CLIMATE CHANGE CASUALTY

CLIMATE CHAOS
The Story Cycle
How to craft and tell compelling stories that sell.
CHIEF STORYTELLING OFFICER

Own the boardroom, break room, chat room, and living room
We tell stories to make sense of the world around us.
Behind every great brand stands a great story
“Don’t tell me to save water. Show me how.”
WATER-SAVING DEVICE

#37

GRAB A WRENCH AND FIX THAT LEAKY FAUCET. IT'S SIMPLE, INEXPENSIVE, AND CAN SAVE 140 GALLONS A WEEK.

There are a number of ways to save water, and they all start with you. To learn more visit wateruseitwisely.com
PLANT SOMETHING™
plant-something.org
We take a lot for granted when it comes to plants. It's time to wake up and smell them. Find a garden center.

The Perks
It's amazing what a few well-placed plants and trees can do for your home, your health and your neighborhood.

Arizona Plants
Just because you're conserving water, doesn't mean you should settle for a traditional landscape. These Arizona-friendly plants will make your neighbors green with envy.

"Imagine That"
Commercial
A world without trees and other plants? If you're having a hard time picturing that, let us give you a glimpse of this disaster scenario and how to prevent it.
THESE DAYS, SOME OF HIS MOST PRECIOUS CARGO IS IN THE TANK
Defend your fleet against high fuel costs by creating smarter drivers.

Make ecdriding second nature to everyone in your fleet and substantially reduce both your transportation costs and your impact on the environment. CONTACT US TO LEARN MORE 🥊

LOWER YOUR COSTS
Simple changes in driving behavior can mean significant fuel savings for your fleet, your commuters and your entire organization.

EASE YOUR FOOTPRINT
Every gallon of fuel you save reduces your carbon footprint while increasing your street cred as an eco-conscious company.

ENGAGE YOUR CREW
Since nearly everyone drives, Ecdriding makes an ideal green initiative that your entire organization can rally around.
(DATA + CONTEXT + METAPHOR) x STORY = MEANING
Things that melt

Things you care about melting

truthfacts.com
“The human mind yields helplessly to the suction of story.”

- Jonathan Gottschall
The Storytelling Animal
What Makes For A Great Story?
The Story Cycle

1. Enter The Mentor
2. The Call To Adventure
3. Villains, Fog & Crevasses
4. The Road Of Trials
5. Where In The World Have You Been?
6. The Moral Of Your Story
7. Who’s Your Hero?
8. What’s At Stake?
9. Victory Is At Hand!

To Be Continued...
The Story Cycle

ACT I
- Backstory
- Audience
- Goals
- Incident

ACT II
- Obstacles
- Mentor
- Journey

ACT III
- Success
- Moral
- Ritual
Story = Three Acts
Act I
Where In The World Have You Been?
Who's Your Hero?
INNOVATORS 2.5%
EARLY ADOPTERS 13.5%
EARLY MAJORITY 34%
LATE MAJORITY 34%
LAGGARDS %
Name: __________________________________________

Key responsibilities: __________________________________________

What they value: __________________________________________

What they want: __________________________________________

What stands in their way: __________________________________________

Place(s) mostly likely to find information: ________________________________

Preferred Communication Channel(s): ________________________________

Days/times most likely to consume content: ________________________________

Role in decision process to buy-in to your initiative: ________________________________

Audience Segment:

Psychographic:

[ ] Alarmed
[ ] Concerned
[ ] Cautious
[ ] Dismissive
[ ] Doubtful
[ ] Disengaged

[ ] Aspirational
[ ] LOHAS
[ ] Naturalite
[ ] Conventional
[ ] Drifter
[ ] Unconcerned

Adoption Curve:

[ ] Innovator
[ ] Early Adopter
[ ] Early Majority
[ ] Late Majority
[ ] Laggard

Notes:

Background:

Age Range: ________________________________

Family Status: ________________________________

Job Title: ________________________________

Income: ________________________________

Hobbies: ________________________________

Audience Segment:

Psychographic:

[ ] Alarmed
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Adoption Curve:

[ ] Innovator
[ ] Early Adopter
[ ] Early Majority
[ ] Late Majority
[ ] Laggard

Notes:
What's At Stake?
The Call To Adventure
Being vs Becoming

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Villains, Fog And Crevasses
Enter The Mentor
The Road Of Trials
Success

what people think it looks like

what it really looks like
Victory Is At Hand!
The Moral Of Your Story
To Be Continued...
“Ultimately, ritual gives emotionally potent meaning to otherwise mundane behavior, and uses it to create genuine and lasting brand loyalty.”

- Jon Howard
The Power of Story

In the fast-paced, high-tech world we live in, we are bombarded with messages and images that may seem disconnected from ourselves. In this new book, Park Howell shares the secrets of storytelling that will help you connect with your audience and create a powerful message.

Leadership in Sustainability

Park Howell is a recognized expert in sustainability and has been featured in numerous publications. He is the author of several books on the subject and is a frequent speaker at sustainability conferences around the world.

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“We’re not on our journey to save the world but to save ourselves. And in doing that you save the world.”

- Joseph Campbell
What's Your Story?