

Welcome to the Communications CollaborACTION Team

Personalizing the Region

to better promote and connect
people, places, and resources



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

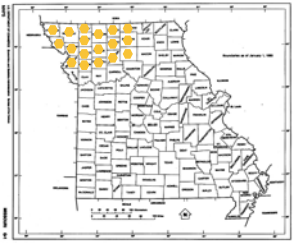
1 | March 12, 2021



MAXIMIZE
NWMO

Dream big and grow together.

OUR REGION *Northwest Missouri's 18 Counties*



URBAN, Metro County

Has a densely-settled urban entity with 50K+ people

RURAL, Metro County

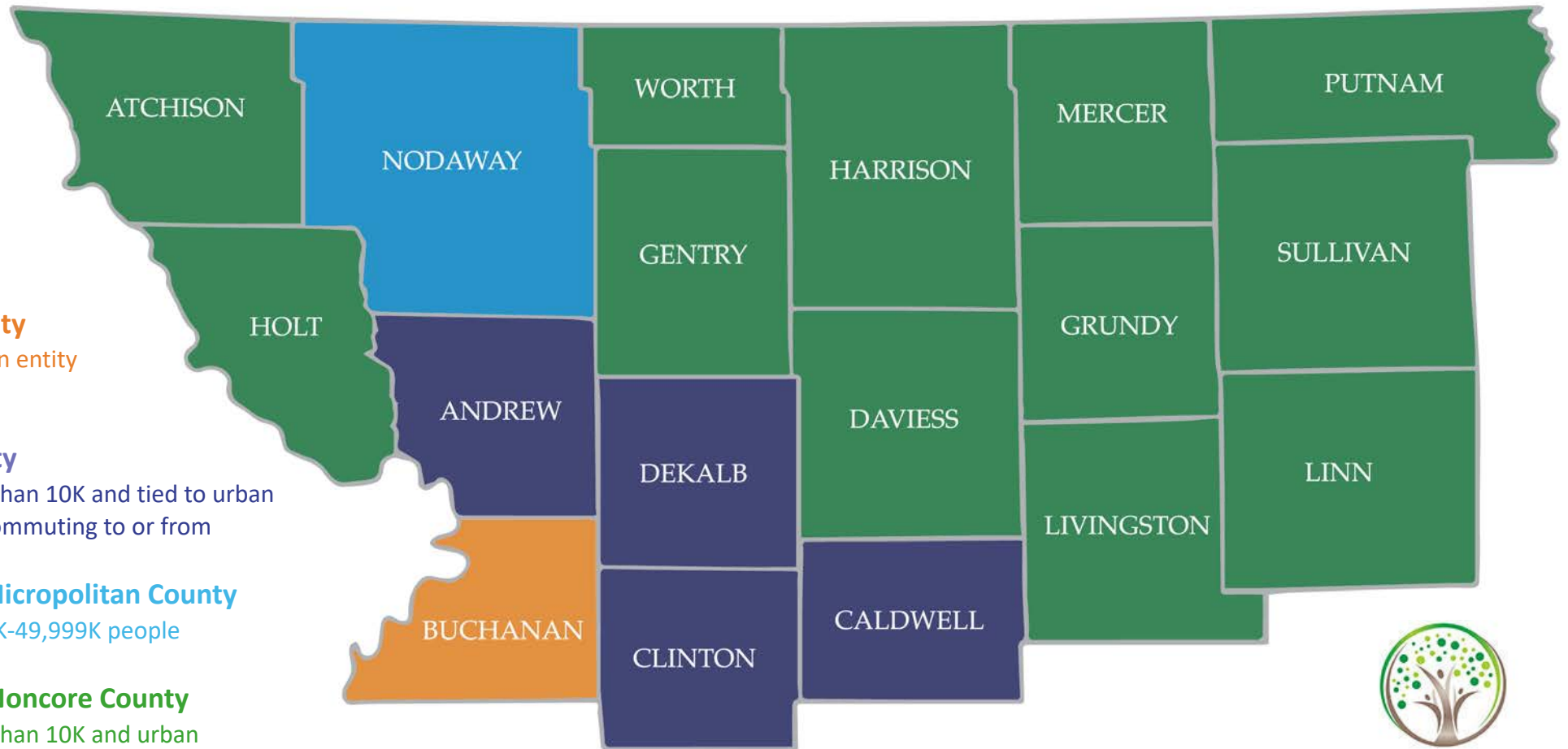
All urban clusters are less than 10K and tied to urban core with 25%+ workers commuting to or from

RURAL, Nonmetro Micropolitan County

Has an urban cluster of 10K-49,999K people

RURAL, Nonmetro, Noncore County

All urban clusters are less than 10K and urban core commuters at less than 25%



COMMUNITY FOUNDATION
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AGENDA | Friday, March 12, 2021

- ⬡ **Welcome**
- ⬡ **Deep Dive into Storytelling**
 - ⬡ **Forming our Spotlight Story Team for 2021**
 - ⬡ **Recordings and News Release will be ready by early next week for the 2020 Alumni & Resident Survey Summary Story**
 - ⬡ **Video Scripting will be the next form of storytelling**
- ⬡ **Schedule, Meeting Facilitation, and Commitments of Action**

STORYTELLING

“Storytelling is the most powerful way to put ideas into the world.”

--Robert McKee

“The most powerful person in the world is the storyteller.”

--Steve Jobs

“Purposeful storytellers and effective changemakers have a strong conviction about the change they’re trying to create. You need to know where you’re headed before you plot your course and set sail. Being clear about your conviction enables you to speak in a way that will attract the right people and perhaps more importantly allow you to ignore the people you can’t and won’t influence or change.”

--Bernadette Jiwa

“Stories are the cornerstones of human connections and collaboration, drivers of our thoughts and actions.”

--Bernadette Jiwa

TOP 7 REASONS for Using Stories in Community Development Initiatives

1. **Raises awareness and interest in a way that brings plans to life.**
2. **Connects people emotionally compelling deeper commitment to transformation.**
3. **Draws in many voices that may not usually be at the table.**
4. **Reveals what matters most to residents and customers of the community.**
5. **Builds understanding and more respectful relationships.**
6. **Brings meaning to the numbers of data and trends.**
7. **Anchors information by being memorable and easily repeatable...especially if they make us laugh, cry, angry, sad, happy, or hopeful!**

ELEMENTS OF GREAT STORIES

1. Relevant to the situation and audience. Every story needs a **REASON** to be told.
2. Every story needs a **HERO**...a human element.
3. Every story starts with **CONFLICT**, crisis, urgency, or a villain.
4. Every story evokes **EMOTIONS** with **INFORMATION**.
5. Every story deploys viral power. It begs to be **SHARED**.

STORYTELLING PREPARATION: Gathering Info and Getting Ready for an Interview

Remember your purpose for telling the story.

- Is it to change minds and win hearts? Make sure it:
 - **Grabs the attention and interest of your audience**
 - **Provides connection by being trustworthy and relatable**
 - **Features value and the benefits that are persuasive**
 - **Answers the why in a way that compels action.**
- Our Communications CollaborACTION Team's **goal is to keep people here and attract innovative talent to the region by better connecting and promoting the region.**

Keep your audience in mind.

- **Think about their MINDSET:** What do they think, feel, say, and do?
- **Think about their MOTIVATION:** What would they like to think, feel, say, and do?
- Don't know? Think about how you would answer these questions if you were in their position.

Be curious and listen to what isn't being said.

Gently pull out the emotions behind the answers with further questions.

INTERVIEW NOTES & QUESTIONS

Who are you? Name, gender, generation,
key roles, etc.

Where are you? Location of the story.

What is your backstory? Tell me about
your journey to now.

What brought you to NW Missouri?

What is this a story about?

ASK FOR IMAGES (2-5)

Try to get the interviewee in at least one.

Why did you move/stay here? **Why** will you stay? **What**
will keep you here?

Tell me about what you feel must never change about the
region?

What do you hope changes soon?

Are you willing to be a part of the transformation efforts?
How?

What would you say to someone similar to yourself who
may be considering a move to the region? Why should
they make NWMO their destination?

Take note of what the guiding beliefs are of the person
being interviewed or entity being described? Confirm by
asking if you understand correctly.

What is the entity's purpose or reason for existing?

What is your aspiration for the future? What is your vision?

What are your key activities? What's next for you here in
NWMO? (Plans for growth?)

MEETING SCHEDULE: Communications CollaborACTION Team

8:30 – 10:00 a.m.
via Zoom
on Fridays

1st Fridays

All Team Monthly Meeting

Review/update on all projects, discussion of integrated efforts, team decisions, & announcements

April 2

May 7

June 4

2nd, 3rd, 4th Fridays

Project-Specific Work Sessions

Focused brainstorming, planning, detail decisions, and follow-through to check-in on progress and support needed

March 12

April 9

May 14

March 19

April 16

May 21

March 26

April 23

5th Fridays and Holidays

No Team Meeting

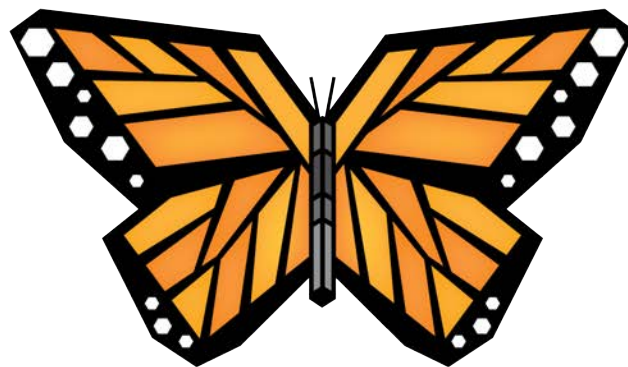
April 30

May 28

5th Friday

Memorial Day Weekend

Many Voices, One Vision



MAXIMIZE™
NWMO

Dream big and grow together.

together@maximizenwmo.org | www.maximizenwmo.org