**ARENA ACADEMY**

**PERSONAL STORY OUTLINE**

FEB 23rd, 9:30-11:15

OBJECTIVES

* **Knowledge**: Organizers will identify the components of a compelling personal story
* **Skills:** Organizers will craft their personal story and be adept in sharing it in a variety of scenarios
* **Mindsets:** Organizers will feel comfortable sharing their story and believe in the power of connection that it brings

ESSENTIAL UNDERSTANDINGS

* Personal stories transform issues and candidates from complicated, abstract policy to real life experiences
* Personal stories are a way to share our motivations and values in an authentic way that allows us to bring people into our work for the long-term
* An easy framework that we can rely on to craft our personal story is challenge, choice, outcome, and ask
* We need to be able to adapt our personal stories to a variety of audiences at any given time (in 1:1s, with our members of congress, when we are recruiting, when we are canvassing)

MEASURES OF SUCCESS

* 50 completed personal stories (written on google drive or on paper with a picture taken, shared with mentors/ facilitators)
* 90% of participants indicate they feel comfortable sharing their personal story
* 90% of participants indicate they can adapt their personal story in a 1:1, persuasion at door, recruitment

AUDIENCE

* New organizers excited to learn the fundamentals of sharing your ‘why’ and your personal story

AGENDA

* Opening
* Thinking about your values
* Components of personal story (overview and writing)
* Adapting your personal story to your audience
* Closing

EQUIPMENT NEEDS

* Projector, speakers, guided notes, post-it notes
* Handouts: values list, framework, ganz reading, place to take notes

OUTLINE

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| **Time** | **Learning experiences** | **Talking points -- essential takeaways** |
| 9:30 - 9:45 | OPENING  Welcome and introduction   * Introduce self and role at OFA; note where the bathrooms are and if they need to get up at any point they can; acknowledge this is the first time they are together as a group and I’m excited for them * Begin with video of personal story; watch video for a minute and a half * Thank them for watching, note that this was an example of a powerful personal story being shared in a moment during enrollment * Opening reflection question -- *what was the last thing you remember that deeply moved you?* Why did it move you? (Talk with tables for 1 minute, be ready to share) * Whole group discussion -- 2 or 3 people share out whole group, stating their name before they begin * Share key points of things that move us * Connection to personal story -- tool for organizers * Share agenda for the session, objectives for our time together, and what they will be able to do by the end of the session   + Agenda: opening, thinking about values, components of a personal story, adapting our stories to our audience, closing | * Tone of *gratefulness* to be with them and the potential power of this group to lead change for our country * Options for [health care stories here](https://www.youtube.com/watch?v=otyvpDl0QRM&index=2&t=0s&list=PLbD6mAbqrsFr-tfjtE6M14ePN2uYyyAzZ) * Key points of things that move us -- relatable, evoke senses, hit right note of provocative, might jar us from our preconceived archetypes about a thing * Connection -- “you are sharing foundations of an essential tool for community organizers that you will use again and again, your ‘personal story’ * Personal stories transform issues and candidates from complicated, abstract policy or people to real life experiences * Different poles -- polished and also raw |
| 9:45 - 9:55 | THINKING ABOUT YOUR VALUES   * All good personal stories are built on our VALUES -- to communicate with others well, we have to know ourselves well, and also know the audience we are talking to * [Watch video of Obama](https://www.youtube.com/watch?v=_fMNIofUw2I) from 1:26 - 4:09 * Group discussion -- What values do you hear President Obama communicating? How do they land for you? * You don’t have to be a masterful orator like Obama to share your personal story -- and we will get into the framework in just a second on how to craft your story -- but it is important that you have self-awareness and deeply know what drives and compels you * We will do a bit of that reflection in a second * Connection to next section -- Obama was doing a few things -- he was sharing his values, connecting abstract policy to a face, and adapting to his audience | * Orienting question during the video -- what values do you hear President Obama communicating to the audience through this story? * Key points -- our most effective personal stories is when we know what compels us and drives personally, and can relay that * Key points -- Personal stories are a way to share our motivations and values in an authentic way that allows us to bring people into our work for the long-term |
| 9:55 - 10:45 | COMPONENTS OF PERSONAL STORY  So how do we do all these things? How do we share our stories in a way that connects with people, shows our values, and translates abstract policy into an actual lived experience? We use personal stories --   * There are 4 parts to a personal story -- it’s called the ‘challenge, choice, outcome, ask’ framework * Go through the learning cycle using Dolores Huerta example as an exemplar or Julian Castro [here](https://www.youtube.com/watch?v=rinn3cJN1qo) * Challenge:   + Challenge is the central reason for taking action -- things happen in our lives that cause us to stop and reflect on the current path we are headed. Flesh out the situation for us -- where were you when this critical incident happened? * Choice:   + Choice is what you did in response to the situation -- sometimes it’s what we did, sometimes it’s what we realized we couldn’t do in the midst of a deep injustice that we were facing that we weren’t aware of before * Outcome:   + Outcome is what happened in the midst of the challenge and choice -- was there any resolution? What is the current state of the challenge and your work? * Ask:   + The ask is now what makes the most logical sense to invite the listener into your story   + What are you hoping for them to join you in? Common things might be -- house party, information session, joining your team, phone banking   + Depends on the issue or the candidate   End this section with 1 person sharing their full personal story whole group | * *Learning cycle --*   + Quick teaching on the personal story component   + Share written example   + Participants write their section of the framework   + Share with a partner & get feedback * Have participants write on google drive or write on their worksheet; note they should take a picture of their writing or share their personal story on the drive with their coach * Preemptive questions -- what if I don’t have a compelling challenge? * Preemptive questions -- what about time? The role of telling it quickly and compellingly |
| 10:45 - 11:05 | ADAPTING TO YOUR AUDIENCE   * Thank group for sharing their stories boldly and courageously with their partners and whole group -- note that I continually change my personal story over time * I also change my personal story and adapt it to the audience and depending on the goal I am trying to get to in a conversation * Group discussion -- who are likely audiences you interact with as an organizer?   + People you might need resources from (their space to host an event); a potential coalition partner/organization, a voter, someone you are having a 1:1 with, maybe a member of congress * Teaching moment --   + Ways to adapt stories -- respond to their values, use affirming statements of ‘I hear you saying XYZ and it makes me think XYZ’, connect their values to your values or the values of the campaign * Give two scenarios, have them adapt their personal story with their neighbor to adjust their story (written out at the bottom)   + Example - same story, adapted differently depending on the scenario   + Scenario 1: During a 1:1   + Scenario 2: Canvassing at the door | * Key points -- we need to adapt our personal story to our audience and the ask that we are making * You will have numerous audiences over your life cycle as an organizer, and we want to get comfortable listening and adapting to who we are talking to |
| 11:05 - 11:15 | SYNTHESIS & CLOSING   * Thank group for their time with me * Review key understandings * Ask if there are any outstanding questions * Conclude with reminder to share story with their coaches * Final survey (share results with Julia) | * Personal stories transform issues and candidates from complicated, abstract policy to real life experiences * Personal stories are a way to share our motivations and values in an authentic way that allows us to bring people into our work for the long-term * An easy framework that we can rely on to craft our personal story is challenge, choice, outcome, and ask * We need to be able to adapt our personal stories to a variety of audiences at any given time (in 1:1s, with our members of congress, when we are recruiting, when we are canvassing) |

Scenario 1: During a 1:1

* You are an organizer who needs to find a team leader for a neighborhood team that you are building in your turf. You have identified one particular volunteer who you think would be a really committed person to lead this team, but before you ask them to do that, you need to make sure they have the skill and desire to do that. The purpose of this 1:1 is to organize, host, and recruit for a house party. This will be their first test.
* Values of the person you are speaking to: fairness, equity, hard work

Scenario 2: Canvassing

* You are an organizer knocking doors. The voter that you are speaking to is undecided about your candidate, but did indicate they voted for Trump in 2016 because they thought there would be better business opportunity with Trump being in office. Your ask is to get their email address, so the voter can receive more information about the candidate you are canvassing for.
* Values of the person you are speaking to: safety, loyalty, respect