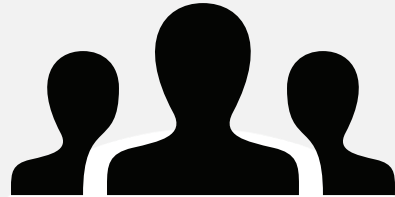


# The Power of Story

How shared stories can create meaningful human experiences that grow your brand and increase your impact.

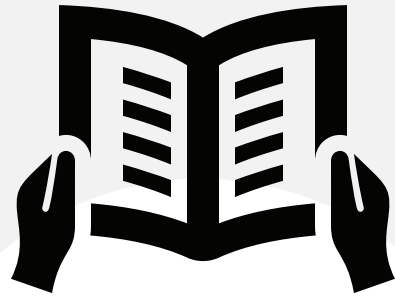
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People desire meaningful experiences, authentic connections, and a sense of belonging

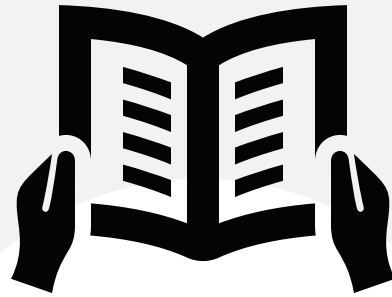
...

Brands must take a more holistic perspective toward the role of story in every facet of an organization and every touchpoint they have with their community



## **What is story?**

Problem → Solution → Resolution



## **What is story?**

A hero (wants something) → has a problem → and meets a mentor/guide → who gives them a plan → and calls them to action → that helps them avoid failure → and helps them achieve success



## **What's your role?**

You are NOT the hero.

Your audience member is the hero.

You must be the mentor/guide.



## **Example: Tell me about Cultivate**

Cultivate is a nonprofit based in Gunbarrel. We provide a number of direct service programs for seniors such as grocery delivery, rides to medical appointments, cleaning yards, basic home repair, and shoveling snow. We also have an RSVP program that helps seniors volunteer in the community. All of our services are done by volunteers from the community.



## **Example: Tell me about Cultivate**

There are many seniors who are struggling with the isolating challenges of aging in their own homes and communities, or if someone is not yet a senior, they have loved ones who are facing those challenges.

At Cultivate, we connect volunteers with those seniors who are most impacted by these challenges.

When people in the community donate their time and money to support their senior neighbors, the entire community flourishes in ever greater ways, both in the present and the future.



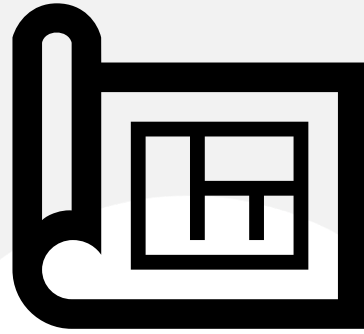
## Example: Tell me about Cultivate

**Problem:** There are many seniors who are struggling with the isolating challenges of aging in their own homes and communities, or if someone is not yet a senior, they have loved ones who are facing those challenges.

**Solution:** At Cultivate, we connect volunteers with those seniors who are most impacted by these challenges.

**Resolution:** When people in the community donate their time and money to support their senior neighbors, the entire community flourishes in ever greater ways, both in the present and the future.





## **Build Your Conceptual Framework**

Your conceptual framework serves as the foundation on which your storytelling is built and which leads to authentic, transformative storytelling

Three Practices...



## Practice 1 – Look Inward

Understand and embrace your core identity

- Who are we?
- Why do we exist?
- What do we believe?
- What do we value?
- What is our story?
- What would a reflection of our soul look like?
- What activities, tactics and processes have we blindly embraced?
- What marketing dogma have we been trapped in?
- What important truth do very few people agree with us on?



## Practice 2 – Listen Outward

Embrace a human-centered approach that prioritizes real people and genuine relationships.

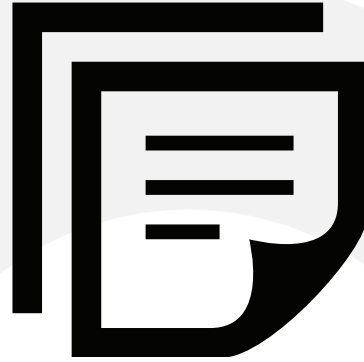
- Identify your community
- Spend time, and be present, with your community
- Ask insightful questions
- Invite people to share their stories
- Actively listen
- Learn from your community
- Empathize with your community
- Understand people's needs and problems



## **Practice 3 – Share Together**

Create and live your collective story

- Share stories with one another
- Share tangible experiences with one another
- Trust your community to take ownership and initiative to live out your shared story
- Honor differences and celebrate the things that unite



## **Additional Notes**

Experiment...take risks...fail...succeed

Give value/solve problems

Create ways for your community to participate and contribute

Pursue an Omnichannel approach



## **If nothing else, remember this**

Facilitate the living out of stories that create authentic connections, meaningful experiences, and a greater sense of belonging.

It will help you better serve your community, grow your brand, and ultimately contribute to a world as it ought to be.

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## A Shared Humanity

<https://asharedhumanity.com>

<https://ashpresents.com>