How to Engage and Inspire Through Message-Based Storytelling

The Way Home
Changing the Path for Houston’s Homeless

Collaborative Communications Workshop
Houston / July 7, 2015
Create an experience that...
...and that inspires your audience to
Why are you here?

- You care
- You were chosen
- You know
- You make it real

Your power = your ability to serve as an inspirational, hands-on, tangible messenger
What you will learn today

- Engage and connect via inspirational speaking and storytelling
- How to effectively connect your agency to TWH
- How to communicate the continuing urgency
- Communicate clearly, professionally, confidently
Setting up your pitch

- Issue / problem (capture attention)
- Paint a picture, tell a story (bring it to life)
- Connect the dots (meaningful synergy)
- Aspiration / urgency / measurable impact (give it teeth)
Structure

Flow

Thank/TWH Key Msgs → How My Agency Fits In → Client Story → Connect the Dots/Pitch → Pitch/Thank

Educate → Engage TSS → Inspire (…but…) → Aspire!

Be concise!
The continuing urgency

Aspire

“Directing one’s hopes or ambitions toward achieving something”
By 2020, no one will be without permanent housing for more than 30 days.

Permanent Housing with Supportive Services is the key to ending homelessness.

The Way Home is the collaborative model to prevent and end homelessness in Houston, Harris County and Fort Bend County.

Coordinated Access simplifies the path from homelessness to housing.

It costs more to ignore a homeless person than it does to house them.
2,200 chronically homeless persons have been housed since January 2012. At ABC agency, we provide ..........................................

3,650 veterans and their families have been housed since January 2012. At ABC agency, we .............................................................

Since 2011, the Houston, Harris County, and Fort Bend County area has seen a more than 50% decrease in overall homelessness. At ABC agency, we’re helping to finish the job by....

As a partner in The Way Home, ABC agency has ..............................................................

It costs more to ignore a homeless person than it does to house them. At ABC agency, we ..............................................................

Coordinated Access simplifies the path from homelessness to housing. ABC agency is proud to ..............................................................
- Storytelling – create a “TSS moment”
- Memorable quotes, captivating phrases
- Props (visual, memorable, adds variety)
- Connect your story back to the stats / the bigger picture
- Emphasize the ongoing need / ongoing changes in Houston
- Support with stats (Klineburg, VA, trends)
You can be part of changing the path for ___ and many more of Houston’s homeless

You can be part of The Way....of The Way....of The Way...
- Materials and latest data (Coalition can provide)

- Contact Sara or Jennifer to re-direct inquiries to a better-fit agency
The “Cs”

Style

Clear
Caring
Comfortable
Confidence
Conviction
Compelling
Don’t

- Smooth hair, touch face, scratch itch
- Um / You know / Like / So
- Acronyms
- Wear distractions: jewelry, bold patterns
Do

- Posture and movement
- Eye contact: sweep-and-catch
- Facial expression
- Gestures
- **Pauses**
- Project
Style

Speed: 50%

Do
Anticipate your room setting
Do

Anticipate your audience
- Breathe
- Relax
- BELIEVE
Get out of yourself and into your message.

Get out of yourself and into your passion.

It’s not about you; it’s about the experience you’re about to deliver.
Practice, Practice, Practice

&

getch feedback
Q&A