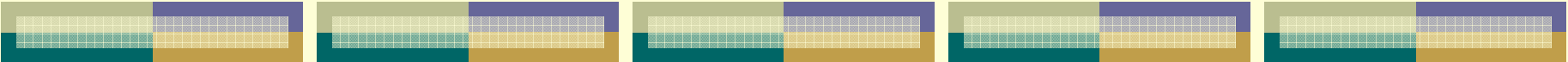




Telling Your Story

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Figuring out your story





Figuring out your story

- Audience
 - Unique experiences—Joseph Pine: *The Experience Economy*
 - Entertainment—sit back and watch the show
 - Education—learn something
 - Escapists—actively engage
 - Esthetic—emotionally engage
 - Big themes (no more than 5)
- 




The Residents of Your Place






The best stories

- Personal
 - Authentic
 - Stir the imagination
 - Sustainable
- 



Stories have

- A beginning—the hook
 - Just enough detail to be clear
 - A single, possibly unstated bigger point (those big themes)
- 



Talk about the hard stuff

Understand that this is sacred ground and it hurts to walk here. But at the same time, I need to walk here, need the strength, the sense of purpose, the knowledge of self, that walking here imparts. And I'm obliged to witness here on behalf of those who can no longer witness for themselves, no longer say the things they saw and felt.

Leonard Pitts, Jr, 1998

