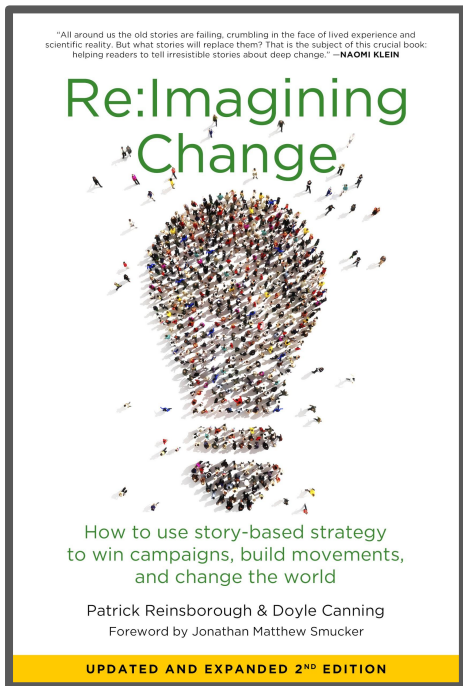


Re:Imagining Change



How to use story-based strategy to win campaigns, build movements, and change the world

**an Author Talk with
Doyle Canning and Patrick Reinsborough**

Jan 17, 2018

Building upon the work of
Center for Story-based Strategy



Social Movement Technologies

a non-profit, unionized movement partner

**Online organizing strategy, training and staffing
to engage members and win campaigns**



Erin Malone, Board President, Talk MC



Hannah Roditi, SMT Executive Director

18 Staff Partners across country

Members of Pacific Media Workers Guild
(TNG-CWA)



The next hour

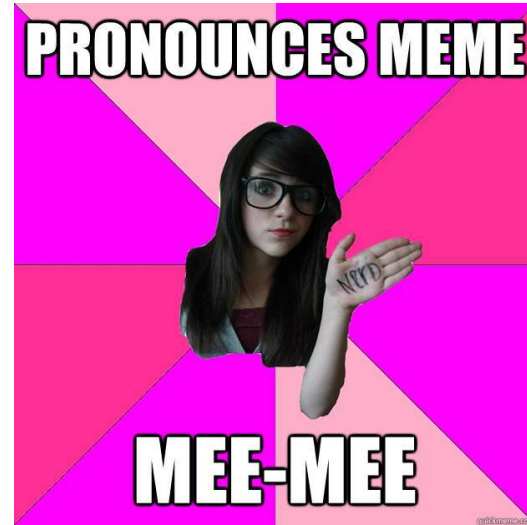
- ❑ Introduction of the authors
Doyle Canning and Patrick Reinsborough
- ❑ Format of this hour -
Presentation, discussion,
wrap-up
- ❑ Format for questions and
discussion



Poll



Trump vs. the Truth: Understanding Memes



Movement Memes & Story-based Strategy



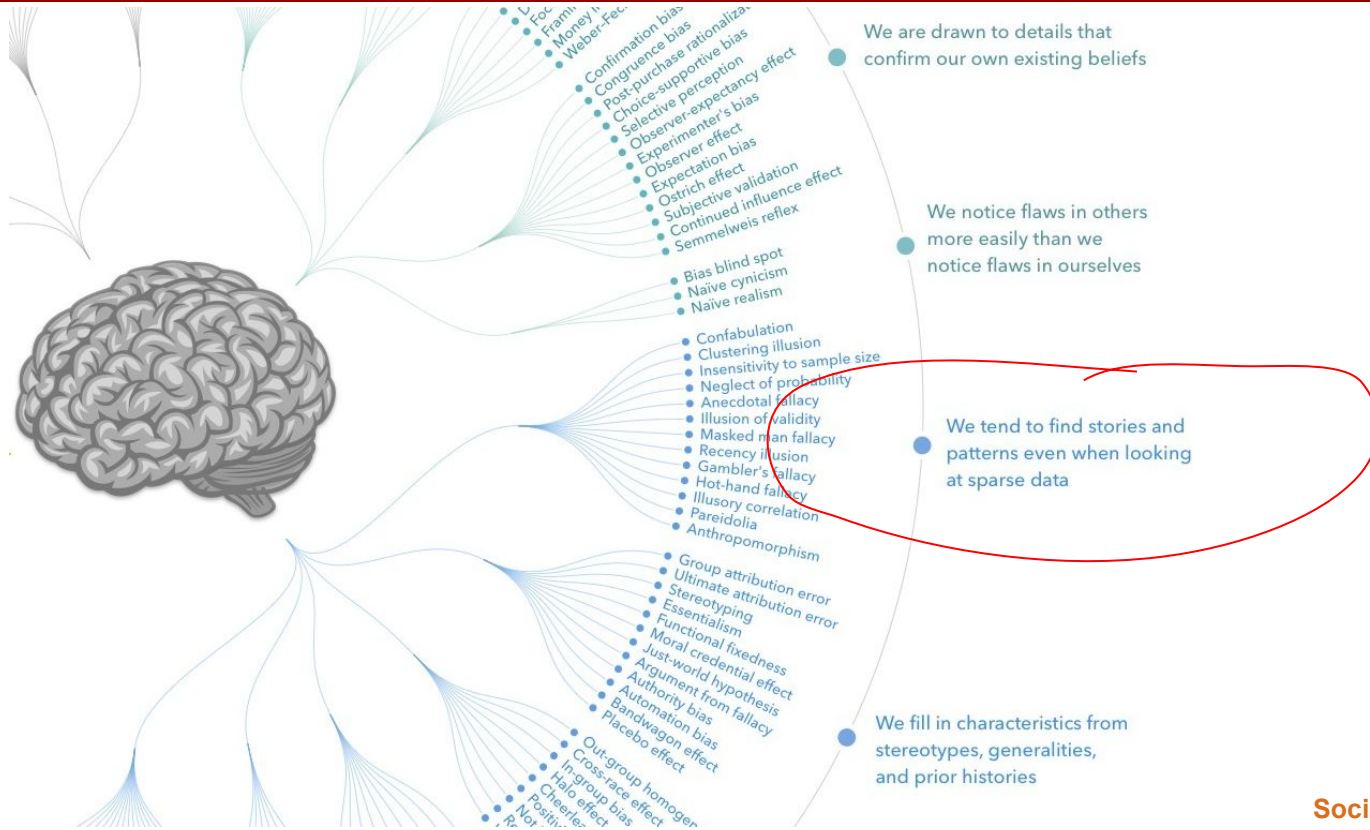
The Currency of Narrative is Not Truth, It is Meaning



“It’s a fable. Stop fact checking.”



Like it or Not, We Are Made for Story

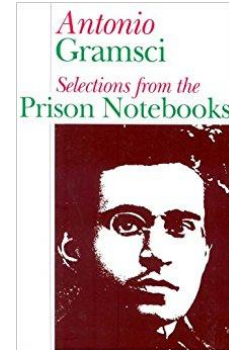
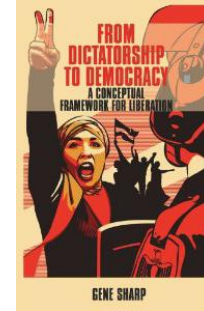
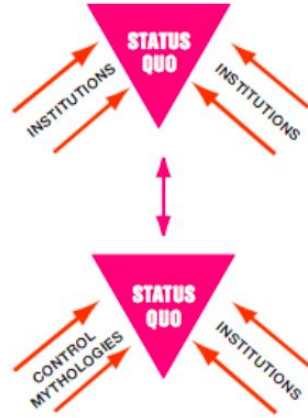
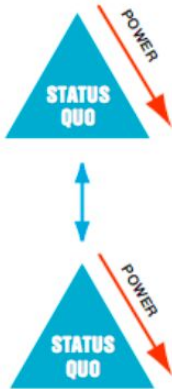
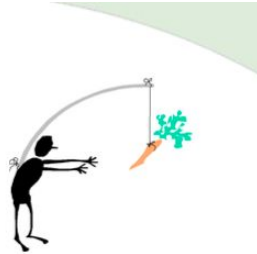


Narrative Power Analysis

- **Filters** = not what people *don't* know, but what they *do* know
- Analyzing the **dominant stories** that affect understanding of our issue
- Reframe and **change the story** by shifting underlying assumptions



Remaking Common Sense



Waging the Battle of Ideas



Winning the Battle of the Story

▪**Frame the Conflict**

What is the problem? What's at stake and whose side should the audience be on?

▪**Characters: Amplify the Voices of Impacted**

Stories speak to us through relevant spokespeople

▪**Show Don't Tell: Use Powerful Images**

A good story emphasizes imagery and metaphor over data

▪**Foreshadow: Shows the Future/Offer Vision**

People will only go someplace that they have first been to in their minds

▪**Challenge Assumptions: Project Values**

Make the invisible visible
Change the story



Frame: a “Thought Organizer”

- Shapes understanding of information, experiences, and messages.
- The structure and boundaries of a narrative that defines point-of-view and power.



VS.





Battle of the Story

The
New York
Times

Natural Gas Signals a 'Manufacturing Renaissance'

THE WALL STREET JOURNAL.

REVIEW & OUTLOOK | November 12, 2012, 7:05 p.m. ET

Saudi America

The U.S. will be the world's leading energy producer, if we allow it.



What are REAL climate solutions vs. false promises?



Audience

Who are we trying to talk to?

What do we want them to do?

What do they value?

What are their “filters”?

How do we reach them?



Frame the Conflict



Sympathetic Characters



Who speaks for the most impacted?



Imagery / Show, Don't Tell



Create a Powerful
Image in your
Audience's Mind



Cast the Villain & Show, Don't Tell

BILLING CODE: 4810-AM-P

BUREAU OF CONSUMER FINANCIAL PROTECTION

12 CFR Part 1040

[Docket No. CFPB-2016-0020]

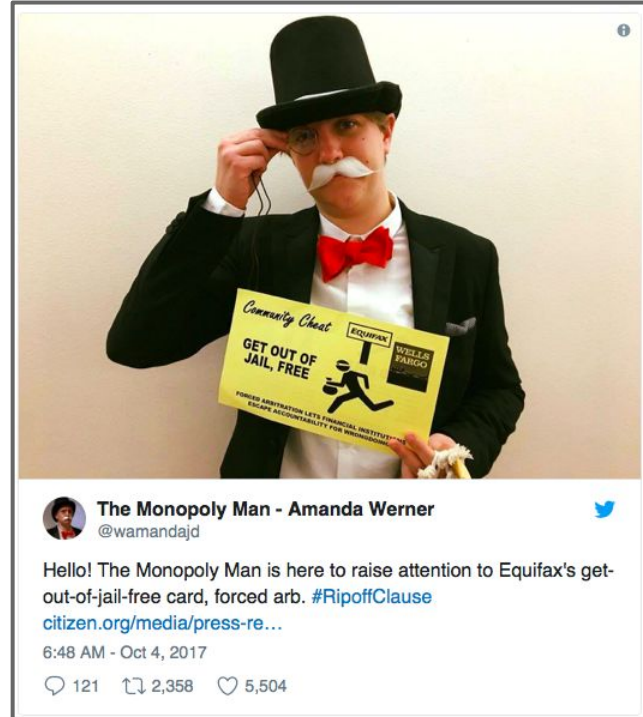
RIN 3170-AA51

Arbitration Agreements

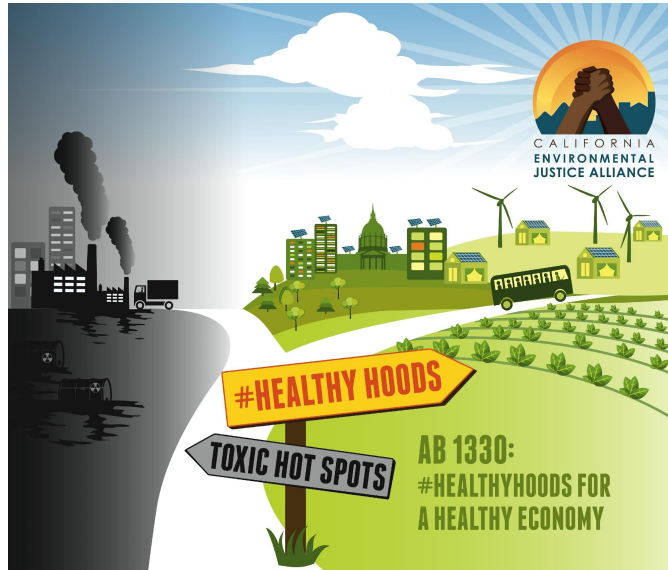
AGENCY: Bureau of Consumer Financial Protection.

ACTION: Final Rule; official interpretations.

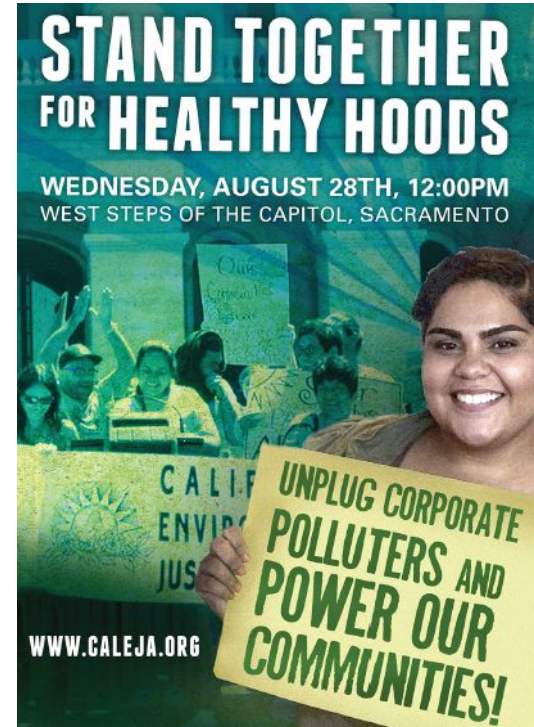
SUMMARY: Pursuant to section 1028(b) of the Dodd-Frank Wall Street Reform and Consumer Protection Act, the Bureau of Consumer Financial Protection (Bureau) is issuing this final rule to regulate arbitration agreements in contracts for specified consumer financial products and services. First, the final rule prohibits covered providers of certain consumer financial products and services from using an agreement with a consumer that provides for arbitration of any future dispute between the parties to bar the consumer from filing or participating in a class action concerning the covered consumer financial product or service. Second, the final rule requires covered providers that are involved in an arbitration pursuant to a pre-dispute arbitration agreement to submit specified arbitral records to the Bureau and also to submit specified court records. The Bureau is also adopting official interpretations to the regulation.



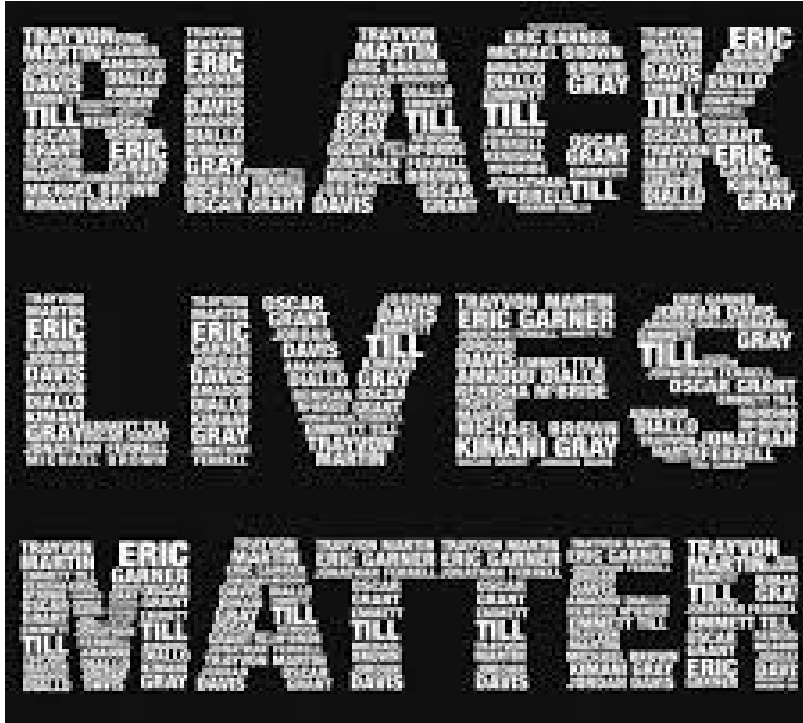
Foreshadow: Leading with Vision



Which Future?



Challenge Assumptions



A Call to Innovation



- Facing the Slow-Motion Apocalypse
- Harnessing Psychic Breaks
- How Can our Movements Narrate the Larger Changes?

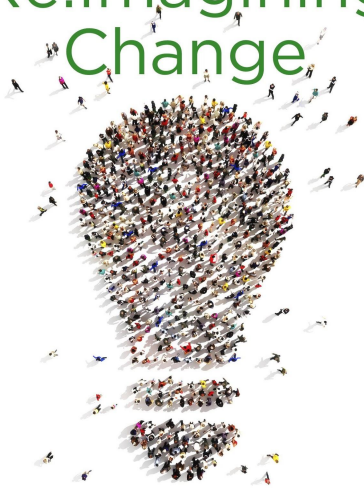


Questions/Discussion



"All around us the old stories are failing, crumbling in the face of lived experience and scientific reality. But what stories will replace them? That is the subject of this crucial book: helping readers to tell irresistible stories about deep change." —**NAOMI KLEIN**

Re:Imagining Change



How to use story-based strategy
to win campaigns, build movements,
and change the world

Patrick Reinsborough & Doyle Canning
Foreword by Jonathan Matthew Smucker

UPDATED AND EXPANDED 2ND EDITION

Want more tools and info?

Get the book from

PM Press: www.tinyurl.com/ReimaginingChange

Special movement allies rate: Use coupon code *CHANGE* and get 50% off your purchase. No limit on # of copies.

Worksheets & Training:

<https://www.storybasedstrategy.org/intro-to-sbs>

Value this body of work? Please donate to
C.S.S at

www.storybasedstrategy.org

Social Movement Technologies

Additional Resources

- ❑ [Our Story Hub](#) resources, narratives for issue areas
- ❑ [Center for Story Based Strategy resources](#)
- ❑ [ClimateNarrative.org](#)
- ❑ [The Opportunity Agenda](#)
 - [Ten Lessons for Talking About Race](#)



Upcoming Talks and Trainings

1. Rest of [Author Talks series](#)
2. Feb 8: [Top 2018 Tools & Tactics to Bump up Your Online Organizing Game](#)
3. Feb 21/28: [Managing Google Ad Grants for Organizing](#)
4. March 14 - April 25: Which CRM, a 7-part series for organizing groups
5. May 22: Messaging: What Organizers Need to Know
6. Sept 2018 - June 2019: Weekly coaching cohorts
7. Possible: How organizing groups can avoid getting shut out of Facebook under its new algorithm



Feedback

