Find Your Voice: Creating A Narrative For Local Government Innovation

April 18, 2019
Agenda

1. Panelist introduction
2. Feature presentation
3. Peer Coaching
4. Q&A
5. Final Wrap-up
About the Alliance

Convene and Engage Networks of Thought Leaders

Provide Training to help Organizations Build and Sustain a Culture of Innovation

Identify, Distribute Leading & Emerging Practices/Trends Important to Local Gov
How To: GoToWebinar

Clicking the rectangle will place you in full screen mode.

Clicking the arrow on your Go To Webinar Toolbox opens and closes your viewer.

All attendees are muted, but we do want your participation!

Please ask your questions using your Go To Webinar Toolbox throughout the webinar.
Panelist

Karl Shaddock
2018-2019 Marvins Andrews Fellow at Arizona State University & A4i
Find Your Voice:

Creating A Narrative For Local Government Innovation
The essential role of leaders is to connect the assets in a community (catalyst, connector, capacity builder, network weaver)
Storytelling
Creating a Leader

Gifts of the Head
- Writing
- Public Speaking
- Organizing

Gifts of the Heart
- Good listener
- Passion for public transportation
- Bringing people together

Gifts of the Hands
- Knitting
- Woodwork
- Baking
Public Narrative

Public narrative

* a skill to motivate others

* to join you in action

Source: Marshall Ganz
People Don’t Buy What You Do, They Buy Why You Do It.
Shared Values and Experiences
Create Community

Self
Self
Self
Us
“If I am not for myself, who will be for me? If I am for myself alone, what am I? If not now, when?”
-Rabbi Hillel

Us

Self

Self

Self

Now

Strategy and Tactics

Us

Change
Public Narrative

- **STORY OF SELF**: call to leadership
- **STORY OF US**: shared values and shared experience
- **STORY OF NOW**: strategy and action

Arrows indicate the flow of narrative:
- **Purpose**
- **Community**
- **Urgency**
Three Parts of Public Narrative

- **Self**: Invites others to be in relationship with you.
- **Us**: Invites others to join in your community.
- **Now**: Invites others to take ACTION.
Narrative Structure

- Characters
- Choice
- Outcome

Status Quo

The Hard Work of Change

A Better State

Moral
Ashley’s Story

• When is she telling a story of self?
• When is she telling a story of us?
• When is she telling a story of now?
• What’s her challenge, choice, and outcome?
• What are the values she is communicating?
Ashley’s Story
Peer Coaching

• What were some key events of Ashley’s story?
  • What was her story of self?
  • What values made up her story of us?
  • What was her call to action (story of now)?

• What stuck with you?
  • Where did you get pulled in?

• What insights do you think it gave to Red Cloud locals?
• What was her call to action?
A Story Does Not Always Have to Be A Public Narrative

- A Public Narrative is a specific type of story – it shows your call to leadership and invites others in.
- One size fits most, but not all.
  - Is it the right tool?
  - Is it too heavy? Too light?
  - Does it fit the audience, venue, and occasion?
Start Building Your Library Now

- Solved a problem creatively
- Overcame a challenge through persistence
- Made a mistake and learned from it
- When you were part of a team that benefitted from diverse input
Reverse Engineering

• What specific activities am I going to ask participants to do?
  • Suspend disbelief? Commit? Create a plan? Volunteer?

• What shared values am I going to need to call on?
  • Public service? Ambition? Creativity?
  • What’s the moral core?

• What’s a story from your life that shows these values at work?
  • Does it take place at the appropriate level?
  • How can you illustrate your message?
Other examples

• Tom Hanks, I Owe It All to Community College
• Marshall Ganz’s Story of Self
• Nine Organizers Share Their Stories with Bill Moyers

Other resources

• Do’s and Don’ts of Public Narrative – How to Coach
• How to Tell a Story – Marshall Ganz
Q&A

Karl Shaddock
2018-2019 Marvins Andrews Fellow at Arizona State University & A4i
Questions? Need Handout Copies? Contact Ryan Spillers at rspillers@transformgov.org
Save the Date!

Upcoming learning events:

http://transformgov.org/virtual-events

- **4/25:** Engaged & Empowered: Capacity Building for Innovation Through Employee Committees - Standard Reg & Bundle Subscriber

- **5/08:** Get Smart: Inside San Antonio’s Journey to Becoming a Smarter City - Standard Reg & Bundle Subscriber

- **5/30:** The Vegelantes of Sequim: How the City Took on a Big Problem with Innovative Problem Solving - Standard Reg & Bundle Subscriber

- **6/13:** Don’t Launch a Stinker: Learn how to build an Innovation Program that Engages Everyone - Standard Reg & Bundle Subscriber

- **6/06 & 6/07:** Regional Workshop: Tapping into the Green Economy in Sequim, WA - https://www.transformgov.org/events/regional-workshop-tapping-green-economy
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Thank you for joining us today!