



# THE POWER OF PERSONAL NARRATIVES

using your story to cultivate change and community care

LAND  
ACKNOWLEDGEMENT



# A B O U T M E

- Woman of Colour from Mixed-Race Heritage
- Life & Passion: Ending Gender Inequity
- (Honours) Bachelor of Arts in Politics and Governance, Ryerson University
- Project Coordinator, Woman Abuse Council of Toronto
- Policy and Advocacy Lead, Canadian Women's Chamber of Commerce
- Principal Consultant, jessieket



# A STORY OF FINDING S ELF-WORTH

Narrated By Me



A large, abstract blue watercolor splash on a white background. The splash is irregular in shape, with darker blue tones in the center and lighter, more translucent blue tones towards the edges. The texture of the watercolor is visible, showing some brushstrokes and blending.

CREATING  
A STORY

# DEFINING FEATURES OF A STORY



AUDIENCE



MESSAGE



CLIMAX



CHARACTER(S)

# DEFINING FEATURES O F A STORY (CONT'D)





# AUDIENCE

- Who?

*Things to Consider:*

- What is their understanding of subject matter?
- What will make them connect?
- What style of language should you use?
- What should they learn from your story?

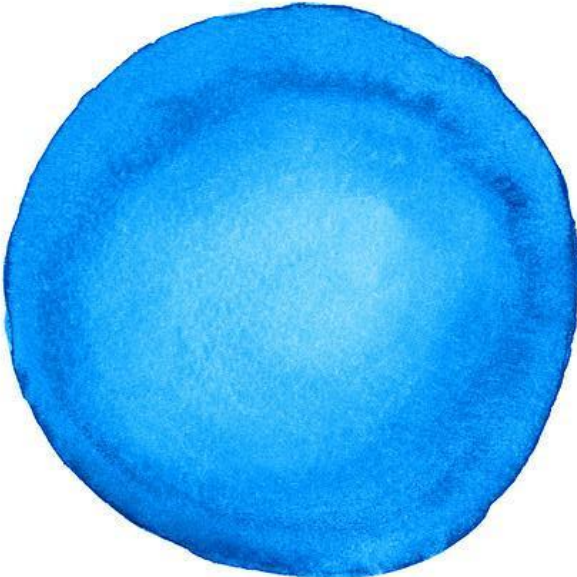




# MESSAGE

- What is the main point of your story?

*Things to Consider:*

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- Why are you telling it?
  - What do you want your audience to consider?
  - What do you want your audience to learn?



# CHARACTERS

- Who are the main characters of your story?

*Things to Consider:*

- What did each character bring?
- How did each character impact your story?



# CLIMAX

- What is the turning point of your story?

*Things to Consider:*

- This part will make or break your call to action
- Most dramatic part of your story
- What changed, and how did it change?



# CONCLUSION

- What is the main point of your story?

*Things to Consider:*

- What did you learn?
- What do you want your audience to learn?
- What are the key takeaways/messages?
- Does your conclusion demand action?



# EDITS

- This is where you spend the most time

## *Things to Consider:*

- How can you make it clearer?
- How can you make the message stand out?
- What details can be taken away?
- What have you missed?

# H O O K

Capture the attention of your audience

# E M O T I O N S

Elicit human connections



ORDER OF EVENTS

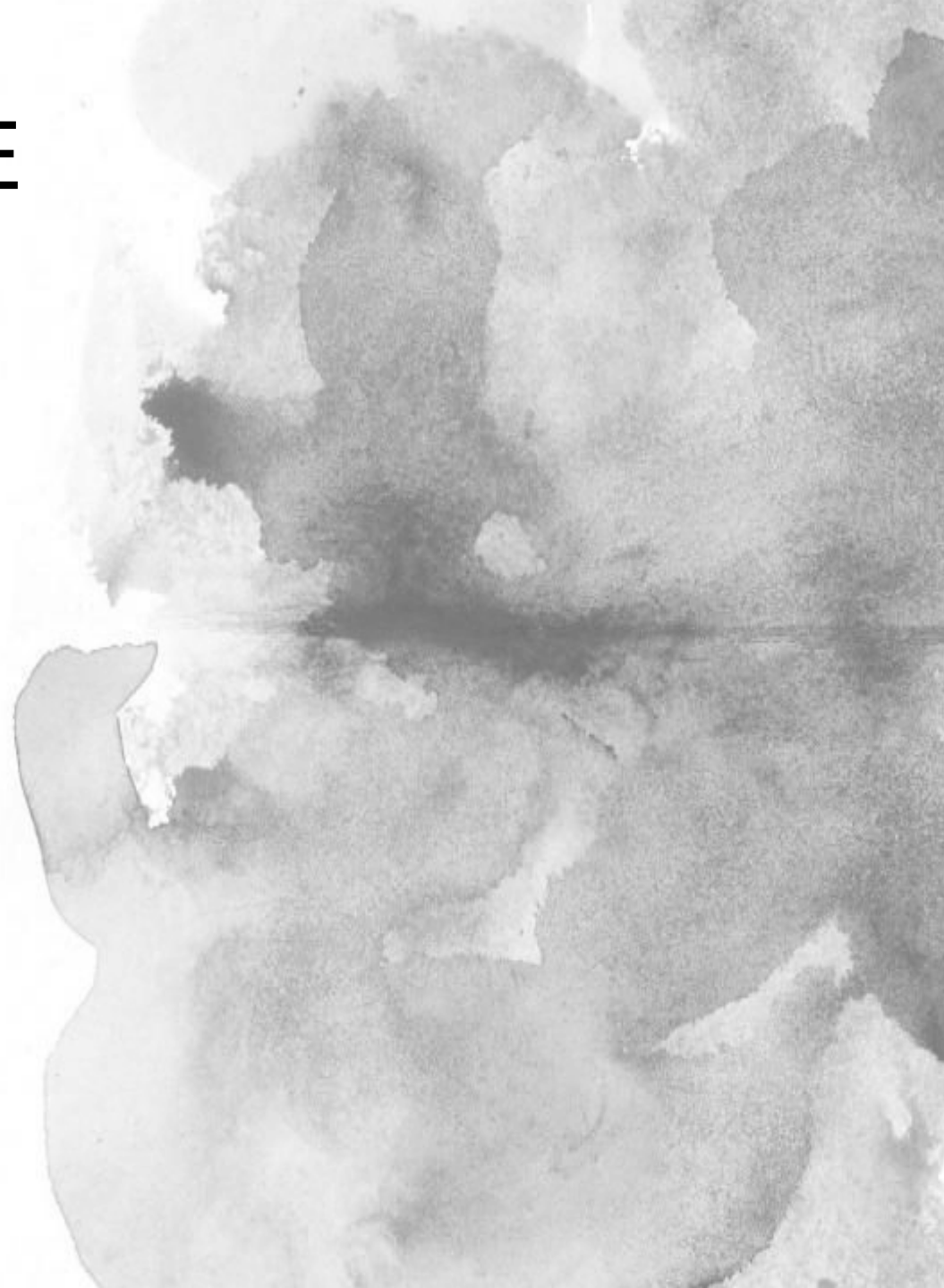


STORIES  
FOR  
HEALING



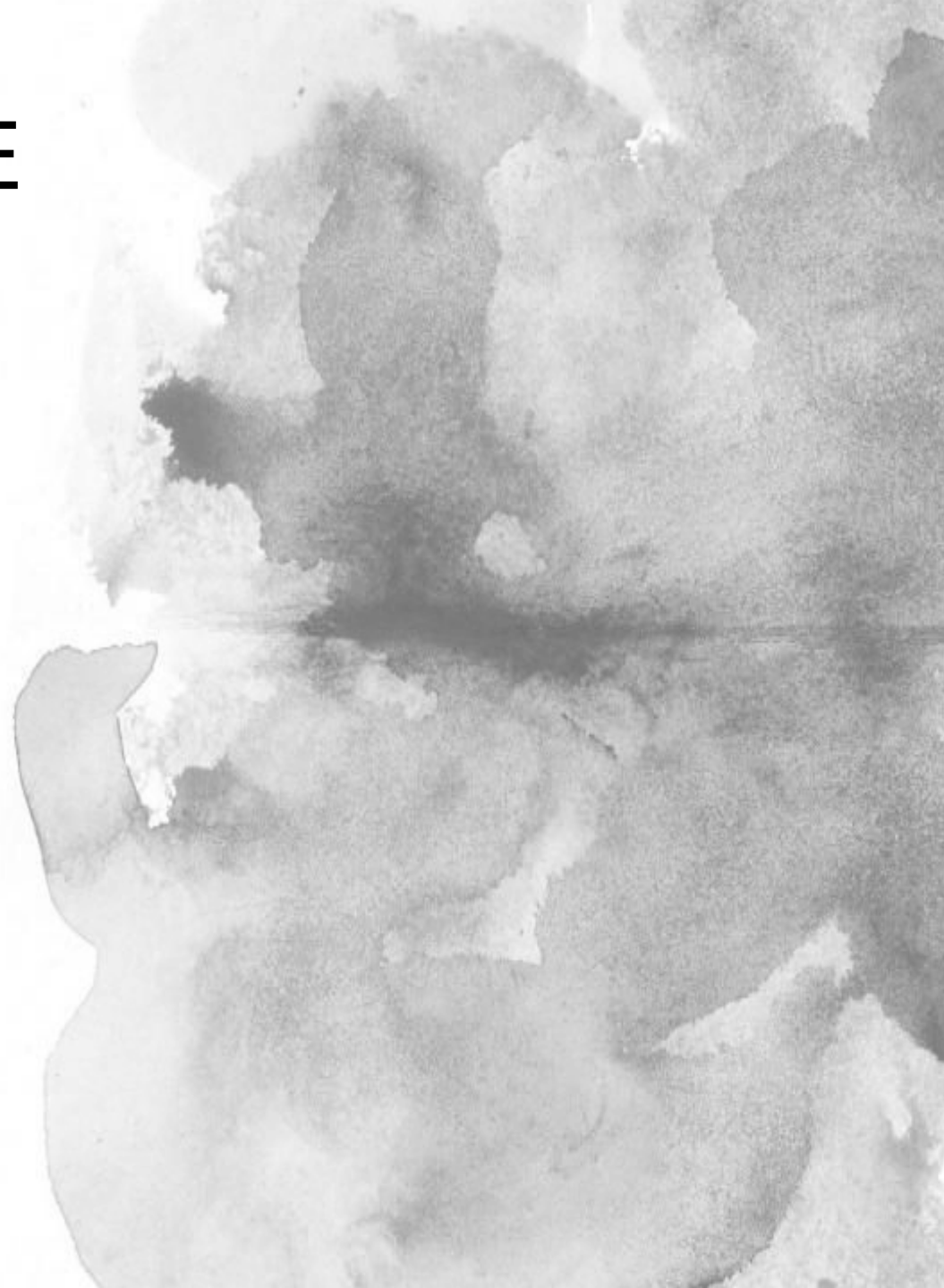
# THE POWER OF THE SHARED STORY

- Co-opted by Capitalism
- Community Healing
- Connect to People
- Learn & Understand
- Feel Accepted
- Activate Change



# THE POWER OF THE SHARED STORY

- Release Trapped Emotions
- Provide Clarity
- Trauma Release
- Creative Engagement





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