### How to Change the World With Strategic Storytelling



Melinda Epler, Chief Experience Officer

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#### My story: catalyzing big change

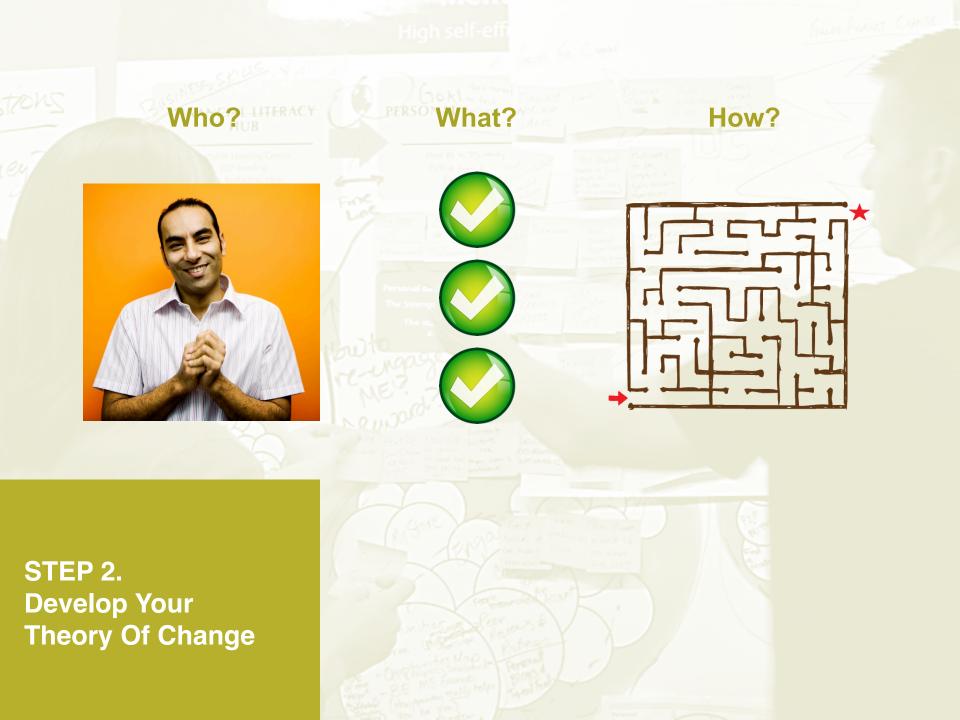


Anthropology + Design & Art + Film/tv Media + Marketing/comms + misc disciplines like public health =

Strategies & stories that change behavior.

### STEP 1. Define Your Vision



















#### What do they want?

### Who do they listen to?

### What are their barriers?

#### **Meet them wherever** they are

### Invite them to the table

### STEP 3. **Understand Your Target Audience**

#### Learn what motivates them





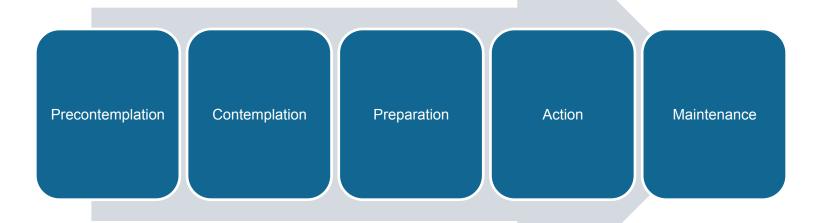
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#### Transtheoretical Model for Behavior Change

# or this?

## Transtheoretical *Experience!*



### HOW TO BE A SUPERHERO AN ILLUSTRATED GUIDE

### **GETTING STA**

ALRIGHT, SO YOU WANT TO BE A SUPERHER MENT, AND SPANDEX? WELL BEFORE YOU C FEW THINGS YOU WILL NEED TO KNOW AND GUARANTEED TO BECOME THE DO GOODER

STEP 5. Tell SHARE Stories

YOU

FOR THE SAKE OF ARGUMENT, THIS IS YOU. AVERAGE. NORMAL. NOT SO SUPER. WELL, LET'S FIX THAT AND GET YOU SOME SUPER POWERS!

### S ORIGIN STORY

TYPICALLY, MOST SUPERHEROES HAVE AN ORIGIN STORY DETAILING HOW THEY GOT THEIR POWERS AND MOTIVATIONS TO BE SUPER! HERE ARE SOME EXAMPLES:

### WE ALL WANT TO BE A HERO

### **#SFBatkid**



Honded bern nahn Riddler, rescuex dannel in distrem

> Capot crosader croshes crime

STEP 6. Continuously Engage

### Invite the crowd to tell stories

STEP 6. Continuously Engage

Let go and trust your vision

Answer questions publicly

Spark conversations



STEP 8. Celebrate successes

# Up with People?

### STEP 9. Allow Your Story To Evolve

1020



#### STEP 8. Celebrate successes

STEP 7. Listen STEP 6. Continuously Engage

# **STEP 1. Define Your Vision**

STEP 9. Allow Your Story To Evolve STEP 5. Tell SHARE Stories

STEP 2. Develop Your Theory Of Change STEP 3. Understand Your Target Audience STEP 4. Design An Experience STEP 10. Refresh Rinse Repeat

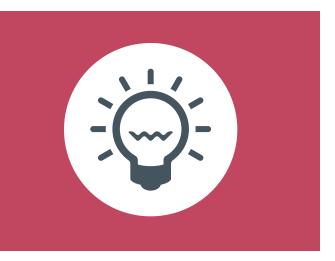
### You Can Change the World With Strategic Storytelling



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## **Questions?**