing is done?
- ? What is your organization's solution? How is your organization different?
- ? Why does this problem exist? What is the root cause?
- ? What problem is your organization trying to solve?
- ? Who are you talking to?

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11

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TAKE-HOME EXERCISE

TIME FOR CHANGE

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12

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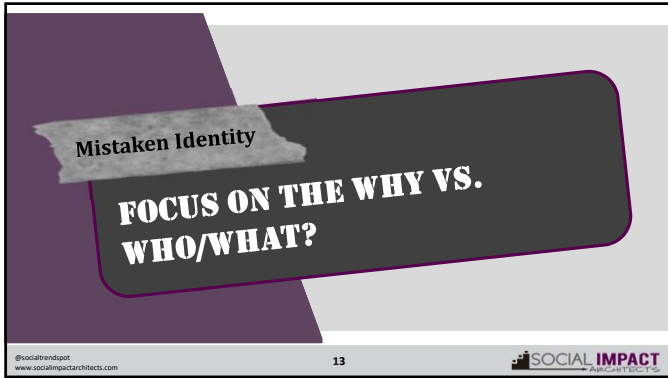
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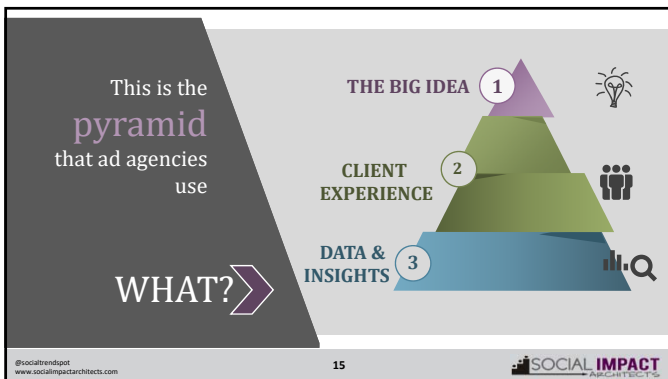
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For nonprofits, I'd encourage you to flip this pyramid

WHAT? >

1 DATA & INSIGHTS

2 CLIENT EXPERIENCE

3 THE BIG IDEA

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16

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Confused Identity

**FOCUS ON ONE THING VS. EVERYTHING**

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17

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Rekindle the Future

Childhood Obesity: The Problem

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18

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**Stolen Identity**

**WHO TELLS YOUR STORY? STORIES EXIST WHETHER YOU CREATE IT OR SOMEONE ELSE DOES.**

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22

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**Tuesday, April 27**  
**8:00 am**

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23

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**MADE to STICK**  
**SUCCESS Model**

HOW? ➤

STRATEGY	IMPLEMENTATION	CONNECTION	ENGAGEMENT	MEASUREMENT	EVOLUTION
<b>S</b>	<b>U</b>	<b>C</b>	<b>C</b>	<b>E</b>	<b>S</b>

www.MADEtoSTICK.com

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24

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✓ Consistency  
 ✓ Cross-pollinate  
 ✓ Monitor & Evaluate  
 ✓ Get Permission  
 ✓ Identify storytellers and story collectors

HOW? >



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25

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Post-Test



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26

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Additional Readings

- ELEVATOR PITCH  
<https://socialimpactarchitects.com/are-you-elevator-ready-6-cs-for-a-dynamite-nonprofit-pitch/>
- LESSONS ON STORYTELLING FROM DR. SEUSS  
<https://socialimpactarchitects.com/nonprofit-storytelling/>
- STORYTELLING AS SHOT OF ADRENALINE  
<https://socialimpactarchitects.com/storytelling-tips/>
- BUSINESS PITCH  
<https://socialimpactarchitects.com/nonprofit-business-pitch/>
- ANNUAL APPEAL  
<https://socialimpactarchitects.com/annual-appeal/>
- ICE BUCKET CHALLENGE & SUCCESS MODEL  
<https://socialimpactarchitects.com/what-the-ice-bucket-challenge-teaches-nonprofits-about-marketing/>
- SOCIAL MARKETING  
<https://socialimpactarchitects.com/social-marketing/>

Social trendSpotter  
 Leads Trends in the Social Sector

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27

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**SPECIAL OFFER**

**ONLINE STORYTELLING COURSE**

- Go to [www.changemakerinteractive.com](http://www.changemakerinteractive.com) by August 31, 2019
- Regular Price - \$199
  - For Attendees - \$99 (\$100 off with code IMPACT 100)
- Includes:
  - Do's & Don'ts in Storytelling
  - Examples from the Social Sector
  - Latest Thinking from Experts
  - Step-by-Step Storytelling & Elevator Pitch Outlines
  - Measurement Tools
  - Board & Staff Exercises

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28

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**Suzanne Smith, MBA**  
 Founder & CEO, Social Impact Architects

**Education**

- MBA, Duke University's Fuqua School of Business
  - Selected as CASE (Center for the Advancement of Social Entrepreneurship) Scholar
- Adjunct Professor - University of North Texas

**Awards & Honors**

- "Best for the World" Small Business List - B Corp, 2015 & 2016
- Tedx Speaker, "Everyone Can be a Changemaker," 2015
- Huffington Post's Top 10 Social Sector Blog, 2014
- Next Generation Social Entrepreneurs Award, 2010

**Community Leader**


- Dallas, Texas - Dallas Commission on Homelessness, Mayor's Task Force on Poverty, Leadership Dallas, Leadership North Texas & Junior League
- Dallas Regional Chamber, Young ATHENA Award, 2014
- Dallas Business Journal's 40 Under 40 Award, 2012
- Cincinnati, Ohio - Founder, Flywheel Social Enterprise Hub

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29

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