Upstream Action Acceleration
Learning Collaborative Convening

Tailoring Messages and Stories for Impact

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Let’s count to

1,000,000,000
Context

context /ˈkɒntɛks/ the words that come before and after a particular word to show how it is meant to be understood
Numbers + Words = Impact
Go Easy
Rounding

ROUNDING NUMBERS

5 or more, let it soar.
4 or less, let it rest.
Visualize
Informing vs. Inspiring
Arts Grants Awarded In Minnesota

1974
167 MSAB Grants

2013
2,407 MSAB/RAC Grants
Minnesota Campaign Increases Arts Grants
The Power of Stories
Why Stories?

How Storytelling Affects the Brain

Neural Coupling
A story activates parts in the brain that allows the listener to turn the story into their own ideas and experience thanks to a process called neural coupling.

Dopamine
The brain releases dopamine into the system when it experiences an emotionally charged event, making it easier to remember and with greater accuracy.

Mirrorin
Listeners will not only experience the similar brain activity to each other, but also to the speaker.

Cortex Activity
When processing facts, two areas of the brain are activated (Broca’s and Wernicke’s area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

Infographic highlighting the effectiveness of using ‘Whiteboard Animation’ for storytelling @stayingaliveuk - www.stayingaliveuk.com
Who is the Audience?

- Policymakers
- Community residents
- Conferences
- Media
- Who else?