



# Telling your story

2017 AASB FLY IN

MICHELLE EGAN, APR, FELLOW PRSA

***“Every school board member has a story to tell. And it’s a story this country desperately needs. It is a story packed with human drama and emotion. If you don’t tell your story, somebody else will. And you’re probably not going to like it very much.”***

***-Nora Carr, NSPRA, Guilford County Schools, contributor to American School Board Journal***



# YOU are <sup>best</sup> the messenger ^

- ▶ You are the expert
- ▶ You are credible
- ▶ You represent the same constituents
- ▶ You have to make difficult decisions
- ▶ Relationships matter most
- ▶ You have the tools



# Resources



Association of Alaska School Boards  
Advocates for Alaska's Youth

Association of Alaska School Boards

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## Legislative Bulletin

A WEEKLY DIGEST OF ACTIVITY BY THE ALASKA LEGISLATURE AND U.S. CONGRESS FOR ALASKA'S SCHOOL BOARD MEMBERS

## Bradners' Alaska Legislative Digest - Supplemental Commentary

Publishers Tim and Mike Bradner, akdigest@gmail.com, (907) 440-6068 or (907) 242-6572

The Alaska State Legislature

Enter Bill, Code, Statute or Keyword

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SENATE

HOUSE

BILLS & LAWS

SPOTLIGHT

FLOOR CALENDAR

DAILY SCHEDULE

CAPITOL UPDATES

February 9, 2017

Alaska State Legislature

Meetings for Feb. 10, 2017

8:00 AM - (H) EDUCATION  
ROOM: CAPITOL 106  
STATUS: SCHEDULED

8:00 AM - (S) EDUCATION  
ROOM: CAPITOL 106  
STATUS: SCHEDULED

9:00 AM - (S) FINANCE  
ROOM: SENATE FINANCE 532  
STATUS: NO MEETING SCHEDULED

9:30 AM - (H) EDUCATION & EARLY DEVELOPMENT  
ROOM: CAPITOL 106  
STATUS: SCHEDULED

12:00 PM - (H) NATURAL RESOURCES  
ROOM: BARNES 124  
STATUS: SCHEDULED

1:00 PM - (H) JUDICIARY  
ROOM: GRUENBERG 120  
STATUS: NO MEETING SCHEDULED

1:00 PM - (H) RESOURCES  
ROOM: BARNES 124  
STATUS: SCHEDULED

1:30 PM - (H) FINANCE  
ROOM: HOUSE FINANCE 519  
STATUS: SCHEDULED



Your guide to LOBBYING the  
ALASKA LEGISLATURE

# The state of trust

*Edelman Trust Barometer, 2017*

- ▶ 57% in US say the "system is not working," 33% uncertain
- ▶ 2/3 of public do not have confidence in current leaders
- ▶ Spontaneous > rehearsed
- ▶ Blunt/outspoken > polite/diplomatic
- ▶ Personal experiences > data

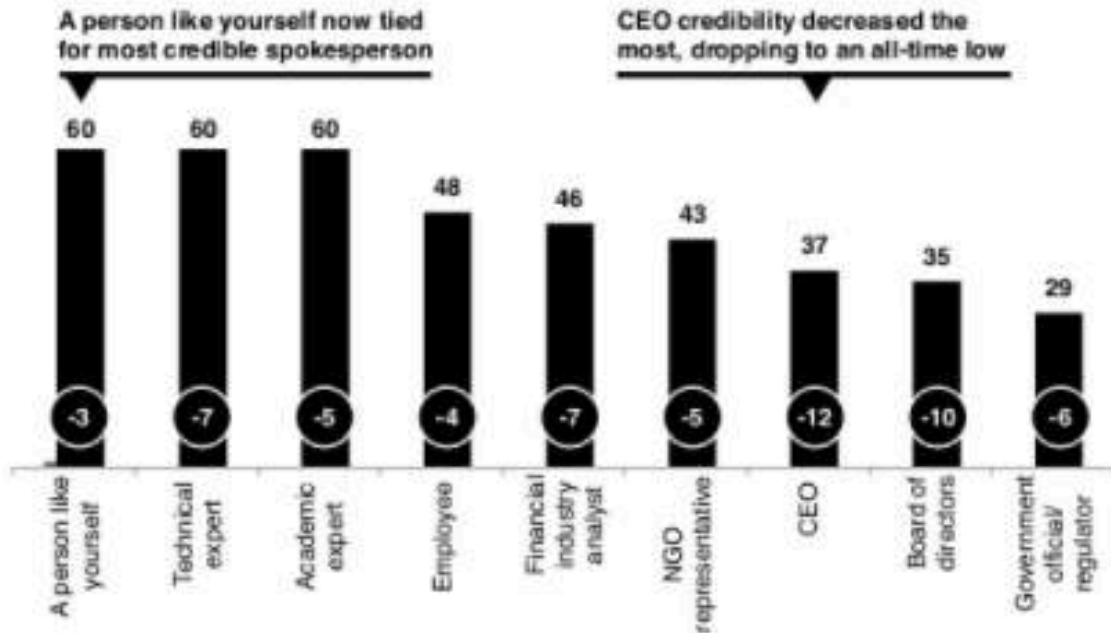
# Peers Now as Credible as Experts

Percent who rate each spokesperson as extremely/very credible, and change from 2016 to 2017

● Y-to-Y Change

“People in this country have had enough of experts.”

– Michael Gove,  
Member of Parliament, U.K.



Source: 2017 Edelman Trust Barometer Q130-7.47 Below is a list of people, in general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) General Population, 28-country global total, question asked of half the sample.

# Know your audience



- ▶ **Who are they?**

- ▶ What area do they represent?
- ▶ What's their job outside the legislature?

- ▶ **What do they care about?**

- ▶ What bills have they sponsored?
- ▶ What committees are they on?
- ▶ Where do they stand on our issues?

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# Know your audience

- ▶ Select one person you will meet with
- ▶ Complete the audience worksheet



# Message Mapping



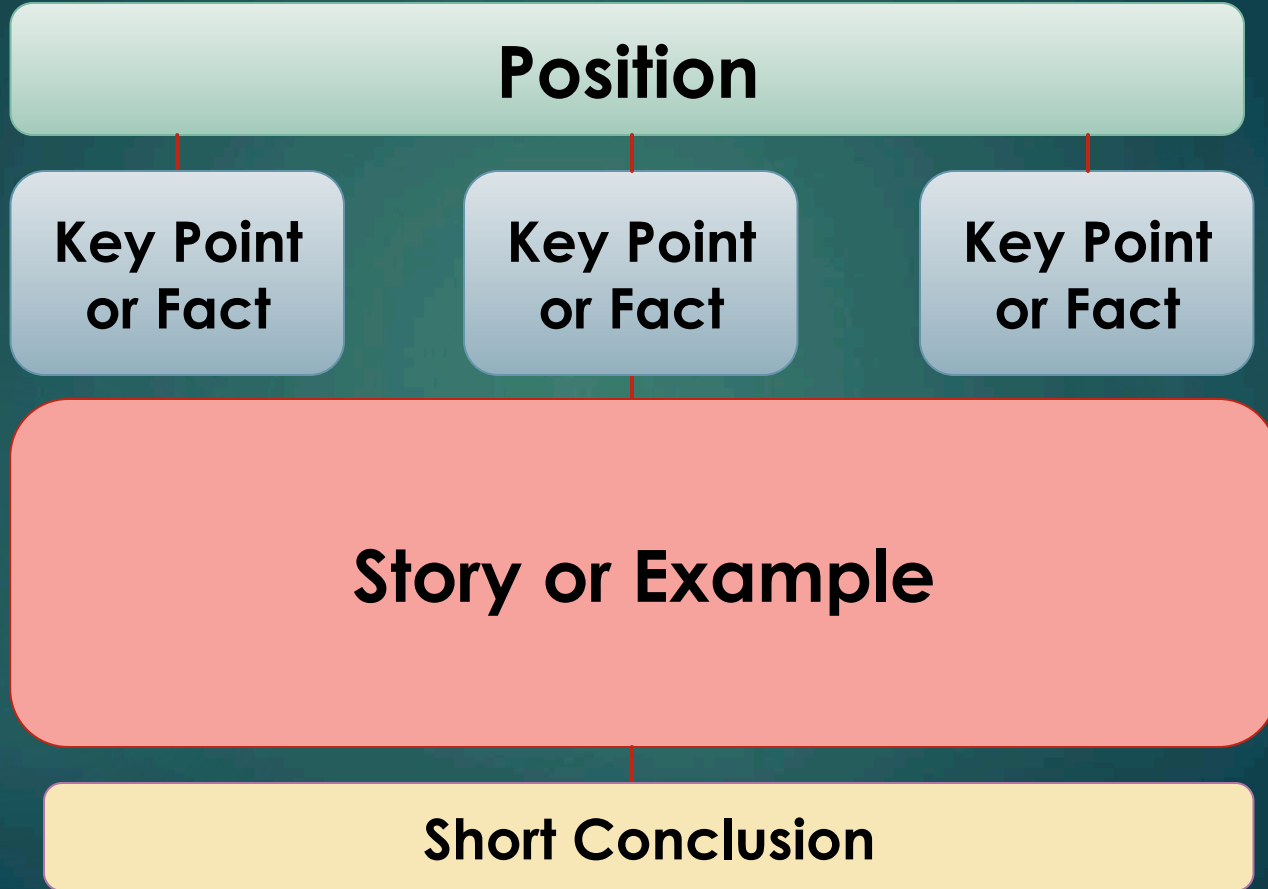
# Message Mapping

“A visual aid that provides at a glance the organization’s messages for high concern or controversial issues.” Dr. Vincent Covello, Ph.D

- ▶ Origins in risk communication, used
- ▶ A tool for the messenger
- ▶ Clear display of important points
- ▶ Simple and memorable
- ▶ One page visual guide
- ▶ Based on communication science
- ▶ Adapted by marketing and PR



# Message Map



# Message Map

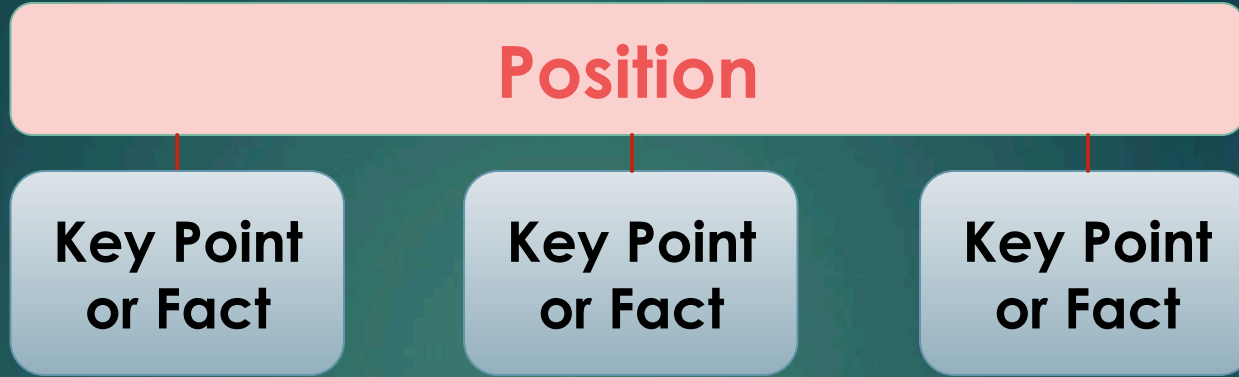
## Position

- ✓ Discuss common AASB position

# Key messages & data



# Message Map



*“Tell the legislator or committee ONE compelling fact. They are more likely to remember it and repeat it than if you give volumes of data.” – Legislative staffer*

## Presenter’s Paradox

- ▶ The “more is better” strategy hurts presenters.
- ▶ “Mildly favorable information dilutes the impact of highly favorable information.” (Journal of Consumer Research, Oct. 2012)



# Develop & Deliver Key Messages

- ▶ Not more than 3 key messages or data points
- ▶ They support your position
- ▶ Consistent and easy to remember

*Powerful words to use for messages: committed, dedicated, ensure, track-record, value, priority . . .*



# Develop & Deliver Key Messages



# Develop & Deliver Key Messages

- ▶ Tell one person your position and your key points (5 min)
- ▶ Gather as a group, choose three to share with the larger group (15)

# Message Map

**Position**

**Key Point  
or Fact**

**Key Point  
or Fact**

**Key Point  
or Fact**

**Story or Example**

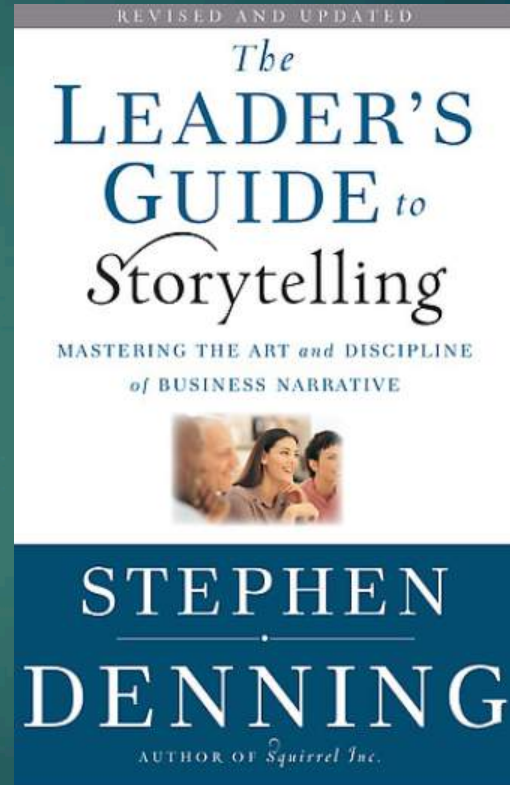
# Storytelling



# Storytelling

“Analysis might excite the mind, but it hardly offers a route to the heart. And that’s where you must go if you are to motivate people not only to take action, but to do so with energy and enthusiasm.”

-A Leader’s Guide to Storytelling, Stephen Denning



# The Springboard Story

*Springboard stories communicate complex ideas and ignite action. They add an element of emotion to get people to change. It's a "hero's tale."*

- ▶ Based on an actual example where change was successfully implemented.
- ▶ Told from protagonist position.
- ▶ Has time, place, setting.
- ▶ Makes it clear what would have happened without the change.
- ▶ Short, minimalist.
- ▶ Happy ending.



# Exercise

- ▶ *Jot down your own story or example*
- ▶ *Add details that make it interesting*
- ▶ *10 minutes*
  
- ▶ *Story with a partner, feedback & adjust*
- ▶ *Sample stories*

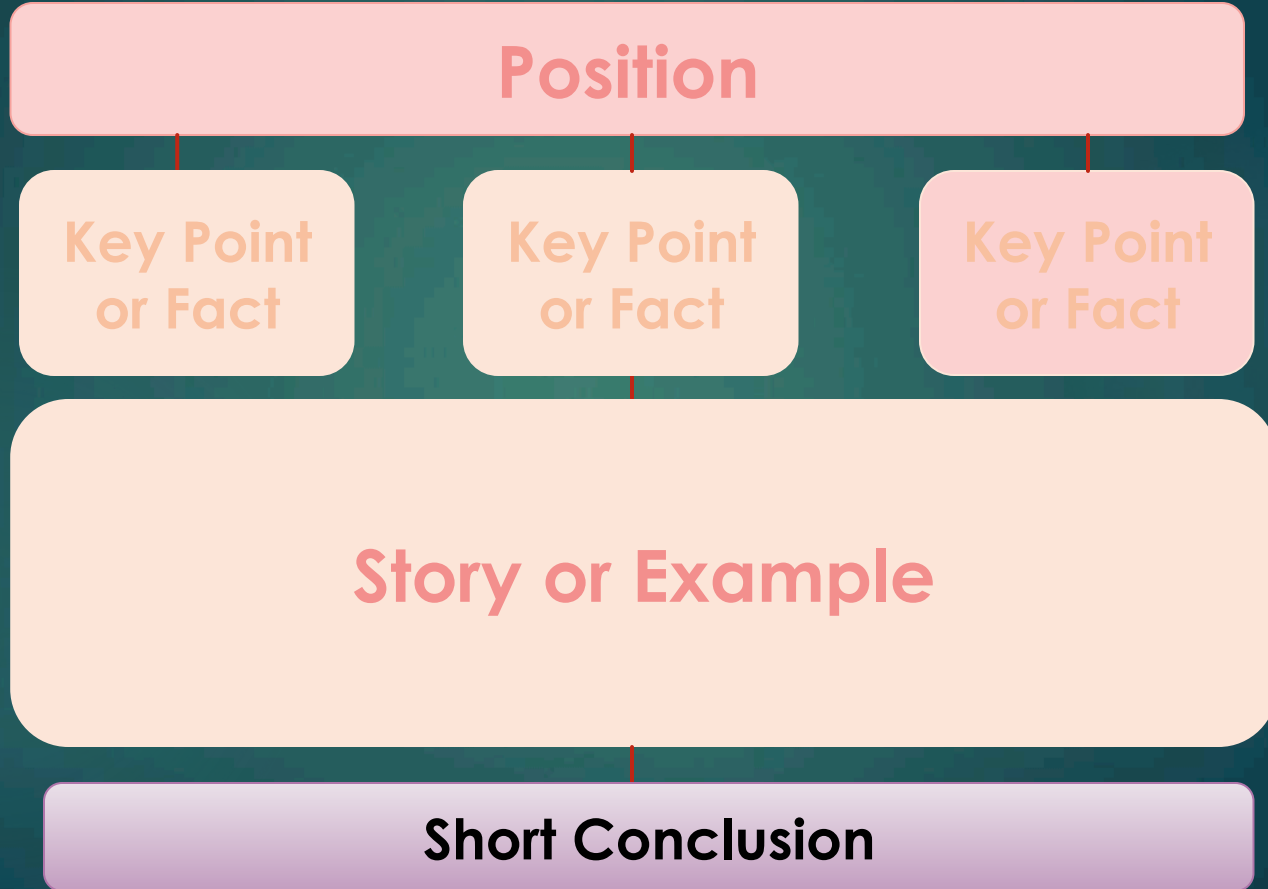




# Short Conclusion



# Message Map



# Conclusion starters...

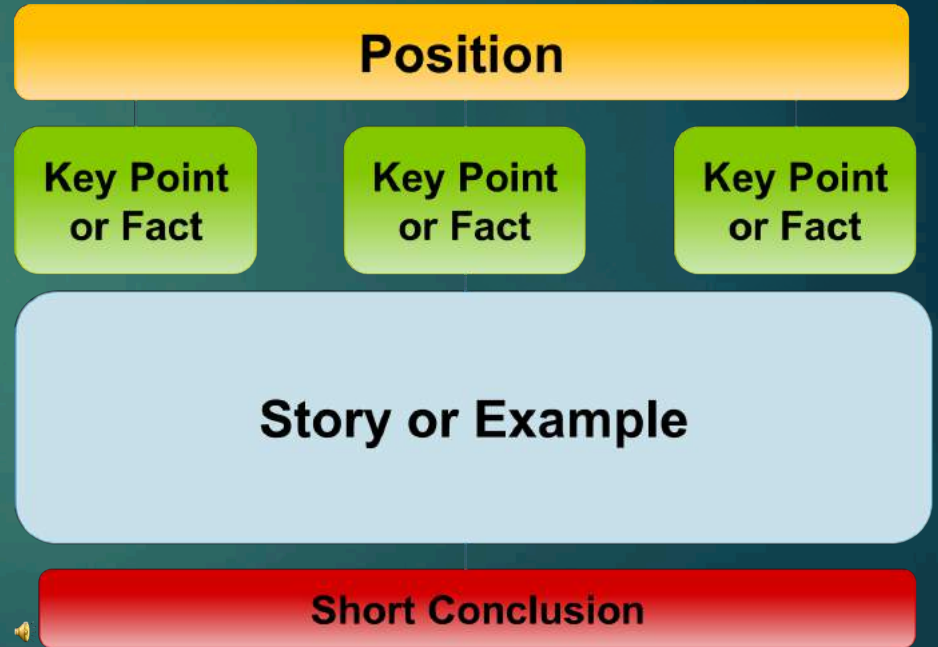
- ▶ *The most important issue for us is...*
- ▶ *It's important to remember...*
- ▶ *We are all aligned on ....*
- ▶ *I want to emphasize...*
- ▶ *We appreciate your support for ...  
because...*



Putting  
it all  
together

# Exercise

- ▶ *Finish your message map*
- ▶ *Meet as a district*
- ▶ *Talk through your message map*
- ▶ *Get feedback and adjust*



— **End** —



Tips  
and  
tricks

# Bridging

- ▶ I can't answer/talk about that . . . but
- ▶ What I can tell you is . . .
- ▶ The most important fact that you need to know is...
- ▶ Let me put it in perspective...
- ▶ What's important to remember, however...
- ▶ What I really want to talk to you about is...
- ▶ The three most important issues are...
- ▶ And don't forget...



# Advocacy Tips





# In-Person Meeting

- ▶ Know your legislator
- ▶ Be on time, stay on schedule
- ▶ Use formal titles
- ▶ Say thank you
- ▶ Get to the point
- ▶ Stay on message
- ▶ Ask questions
- ▶ Respect the office
- ▶ Respect the staff
- ▶ Be flexible
- ▶ Follow up with additional info
- ▶ Send thank you notes