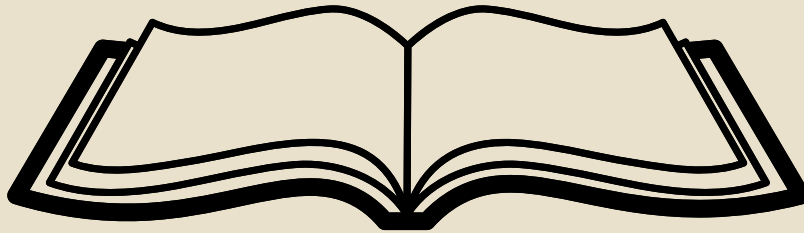




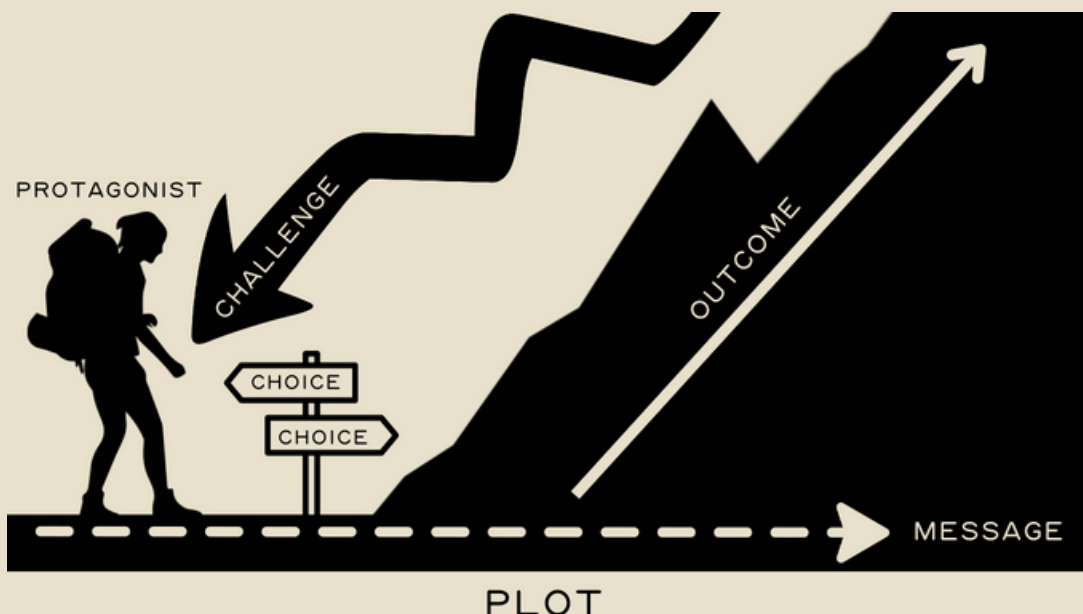
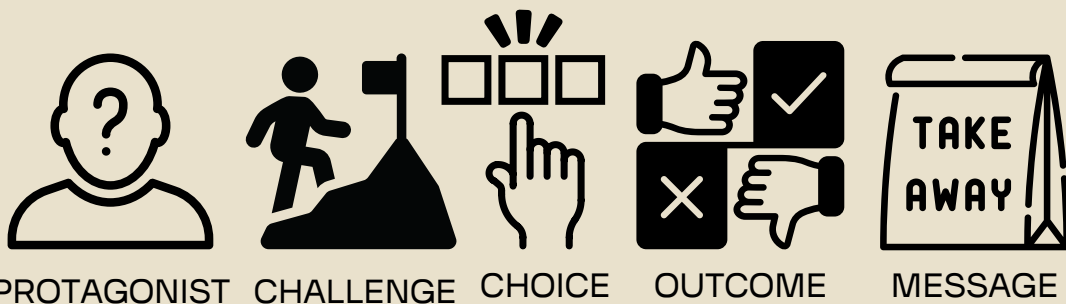
OUR STORY, OUR POWER:

A GUIDEBOOK FOR
STRATEGIC STORYTELLING

THE BASICS OF STORYTELLING



There are two ways we understand the world: through our HEAD (strategy & analysis) and through our HEART (story & motivation). To reach a common goal (such as a policy change) we must employ BOTH the head and the heart of those we want to mobilize to act on behalf of HJ4A's mission. In other words, we want to engage people in understanding why they should change their world (our motivation) and how they can act to change it (our strategy). STORYTELLING is the “why”—the art of translating mission into action through stories.



WHAT IS YOUR STORY?

What is a personal story you can share that highlights the housing injustice you have experienced and the change you want to take place?



Sharing one particular incident can draw attention to the specific challenge, choice, and outcome you were faced with, creating a concise yet powerful example of why political action is necessary.

CHALLENGE

What one experience with your housing that has challenged you? This can be a broader challenge faced by your community (like your neighborhood) or it can be a housing injustice you've faced personally like an unfair rent hike, bad conditions, or an eviction notice. What was so challenging about it? What are 1-3 specific details you can share to help paint a picture?

CHOICE

What choice did you make as a result of this challenge? Were you forced to move or to go to court? Did you organize with other tenants? Did you feel like you had a choice in this circumstance? Why did you make this choice? How did it feel?

OUTCOME

What was the outcome of the choice? How did that outcome feel? How has this outcome impacted you? What did it teach you, and what do you want it to teach us? What does it say about housing injustice in New York? How does it speak to the need for housing to be viewed as a human right?

CHALLENGE

CHOICE

OUTCOME



RESONANCE

RESONANCE IS LISTENING WITH YOUR HEART.

Resonance is a certain type of listening and responding which has been demonstrated to help build trust and deepen relationships. We know that the most powerful relationships are built when people share stories from the heart and others listen to those stories with their hearts.

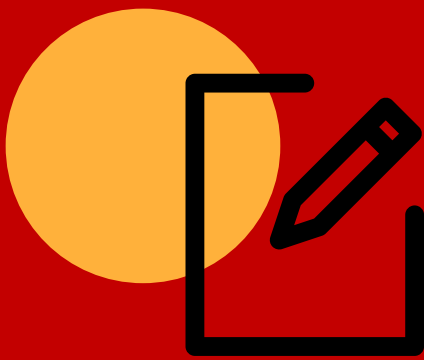
To practice resonance, while you listen, pay attention to the moments when you are transported into your partner's story. When you see vividly the imagery they share, when you feel the feelings they express. After our partner has finished sharing their story, we share back to them the moments when we resonated with them. These statements typically start with "I resonated with you when I heard you say...", or "I was right there with you when..."

RESONANCE IS

- Giving gratitude for sharing
- Expressing how you felt connected to the speaker's story
- Sharing a moment that especially resonated with you emotionally
- Saying with you took away from their story

RESONANCE IS NOT

- Not creating your own meaning out of someone else's experience
- Not trying to bring in your own experience or comparing your own experience (one-upping)
- Not giving advice
- Not asking questions
- Not telling your own story



REFLECTION

How did it feel to share your story? What was difficult?
What was empowering?

What did your story have in common with others? How
was your story different?

What are some different ways that you can share
your story?

What's one aspect of storytelling that you'd like to
keep working on?

Start by sharing your story at hj4a.org/story

This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook paper. There are no margins, text, or other markings on the page.