

Transforming Place through Neighborhood Leadership

SUMMER INSTITUTE

JULY 10-12, 2024

Telling Your Story:

Developing Compelling Narratives for
Neighborhood-Based Cradle-to-Career Work

10:45 – 11:45 am



Telling Your Story: Developing Compelling Narratives for Neighborhood-Based Cradle-to-Career Work

Cameron French

Executive Vice President,
SKDK

Stephanie Lilavois

Chief Communications Officer
Harlem Children's Zone

Jesse Moore

Chief Executive Officer,
Common Thread Strategies



Shifting the Narrative



- Success is the story
- Communications is a tool
- Reinforce your mission
- Understand the place
- Data
- Would you be proud?



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Message Training
SKDK <> Common Thread

July 12, 2024

Agenda



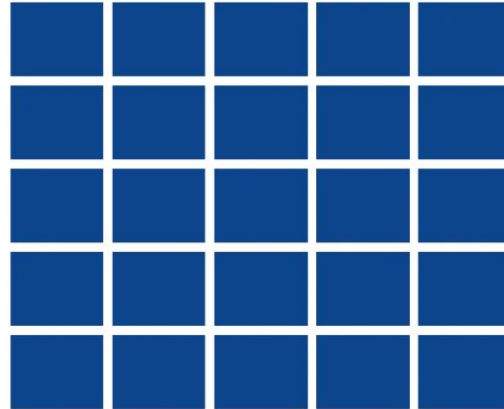
CURATING
YOUR MESSAGE



CRAFTING
YOUR MESSAGE

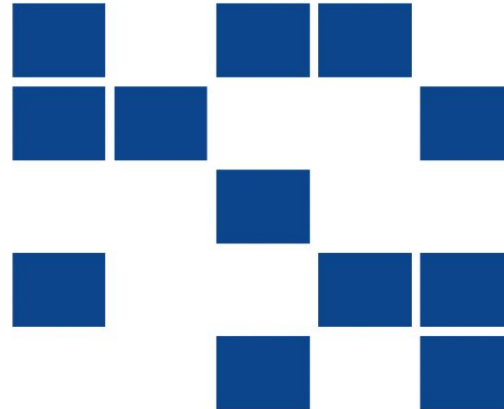
Curating Your Message

→ Things that are true.



Curating Your Message

- Things that are true.
- Things you have time to say.



Curating Your Message

- Things that are true.
- Things you have time to say.
- Things the audience can remember.

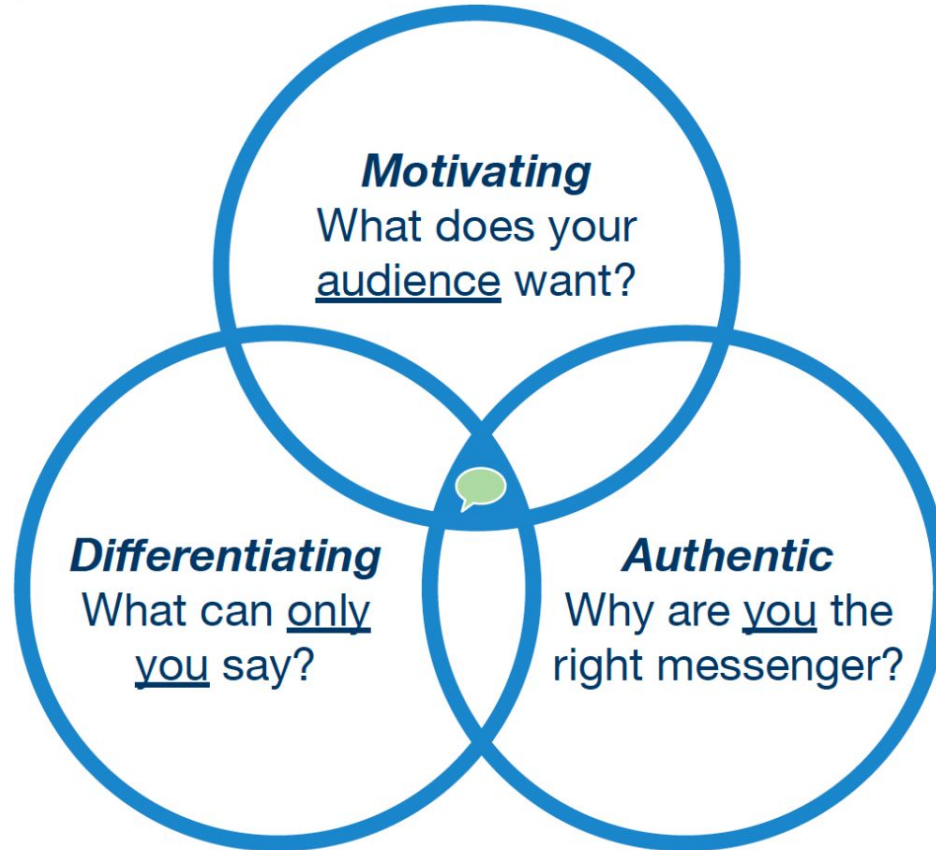


Curating Your Message

- Things that are true.
- Things you have time to say.
- Things the audience can remember.
- **The one main point they will repeat.**



Curating Your Message



Curating Your Message

	Before	Messaging	After
KNOW	<i>What they aren't aware of — but should be</i>	WHAT INFORMATION CAN WE SHARE TO CHANGE THEIR AWARENESS?	<i>What they now understand</i>
FEEL	<i>Their current emotion toward you and the issue</i>	WHAT STORY CAN WE TELL THEM TO CHANGE THEIR ATTITUDE?	<i>How they feel about your role in fixing the problem</i>
DO	<i>What action they aren't taking ... yet</i>	WHAT REALISTIC, SPECIFIC ASK CAN WE MAKE TO INFLUENCE THEIR ACTION?	<i>Positive action they're taking</i>

Agenda



CURATING
YOUR MESSAGE



CRAFTING
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Crafting Your Message

- **Core Value** *What do we believe?*
- **Problem** *What's standing in the way?*
- **Solution** *What do we do about it?*
- **Outcome** *What will the world look like?*

Crafting Your Message

→ Core Value =

but...

→ Problem =

that's why...

→ Solution =

so that...

→ Outcome =

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