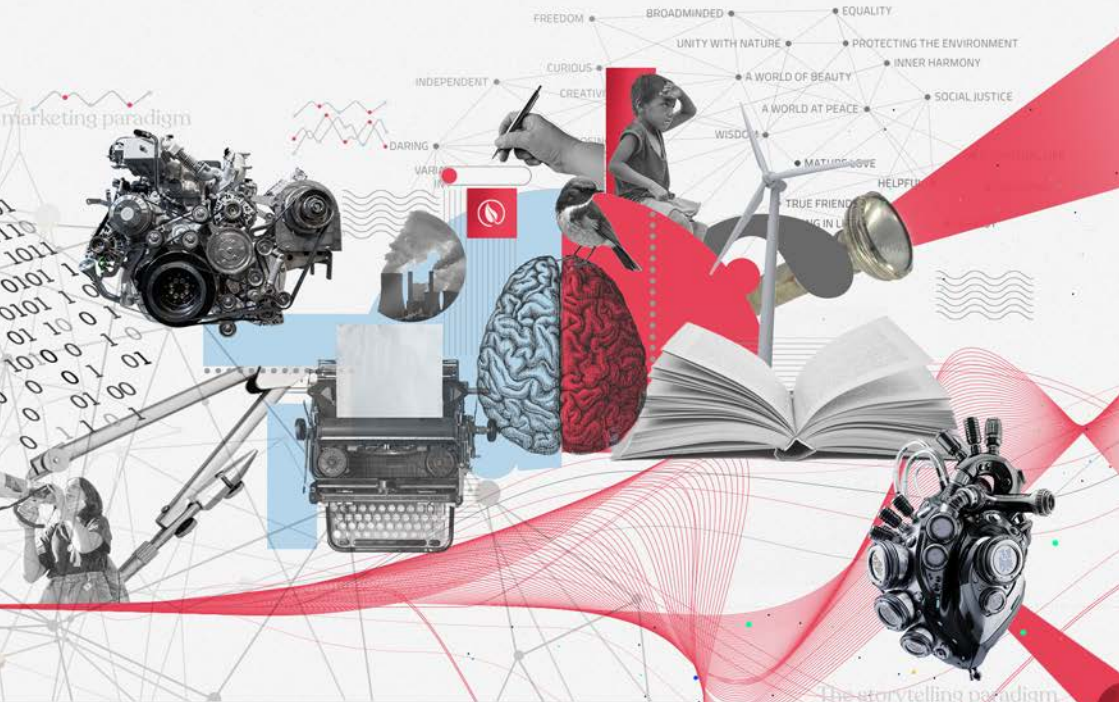


Ministory



Storytelling for a cause. RESOURCE PACK

The climate edition

Specialist storytelling training resources to support audience engagement on climate related issues.

Master Storytelling.

The greatest challenge we all face in trying to create real political and social change on the climate emergency comes down to one simple thing: *motivation*.

How do we motivate audiences into real and meaningful action? How do we overcome the dreaded motivation gap, the gap between what people say they value (believe), and what they do (action)? And how do we engage and motivate audiences who are cold or indifferent to messages around climate action in a highly polarised culture?

To respond to these questions means that we need to learn a new skillset, a new way of working with audiences. It is called Master Storytelling.

What is Master Storytelling?

I'm glad you asked!

Master Storytelling is different to storytelling. You may already be a good storyteller, someone who can create emotive, informative and engaging narratives.

But you may struggle, as we all do, with shaping human motivation in order to create long term behavioural change.

This is the skillset of a Master Storyteller.

The focus of the Master Storyteller is not so much on how to *tell a good story* (i.e. emotively engaging), but rather how to use the implicit nature of storytelling to awaken the necessary values you need to bring about real and meaningful change.

So technically speaking, a Master Storyteller may not be in a communications role, but could be in a policy, volunteer management, leadership or any other role that requires the need to engage and motivate any audience to take real action on your cause.

In our training we will be helping you on your journey to becoming a Master Storyteller, set against the backdrop of the climate emergency as a case exemplar.

Our training will help you to think differently about audience engagement, which means shifting from the dominant marketing paradigm, to the storytelling paradigm, which is a substantively different way to work with

and engage audiences on climate related issues. It ultimately means that we learn how to tell a 'new story'.

This booklet outlines the core 8 modules needed to become a Master Storyteller.

Stages of training programme

BASED ON TRANSFORMATIONAL STORYTELLING THEORY

STAGE 1 - ORDER,

The dominant paradigms we hold

1. Storytelling theory
2. Beyond the marketing paradigm
3. Storytelling and motivation
4. Storytelling and values theory

STAGE 2 - DIS-ORDER,

Breaking the old, for the new to emerge

5. The unconscious mind
6. The understory
7. Storytelling principles

STAGE 3 - RE-ORDER

The telling of a new story

8. A new story

Follow up workshops

- Storytelling building workshops
- Storytelling circle
- Using your storydeck cards

Storytelling consultancy

Climate Change.

A case exemplar

Our training programme explores the nature and the challenges of human motivation when connecting audiences to a cause, using climate change as a case exemplar.

The collective energy we have all poured into trying to create the political will for audiences to take action on the climate emergency provides an excellent case study to help us understand why, despite the huge global effort of awareness raising, has failed to bring about the necessary political will for change.

It all comes back to motivation. *Knowing* what we ought to do, and actually *doing* what we ought to do, are two very different aspects of human motivation.

To motivate audiences into action requires a different approach, that appeals more to the 'heart', rather than to the 'head'.

But our popular notions of what the 'heart' is, and how the 'heart' works remain shockingly simplistic, and insufficient to the task of helping us to overcome the real problems we all face. These include polarisation of audiences, growing cynicism, growing scepticism, conspiratorial thinking, apathy, low pro-environmental behaviours and a lack of political will for real change.

All these problems are not isolated, but are rather deeply interconnected. They are all related to the 'old story'. To resolve them we will need to break the old, to make way for a 'new story' to emerge.

Our training programme is designed just to do that.

**Don't expect easy answers.
There are none.**

**And don't expect easy solutions.
There are none.**

Instead expect to be challenged, to think in a new way, and learn how to transition from the old marketing paradigm, to the new storytelling paradigm to help to bring about real and meaningful change.

Resources.

This pack contains four main resources to help you on your storytelling journey.

1. Full training programme

This is an online, self-directed training programme made up of 8 core modules. These can be viewed all at once, or explored over several weeks.

This programme contains over 12hrs+ of practical training, skills development, new storytelling theory, and a range of methods that you can use in your every day work.

2. Training programme with extras

As above, but this package includes follow on workshops and toolkits, including our storydeck card set, and practical toolkits that you can use in your work.

3. Corporate package

We can develop a bespoke package where we work alongside you to train key staff, and customise the training to fit your needs.

4. Consultancy work

We offer different ways of helping with your organisation's growth strategy, or to help build a coherent culture, where everyone works together towards a single common story.

See last page for more details.

1. Storytelling theory.



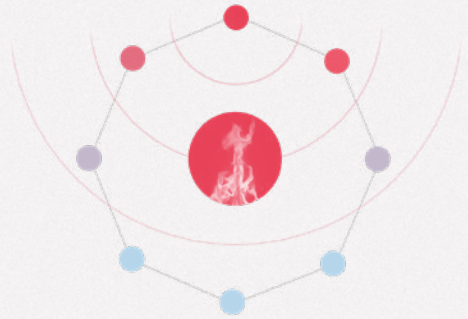
Overview

To start our journey into learning on how to be a Master Storyteller, we start off our training by exploring the nature of storytelling, and how our modern interpretations of storytelling are based on a flawed understanding of the self and therefore of how stories actually work.

We then explore the multi layered dynamics of storytelling, between narrative and metanarrative, and how our neglect of the metanarrative has meant we keep telling the same story again and again resulting in low audience engagement..

Objectives

- Understand the nature of storytelling
- Explore the framing story that has shaped the climate movement to date
- Understand storytelling origins, and how stories were used to regulate behaviours
- Unpack the science behind storytelling
- Explore the difference between narrative and metanarrative



Fireside storytelling by our great ancestors, was not about entertainment, or for passing on essential hunting information, but rather for helping to regulate the values and behaviour of the tribe.



The story shape of most communications, as well as the main narrative of the climate movement, leans towards the most basic types of stories - 'boy meets girl', or 'man in a hole'. These stories, by their nature, do very little - if anything at all - to change the values or behaviours of your audience. Instead they can do the opposite.

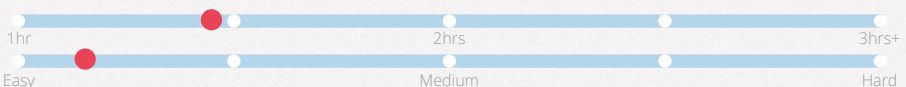
Learner outcomes

- The ability to differentiate between narrative and metanarrative
- Understand the framing story that has dominated the focus, style and values of the climate movement to date (and why it is has failed to bring the changes we seek)
- Using insights from metanarrative work to be able to spot the storyshapes that underpin campaigns, stories, engagement strategies.

Skillsets and application

- Use insights on metanarratives and story shapes, and apply them to different aspects of work on climate related communications, audience engagement strategies, etc.
- Re-visit the importance of storytelling in helping to engage audiences on climate related issues.

Timeline



2. Beyond the marketing paradigm.



Overview

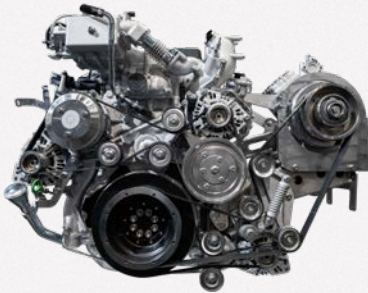
Our collective inability to create the much needed political will on the climate emergency finds its roots in the dominant paradigms we hold. Moving into the role of a Master Storyteller demands a deeper understanding of the way we think, and the paradigms we hold that prevent us from creating real change with our audiences.

Objectives

- Explore the nature of paradigms and how we keep getting stuck in the paradigm trap
- Explore the three dominant paradigms that prevent us from creating real and meaningful change
- Explore the nature of the Marketing Paradigm, what it is and why we need to leave it behind



Paradigm traps can keep us locked in their circular logic. Breaking out of them will take some time to understand. First we need to understand how we got into these traps in the first place, only then can we escape them.



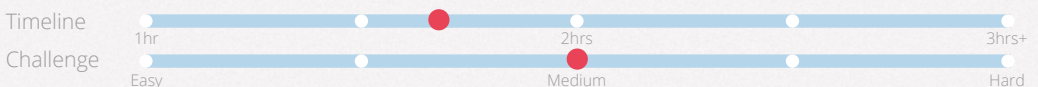
The marketing paradigm is like an engine, which drives everything that we do. We use it because it works. But, it works at a cost. It is a psychological pollutant, and it naturally leans towards extrinsic motivation, and a range of values that play against us when we try to bring about real change.

Learner outcomes

- Understand the nature of the three dominant paradigms, Newtonian, Cartesian and Technocratic paradigm, and how these shape our work
- Understand the limitations of marketing logic, when looking to bring about authentic behavioural change

Skillsets and application

- Be able to spot the nature of the marketing paradigm in all communications, engagement strategies and campaigns.
- Be able to apply new insight on perennial problems around audience engagement by using insights from the dominant paradigms we hold.



3. Motivation.

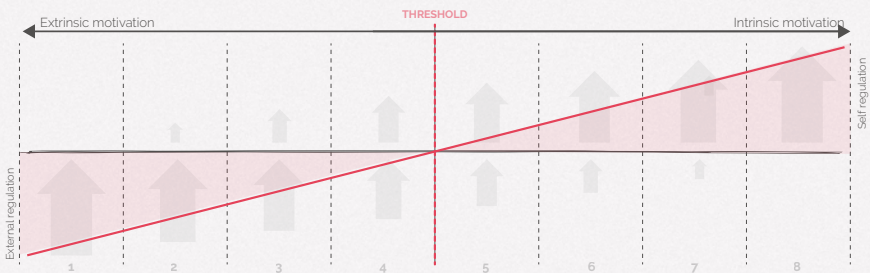
Overview

Our current models of motivational theory are wholly insufficient, and place almost all the emphasis on extrinsic motivation stages, with little to no understanding of the different stages of intrinsic motivation. The very motivational stages, which relate to real and authentic change, are missing altogether from most motivation models (usually grouped into one stage).

In this lesson we build a new motivational model and explore the importance of getting audiences to the higher stages of the motivational continuum through the use of storytelling and the importance of crossing the 'threshold' - which is an important aspect of storytelling.

Objectives

- Explore the difference between intrinsic and extrinsic motivation types
- Introduction to a new motivational model that equates the two motivation types
- Explore different motivational triggers, and the higher stages of intrinsic motivation



Motivation is one of the most important aspects of audience engagement, campaigning and building the political will for real change. If we get this one thing wrong, then no matter how much energy and effort we put in, nothing will change. In this lesson we will explore the different motivation types and stages, building the groundwork for using storytelling to get our audiences into the higher stages of the motivational continuum.

Learner outcomes

- Understand the different stages and the nature of the two motivational types
- Understand the different stages, and how to move audiences up the motivation continuum
- Will be able to articulate motivational theory, which can be applied to any aspect of work where we seek to engage audiences into action

Skillsets and application

- Motivational theory is a universal skill that can be applied to any aspect of work, and knowing the 'hidden' stages of intrinsic motivation is an essential insight into creating real change
- This motivational model can help to re-balance the two motivation types, and will outline clear opportunities for audience engagement using storytelling methodologies



4. Values.

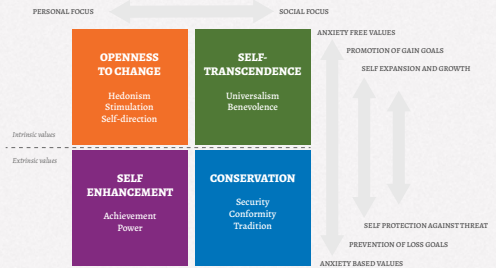


Overview

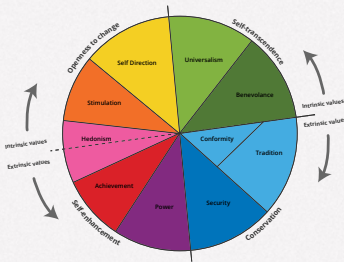
Working with values is essential for understanding human behaviour and how different values can shape how we understand and relate to the world around us. Building on insights provided by The Common Cause foundation, we use values mapping and values dynamics to explore the link between the different values. We also explore how different attentions, both conscious and pre-conscious changes the nature of different values.

Objectives

- Explore the nature of our shared values
- Map these values and understand the hidden tensions and relationship between the different values
- Explore how 'protecting the environment' is an intrinsic and self-transcending value, and what that insight means for our work



The nature of values can only be understood in the different categories in which they fall. Self-enhancement values, by their nature, are fundamentally different to the nature of self-transcending values. Knowing how to work with each values set, requires specialist insight that can help to overcome some of the most challenging issues around audience engagement that we face today.



Understanding values and how they work is essential knowledge if you are looking to create real and meaningful change on the climate emergency. Based on the research and insights from Shalom Schwartz, we use his values theory model to look at the relationship and nature of values, but then take a deeper dive and look at how values change their nature in their cognitive and pre-cognitive states.

Learner outcomes

- Understand the different values we hold, how they all map together, and the relationship between the different values
- Understand the different nature of values in their cognitive and pre-cognitive states

Skillsets and application

- Highly adaptable insights that can be applied to all aspects of work around the climate emergency, and can help to show what values we need to be awakening in our work
- Values insight can be applied to all aspects of audience engagement and motivation. This training will give you key insights into how to work with, and awaken, intrinsic values, with a specific focus on environmentally positive values.



5. Unconscious mind.



ONLINE SELF
LEARNING MODULE

Overview

Using some groundbreaking insights on neuro-psychology from Iain McGilchrist we explore the nature of the two hemispheres of the brain and start to map them against the different values, motivation types and the two levels of storytelling - narrative and metanarrative.

Understanding the two different natures of each hemisphere, the embedded values systems each one provides, can help us to unlock some of the most stubborn problems we face in terms of audience engagement and motivation that has eluded us so far.

Objectives

- Understand how dominant perceptions of thinking (control tower model) are wholly insufficient
- Overcome outdated perceptions of the two hemispheres (i.e. one is analytical and one is creative),
- Explore the nature and values of the two hemispheres and how they both do the same differently



The Master and his Emissary is our featured short story animation that helps to tell the story of the two hemispheres, and how the left hemisphere works well as a servant, but makes a terrible master. Research shows clearly that there has been a huge shift to the left hemisphere in our culture, resulting in the many crises we face today, climate change being one of them.



Hemisphere lateralisation, the term which depicts the understanding of the nature of the two hemispheres, is a groundbreaking theory presented by the neurological insights from Iain McGilchrist. These insights have a profound impact on our work around audience engagement and motivation, and help to make sense of the problems covered in the earlier aspects of the training, including our limited understanding of storytelling origins, storytelling theory, motivation theory and values theory.

Learner outcomes

- Understand the nature of the two hemispheres
- Move from 'heart' and 'head' thinking, to a more sophisticated right and left hemisphere understanding, and how to use this insight in our work
- Begin to understand the nature of a dominant left-hemisphere attention

Skillsets and application

- Using insights from neuro-psychology, this in-depth lesson will help you to understand how things have gone wrong, and how to fix it through a change in our disposition to the world around us
- These insights can be applied to every aspect of work, especially audience engagement and motivation. These insights on hemispheric lateralisation can help to give valuable insights on how all the major problems we face today are deeply interconnected.



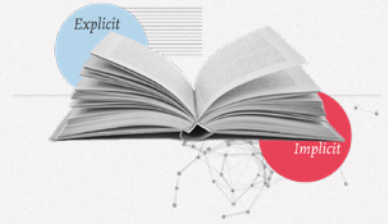
6. The understory.

Overview

Using insights from our earlier modules, we will begin to see how the implicit nature of storytelling requires a different rule-set and understanding of the nature of the unconscious mind. The rules of engagement for explicit communication are substantively different to the ones for implicit engagement. But the true power of stories lie in their implicit nature, not explicit. Knowing how to harness this power is where we can create real change.

Objectives

- Explore the nature of the two layers of storytelling
- Understand how to work with the implicit meaning found in stories
- Connect metanarratives to the values system of right hemisphere attention



The true nature of storytelling can only be understood through the two states of attention, the explicit (left hemisphere) and the implicit (right hemisphere) attention. The metanarrative holds ultimate meaning, and has the power to reshape our disposition to the world, and the disposition to the values we hold. Working at this level of storytelling holds incredible power in terms of human motivation and creating real and meaningful change on the climate emergency.

Going back to basics with our storytelling, we explore the simple story of Goldilocks and the Three Bears, and how this simple story holds a powerful metanarrative which can lead to long term behavioural change.

We explore how narratives are told by the storyteller, but metanarratives are created by the listener. This insight helps to build the essential bridge between intrinsic motivation, intrinsic values and storytelling.

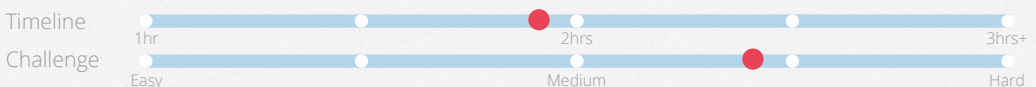


Learner outcomes

- Understand the nature of metanarrative, the power of the implicit nature of storytelling, and how it links to behavioural change
- How to work with the right hemisphere, and how to move from Rationality (left hemisphere) to Relationality (right hemisphere) as a model for thinking

Skillsets and application

- Ability to create powerful metanarratives that work at the implicit level, and resonate with the unconscious mind
- How to use insights from hemispheric lateralisation to build 'stories' that can shape how we work with audiences on climate related issues.



7. Storytelling principles.



ONLINE SELF
LEARNING MODULE

Overview

What are the new storytelling principles that we need to apply in our work, if we want to bring about real and meaningful change? This next lesson outlines how we are being failed by the engine that we are using. We call this engine the marketing paradigm, and why we need to leave it altogether and embrace a new engine called the storytelling paradigm.

This lessons includes a wide range of deep insights on the nature of audience engagement that can help you to deliver real and significant change on the climate crisis.

Objectives

- Understand the need to leave extrinsic motivation, marketing logic and left hemisphere dominant thinking behind
- Embrace a new way of engaging audiences that is based on wisdom traditions, and insights taken from ancient and indigenous cultures who used stories to regulate values and behaviour



Working with the heart is an essential element of becoming a Master Storyteller. How do we work with empathy, suffering, purpose? How do we move from the nature of the left hemisphere, which is towards manipulation, to the nature of the right hemisphere, which is towards liberation? Answer to these questions provide profound insights into human motivation and engagement.



Restoring the imbalance of the two hemispheres means abandoning the dominant paradigms that have kept us trapped in left-hemisphere dominant thinking. This includes overcoming the Cartesian, Newtonian and Technocratic paradigms.

Learner outcomes

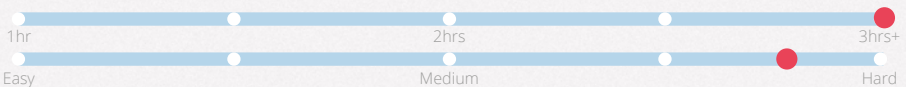
- Know how to tell powerful stories that are no longer based on marketing logic ('show the need'), but rather how to build movements for change based on storytelling theory
- Understand how dominant paradigms are holding us back, in terms of creating authentic change, and how to work with cold and indifferent audiences

Skillsets and application

- Know how to work with a core set of storytelling principles across your work, and how to build the momentum for real change based on wisdom thinking and insights from neuro-psychology
- Understand the limitations of dominant paradigms in helping us to shift our audiences to the higher stages on the motivation continuum

Timeline

Challenge



8. A new story.



LIVE WORKSHOP



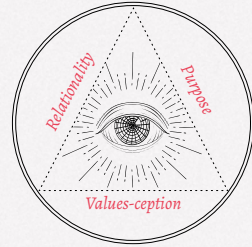
ONLINE SELF
LEARNING MODULE

Overview

Our final lesson pulls together all our learning around motivation, story shapes, implicit communication, metanarratives, values theory, storytelling theory and hemisphere lateralisation. From this we begin to build a 'new story', or rather a new way of creating powerful engagement and motivation strategies based on storytelling theory. While the journey to get here may involve a lot of complexity, the outcome is always a simple one: which is to become a storyteller.

Objectives

- Explore the link between storytelling, behavioural change and motivational theory
- Learn a 'new story' that will help you to connect your audience at the metanarrative level, and to create powerful stories of change
- Explore the concept of a new 'engine' to drive all audience engagement, called the Storytelling Paradigm.



Master Storytelling will provide you with the three core skills of *values-ception* - the ability to see and understand the nature of values, *purpose* - the ability to work with intrinsic purpose, and *relationality*, the ability to move from rationality (left hemisphere) thinking to relationality thinking - the ability to see the implicit, the relationship dynamics and values flow of everything that we do. These core skills and insights are essential to creating powerful stories and building a movement for real change.



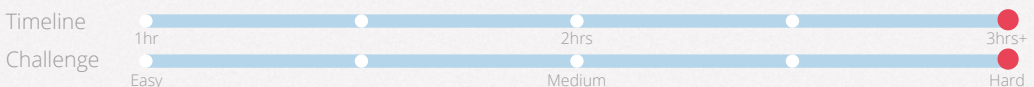
Storytelling paradigm is like a new engine that drives everything that you do. Rather than playing to your audiences fears, anxieties, or extrinsic values, the storytelling paradigm engine works best when it connects your audiences to their intrinsic values, through intrinsic purpose and intrinsic motivation. The storytelling paradigm is not a storytelling technique, but rather encompasses a whole eco-system that represents integral thinking approaches where we work with the whole person, 'head' and 'heart', and we use these insights to create powerful metanarratives that lead to long-term behavioural change.

Learner outcomes

- Embrace the 'Storytelling Paradigm' engine as the go-to engine that can drive real and meaningful behavioural change with your audience
- Adopt the three core skills of Master Storytelling, and apply them to your work
- Move from the limits of rationality (left hemisphere thinking) to relationality (right hemisphere thinking) to drive real and authentic engagement.

Skillsets and application

- Master storytelling is a universal and life-time skill that you can apply to any aspect of your work that requires any type of human motivation
- Insights from this programme will give the foundation to re-imagine a new climate movement powered by the logic and insights of storytelling, rather than marketing.



Starter workshops.



LIVE WORKSHOP

We offer a wide range of practical workshops to help you put your Master Storytelling skills into action. These starter workshops are to help get you started on your storytelling journey.



Our starter workshop, Introduction to Master Storytelling, is a FREE workshop that gives an overview of the training and what the nature and purpose of Master Storytelling is. Ideal for beginners.



In this workshop we explore the nature of storytelling and motivation. This is a chance to explore a new motivational model, and the importance storytelling plays the higher up the motivational continuum we go. Essential for anyone looking to inspire and motivate audiences towards any cause.

Full details can be found at ministory.co.uk/workshops

Practical Workshops.*



LIVE WORKSHOP

How do we put all of what we learned on the course into action? In these follow-on workshops from the main course, we will offer practical help to put your Master Storytelling skills into action.



Based on the Hero's Journey metanarrative, this workshop offers a practical way for you to use your storydeck cards, and apply them to your campaigning, fundraising, volunteer recruitment, or any other engagement strategy where you are looking to motivate audiences into action.



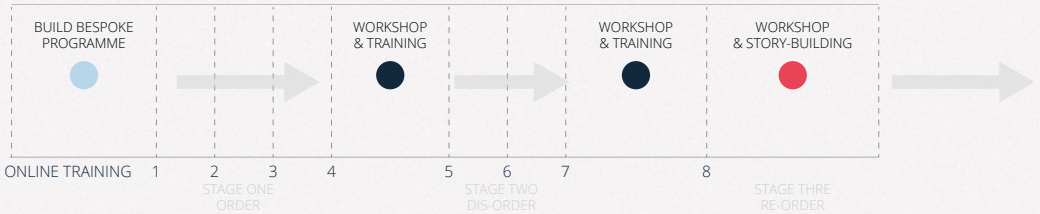
Bi-monthly (subject to availability) we offer a chance for everyone to come together to share best practice and to discuss a different topic relating to Master Storytelling. Access to this is via the full subscription fee.

*These workshops are only available to those who have completed the full training programme. These workshops are also generic, they are not restricted to climate change or environmental concerns, they can include any cause.



We provide corporate packages for organisations who want to bulk train staff on Master Storytelling methodologies, and to adapt the training programme to meet their specific needs. This package will involve a mix of online self learning training, live workshops, training and consultancy on how to put this all into practice.

THE VIRTUAL LEARNING PROGRAMME



- Full unlimited access for all staff to the online training programme
- Live workshops to help implement learning
- Work alongside leadership to develop key storytelling learnings
- Coaching with key staff to help embed a new story-led culture

Storytelling for a cause
TRAINING

The climate edition

Ministry

Storytelling for a cause - Climate Edition

66% COMPLETE

Course Overview

3-8 Working with intrinsic motivation

Storytelling and values

- 4-1 Introducing values Start
- 4-2 What are values? Start
- 4-3 Values mapping Start
- 4-4 Understanding values Start
- 4-4 Values and the marketing paradigm Start
- 4-5 Values - quick fire insights Start
- 4-6 The Values Family Start

Storytelling and the unconscious mind

- 5-1 Storytelling and the unconscious mind - Intro Start
- 5-2 Entering into the unconscious mind Start
- 5-3 The divided brain Start
- 5-4 Master and servant Start
- 5-5 Confabulation Start
- 5-6 Beyond the left hemisphere Start
- 5-7 Paradigms and motivation mapping Start
- 5-8 Towards the right hemisphere Start

The Understory

Contact us to discuss options and rates

We provide specialist consultancy with all organisations who have a cause or a purpose. Whether your cause is environmental, humanitarian, faith-based, gender or any other aspect of working towards the common good, we can provide specialist insight to help your organisation increase their impact and audience engagement.

Embedding a storytelling culture

We can help you to use insights from our training programme to embed across your organisation, to evolve from the dominant thinking found in the marketing paradigm, to the dominant thinking found in the storytelling paradigm. This work involves working with your leadership team to find a common story and helping staff from across your organisation to embed this story in their work.

A strong organisational story can lead to increased motivation, increased morale and staff retention, as well as internal coherence, where everyone is working towards a single common story.

Growth strategy

The inherent values of marketing logic, as explained in our training programme, leans naturally towards extrinsic motivation. This creates a peak and fall pattern of audience engagement, where short term outcomes are favoured in terms of long-term engagement and motivational change.

We can help you develop a powerful storytelling engagement strategy, where we work on your brand story, and show ways of growing and evolving your audience over time.

Storytelling versus marketing



Data modelled on marketing patterns taken from *The Long & the Short of It* (Binet & Field 2013),

Costs.

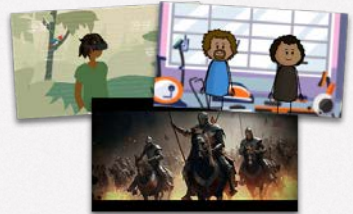
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TRAINING



WORKSHOPS



TOOLKIT



STORYTELLING DECK

STANDARD TRAINING PACKAGE

- As above, including access to:
- 3 Practical workshops (worth £225)
 - Storytelling toolkit and storytelling guide
 - Storytelling card deck

~~£699~~ **£350⁰⁰**
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