

Public narratives

Public narratives use real stories and contain three parts. In one you tell the story of 'me', exposing your values and why you are driven to deliver your transformational change. In another version you create the story of 'us', finding common ground that links us together. Finally, it includes a story of 'now', the change that is imperative, its threat to our shared values and the request for support or action. A public narrative revolves around choice points that illustrate a decision and its consequences, and these choice points reveal our values. It also uses the richness of storytelling with vivid characters and scenes, drawing us into it in the way all good stories do.

Source: Taylor, J. R. A. and Singfield, A. (2014: 22).

Ethical framing and storytelling

How can you **frame your message** about change in a way that will win others to your cause and call them to action? If you want people to join you in your change attempts, you will need to engage them. This may include storytelling – the foundation of a story is an emotional foundation. Think intentionally about your stories. Practise them. Turn your experience into a resource that helps you deal with uncertainty, and inspire, connect and organise with others. Here are some guidelines:

- ▶ Tell a story
- ▶ Make it personal
- ▶ Be authentic
- ▶ Create a sense of us (and be clear who 'us' is)
- ▶ Build in a call for **urgent action**

8 key components of storytelling

- ▶ Who is my audience?
- ▶ What is the central problem/conflict? How does it get played out?
- ▶ What is my goal/message for sharing this story?
- ▶ What do I want my audience to feel, think or do?
- ▶ What parts of my story can create that feeling and message?
- ▶ How does this story relate to other people's experiences?
- ▶ How did this story change me?
- ▶ How does this story reflect my journey?

Adapted from: Ofri, D. (2017); Taylor, J. R. A. and Singfield, A. (2014: 22); School for Change Agents (2017d: 5–7)

People's Needs Defining Change – Health Services Change Guide