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
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

- We are drawn to details that confirm our own existing beliefs
- We notice flaws in others more easily than we notice flaws in ourselves
- We tend to find stories and patterns even when looking at sparse data
- We fill in characteristics from stereotypes, generalities, and prior histories
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

Social Movement Technologies
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.
KEEP CALM AND CREATE MEANING
Battle of the Story

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

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 product 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

Are these really the jobs we want?
A Call to Innovation

- Facing the Slow-Motion Apocalypse
- Harnessing Psychic Breaks
- How Can our Movements Narrate the Larger Changes?
Questions/Discussion
Want more tools and info?

Get the book from PM Press: [www.tinyurl.com/ReimaginingChange](http://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](https://www.storybasedstrategy.org/intro-to-sbs)

Value this body of work? Please donate to C.S.S at [www.storybasedstrategy.org](http://www.storybasedstrategy.org)
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
7. Possible: How organizing groups can avoid getting shut out of Facebook under its new algorithm
Feedback