

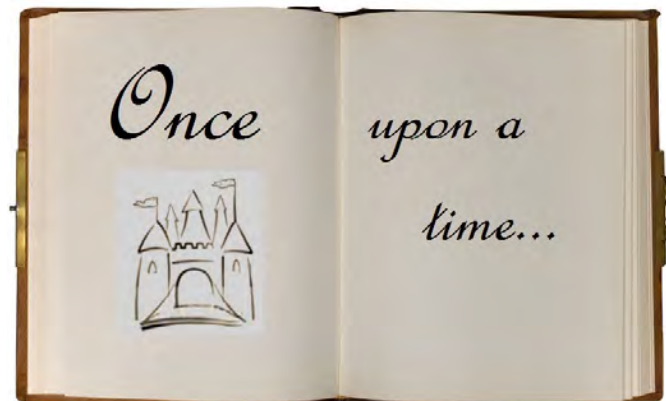
Storytelling & Community Planning: Using the power of storytelling to effect community development



Patrick Lucas & Christine Callihoo, MSc, RPP
PIBC *Equilibrium* Conference 2017

Workshop Objectives: To explore with you...

- ✓ **Human evolution and storytelling: what the science tells us**
- ✓ **Essential components and elements of storytelling**
- ✓ **Community planning - integrating storytelling into the planning practice to create better plans and sustainable communities**





If you want to learn about a culture listen to its stories;

If you want to change a culture, change its stories

Michael Margolis



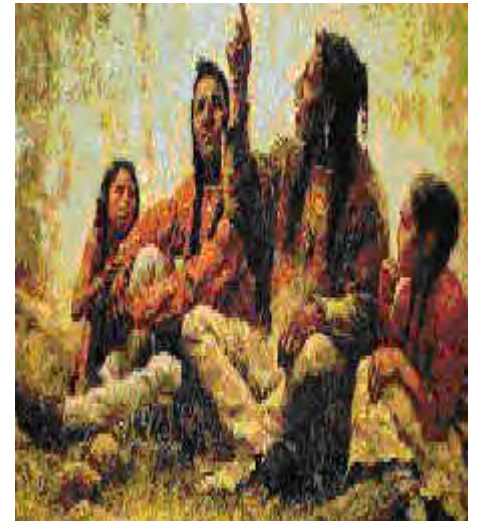
We are, as a species, addicted to story. Even when the body goes to sleep, the mind stays up all night telling itself stories.

Jonathon Gottschell – The Storytelling Animal



Tell me a fact, and I will learn. Tell me a truth, and I will believe. But tell me a story, and it will live in my heart forever.

First Nations proverb



*Stories Have **Power!***

Storytellers, by the very act of telling, communicate a radical learning that changes lives and the world.

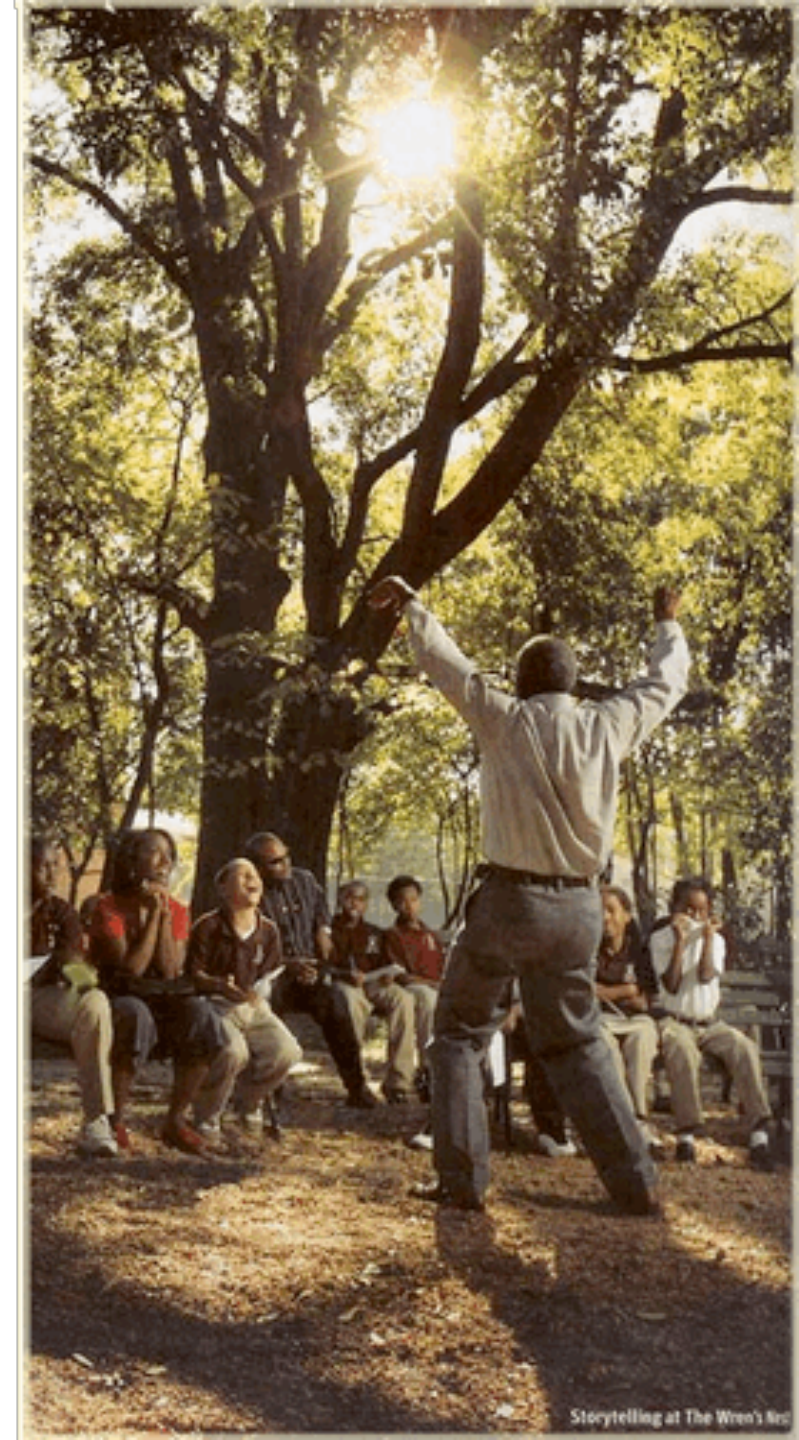
Telling stories is a universally accessible means through which people make meaning.

Chris Cavanagh – Educator



So what is storytelling?

The art of bringing a narrative to life through the inflection of one's voice, rhythm, facial expressions, and hand movements



HOW STORYTELLING AFFECTS THE BRAIN

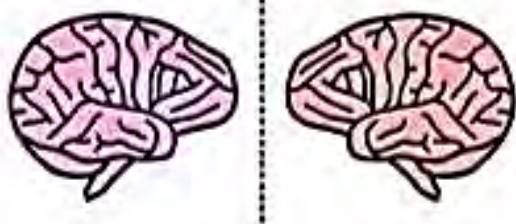
NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story into their own ideas and experience thanks to a process called neural coupling.

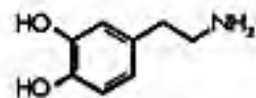


MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



DOPAMINE



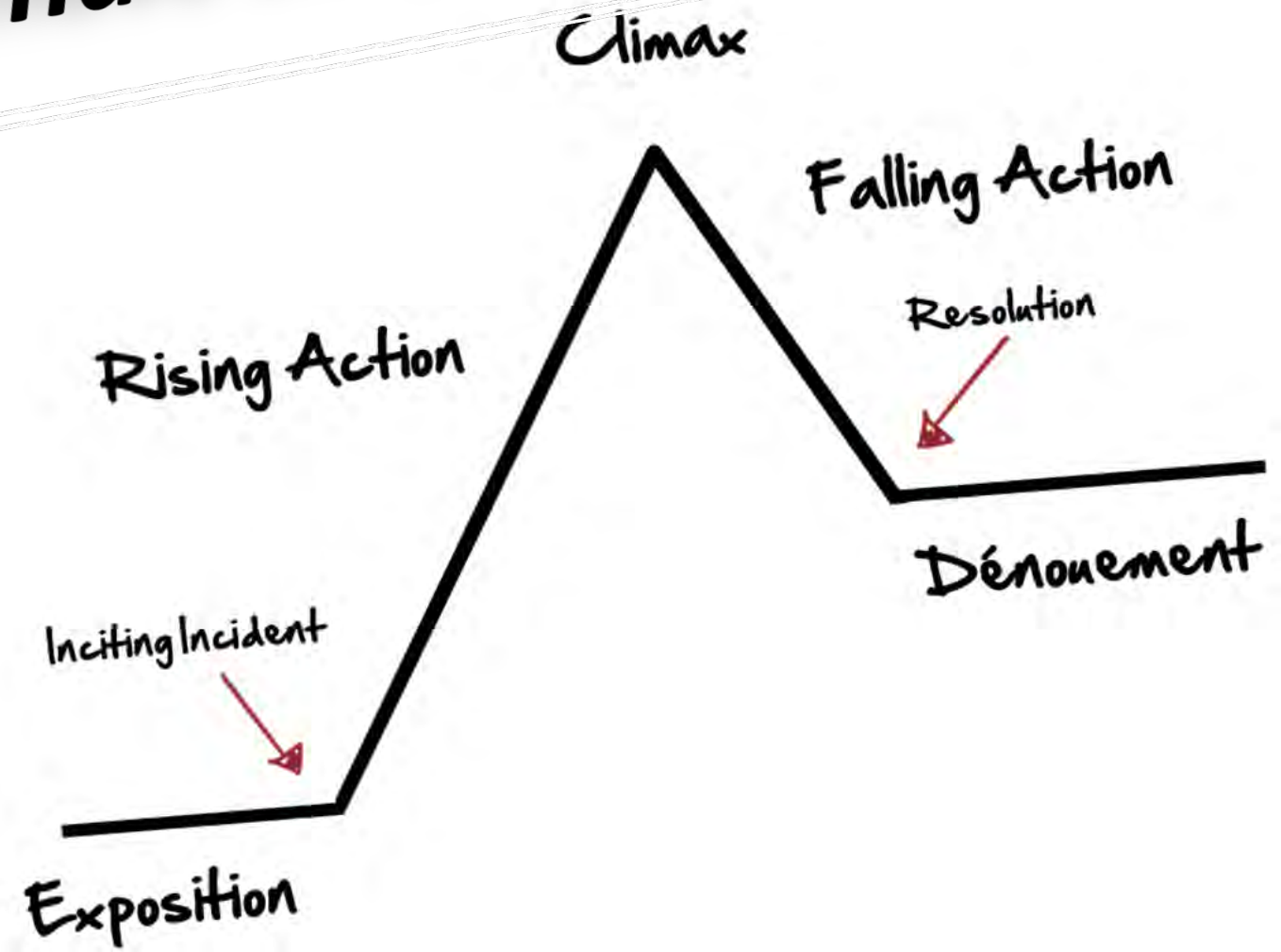
The brain releases dopamine into the system when it experiences an emotionally charged event, making it easier to remember and with greater accuracy.

CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.



Stories have Shape – the Story Arc



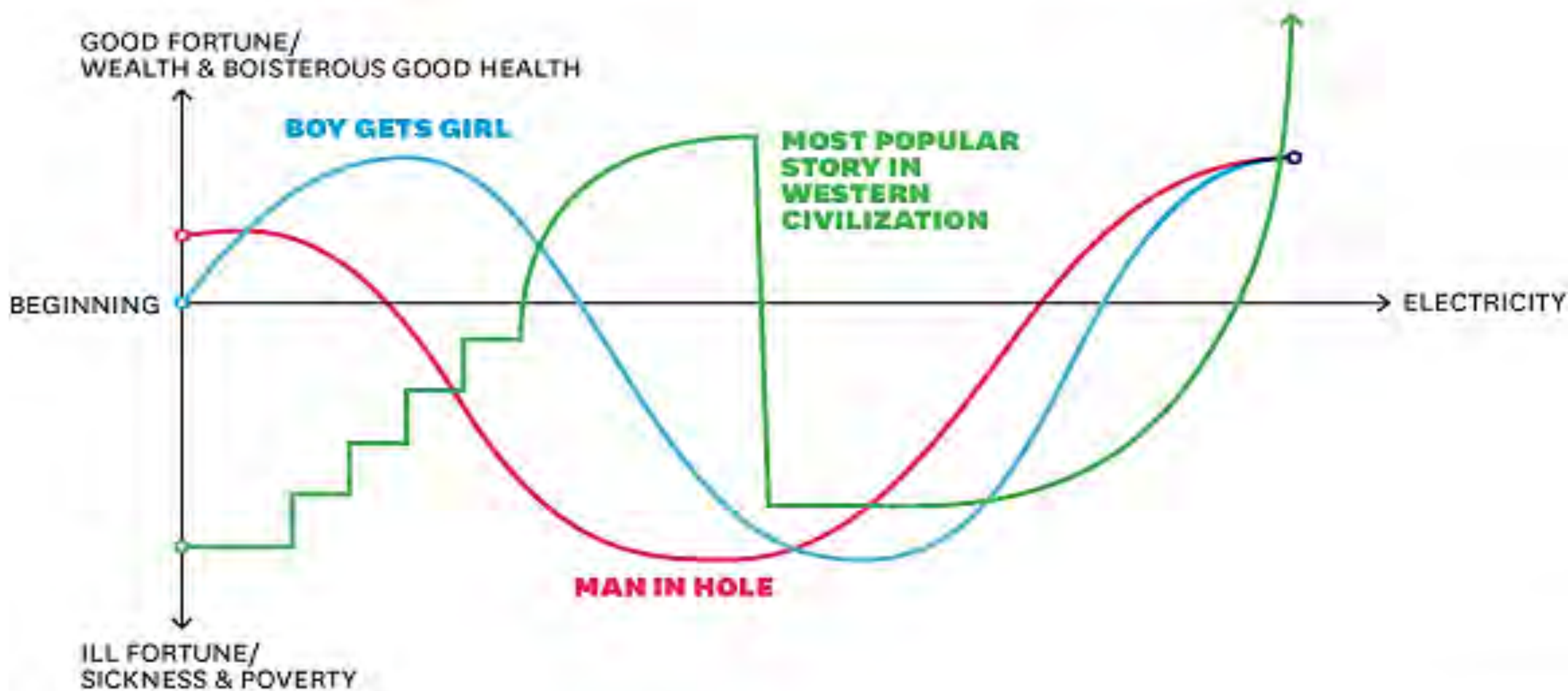
7 Universal Story Types

- 1) Overcoming the Monster
- 2) Rags to Riches
- 3) The Quest
- 4) Voyage and Return
- 5) Comedy
- 6) Tragedy
- 7) Rebirth

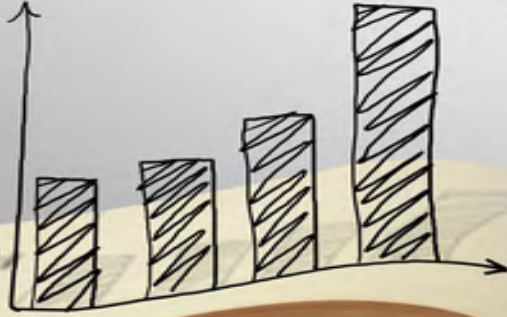
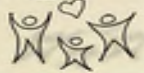
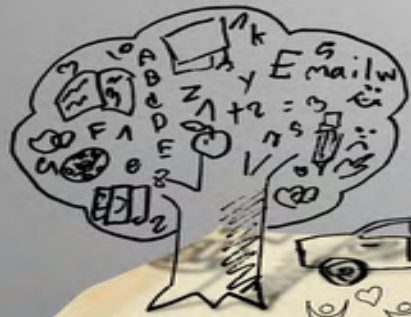
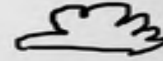
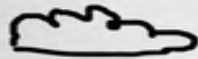
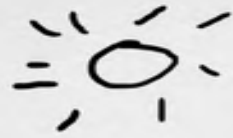


SIMPLE SHAPES OF STORIES

As told by Kurt Vonnegut.

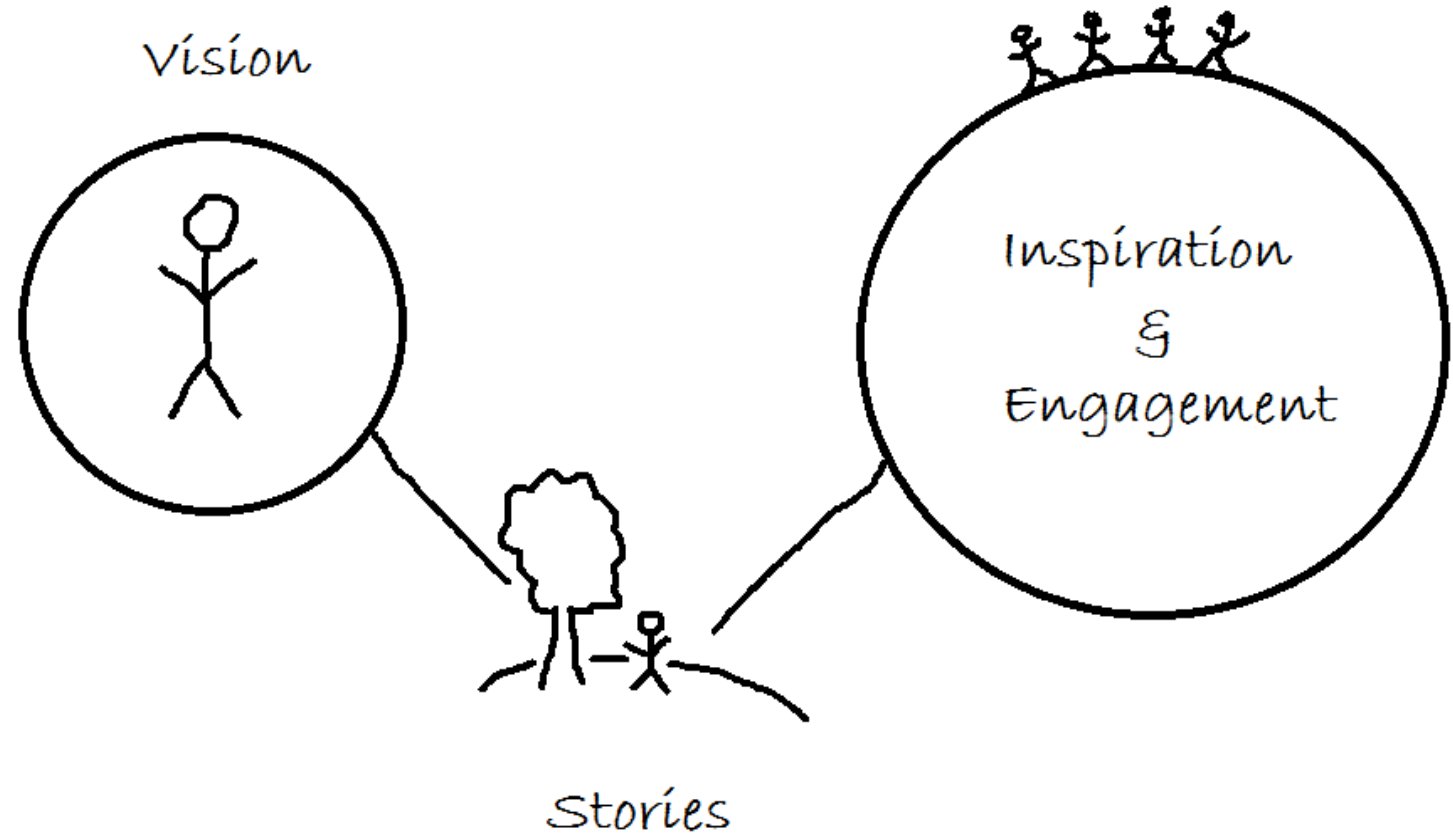


Storytelling & Community Planning



An Essential Tool for Community Planning

- Provides different tools for engagement
- Allows people to express their perspectives
- Builds trust & solidarity
- Enable ownership





- **Engages hard to reach communities & demographics**
- **Creates space to address difficult issues**
- **Enhances understanding and retention**
- **More effective means for sharing and transmitting complicated information**
- **Builds a shared terminology and vision**

Take a few minutes and write down **4** points specific to:

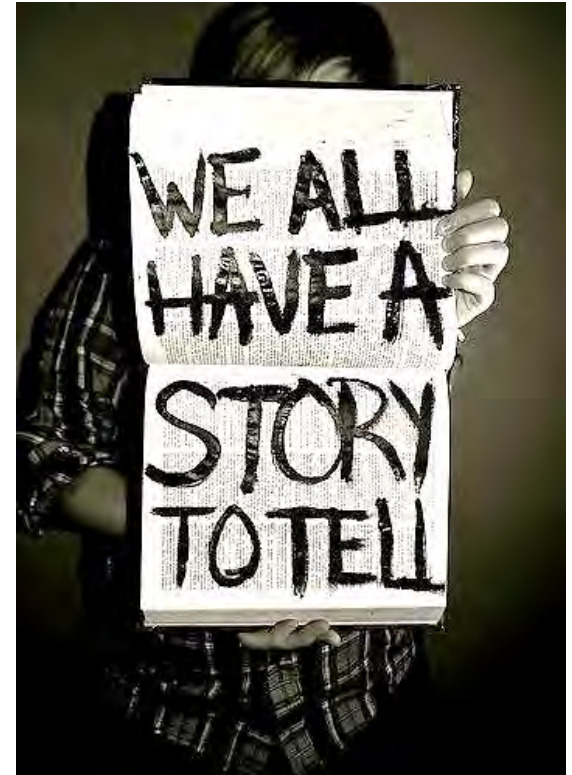
Why did you become a planner?

Come Together

- ❖ Identify someone to work with
- ❖ Share your points

What is your story?

- ❖ Practice
- ❖ Share



Why did you become a planner?

Patrick's story:

1. Hook

- Riding in a pick-up truck

2. Set up – Tension – inciting event

- Not sure what to do with my life
- Stopping in the village

3. Rising action

- Studying, returning to developing country

4. Resolution

- Becoming a planner
- Linking back to the truck ride



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- ✓ Website: plucas.catalyst.com
- ✓ The Moth: themoth.org
- ✓ *The Storytelling Animal* by Jonathon Gottschell
- ✓ TED Talks on Storytelling



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