My story: catalyzing big change
Anthropology + Design & Art + Film/tv Media + Marketing/comms + misc disciplines like public health = Strategies & stories that change behavior.
STEP 1. Define Your Vision
STEP 2.
Develop Your Theory Of Change
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Who?  What?  How?
STEP 3.
Understand Your Target Audience
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Understand Your Target Audience

What do they want?
Who do they listen to?
What are their barriers?
Meet them wherever they are
Invite them to the table
Learn what motivates them
STEP 4.
Design An Experience
Note: this timeless classic still holds up with Dora.
Transtheoretical Model for Behavior Change
or this?
How to Be a Superhero

Step 5.
Tell SHARE Stories

Getting Started

Alright, so you want to be a superhero, but what will your costume, and spandex? Well before you can
few things you will need to know and be guaranteed to become the do gooder.

Origin Story

For the sake of argument, this is you average, normal, not so super. Well, let's fix that and get you
some super powers!
WE ALL WANT TO BE A HERO!

#SFBatkid
STEP 6. Continuously Engage
Invite the crowd to tell stories

Let go and trust your vision

Answer questions publicly

Spark conversations
STEP 7.
Listen
STEP 8. Celebrate successes

Up with People!
STEP 9.
Allow Your Story To Evolve
Don’t get stuck in the Molasses Swamp!
STEP 1. Define Your Vision

STEP 2. Develop Your Theory Of Change

STEP 3. Understand Your Target Audience

STEP 4. Design An Experience

STEP 5. Tell SHARE Stories

STEP 6. Continuously Engage

STEP 7. Listen

STEP 8. Celebrate successes

STEP 9. Allow Your Story To Evolve
STEP 10.
Refresh
Rinse
Repeat
You Can Change the World with Strategic Storytelling

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Questions?