



A photograph of a room with a piano covered in a white sheet and a quilt. The room has a chandelier, a window with curtains, and a painting on the wall. The floor is concrete, and there are wooden planks scattered on it. The text "CLIMATE CHANGE CASUALTY" is overlaid on the top right, and "CLIMATE CHAOS" is overlaid on the bottom right.

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**



patagonia[®]



method[®]



“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





CORPORATE SOCIAL RESPONSIBILITY

**Doing the Most Good for Your
Company and Your Cause**

Best practices
from Hewlett-Packard, Ben & Jerry's,
and other leading companies



PHILIP KOTLER

S. C. Johnson Distinguished Professor of International Marketing
Kellogg School of Management
Northwestern University

GOOD WORKS!

MARKETING AND
CORPORATE INITIATIVES
THAT BUILD A BETTER WORLD...
AND THE BOTTOM LINE

**PHILIP KOTLER
DAVID HESSEKIEL
& NANCY R. LEE**



BringBackBlue.org

**PLANT
SOMETHING™**
plant-something.org



PLANT
SOMETHING™

Arizona-Friendly Plants

Garden Centers

Benefits of Planting

About Us

GROW A RICHER LIFESTYLE BY
PUTTING DOWN SOME ROOTS.

We take a lot for granted when it comes to plants. It's time
to wake up and smell them. Find a garden center

Your Zip Code

GO

The Perks



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

LEARN MORE

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.

LEARN MORE

"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.

WATCH VIDEO



THESE DAYS, SOME OF HIS MOST PRECIOUS CARGO IS IN THE TANK

Defend your fleet against high fuel costs by creating smarter drivers.

Make ecodriving 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, Ecodriving makes an ideal green initiative that your entire organization can rally around.

Administrative Capacity Carbon Footprint Climate Resilience Natural Resource Management Water Pollution Control Carbon Offset Schemes

(DATA + CONTEXT + METAPHOR) x STORY = MEANING

Things that melt

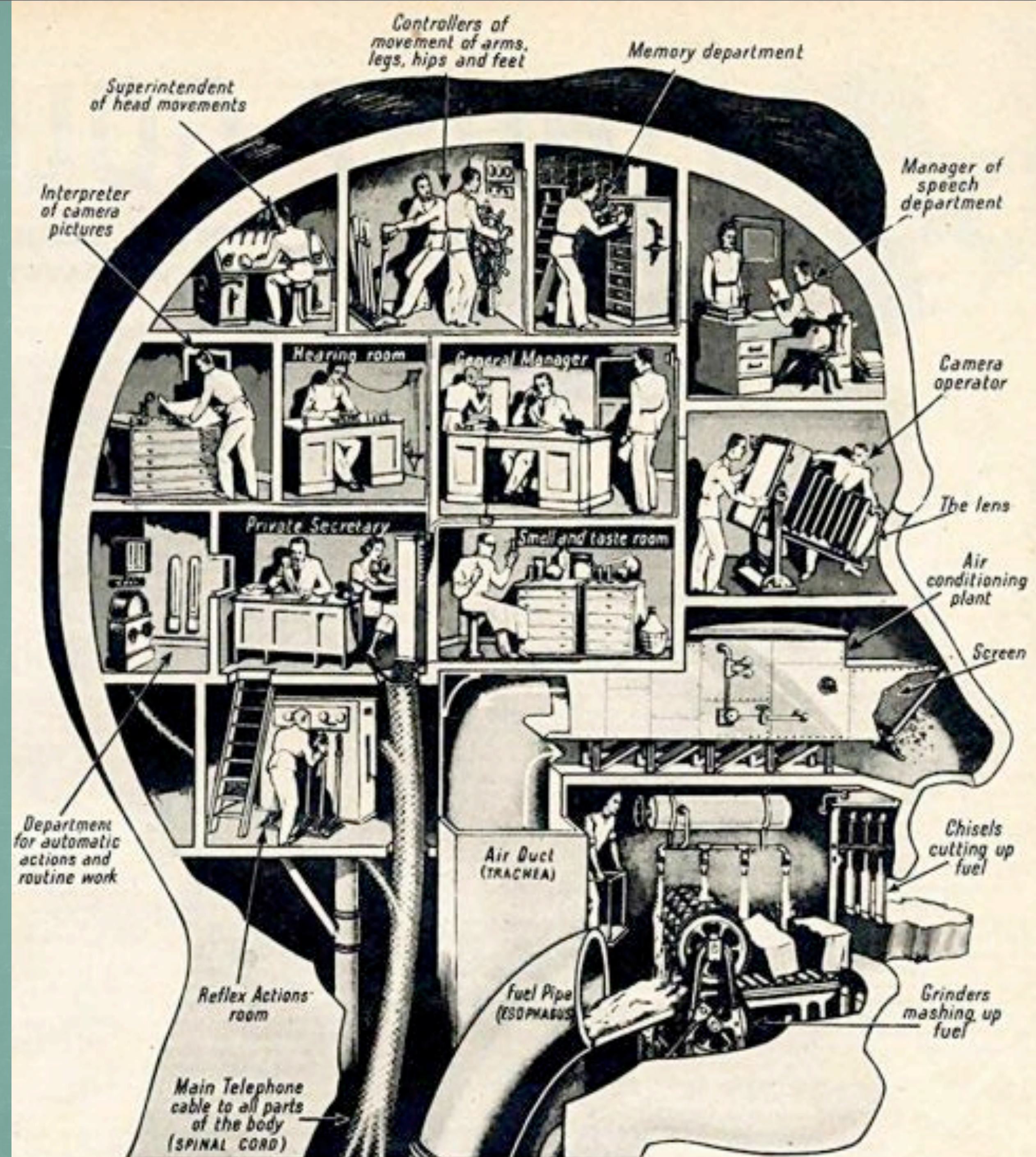


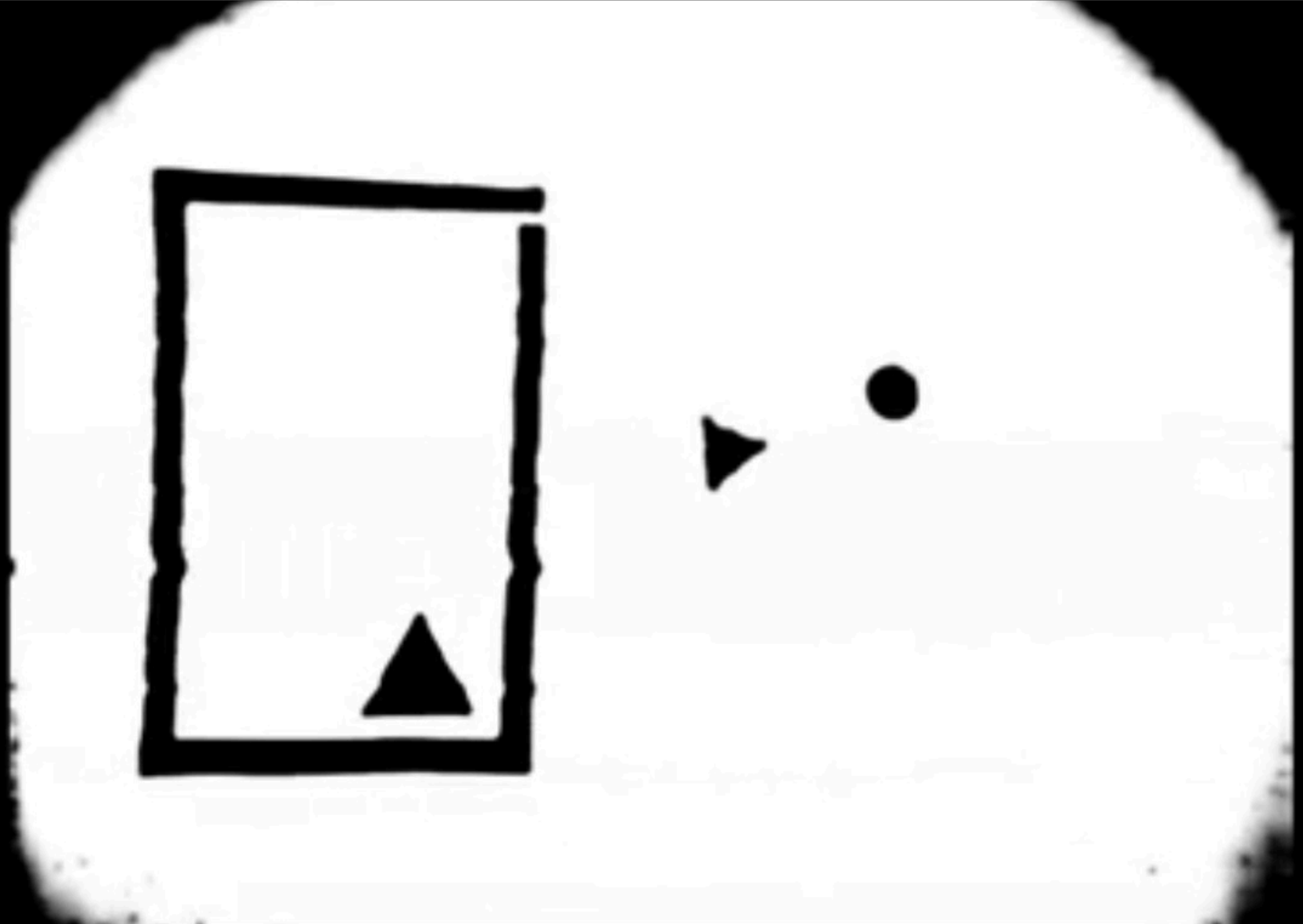
Things you care about melting

truthfacts.com

*"The human mind
yields helplessly
to the suction of
story."*

- Jonathan Gottschall
The Storytelling Animal



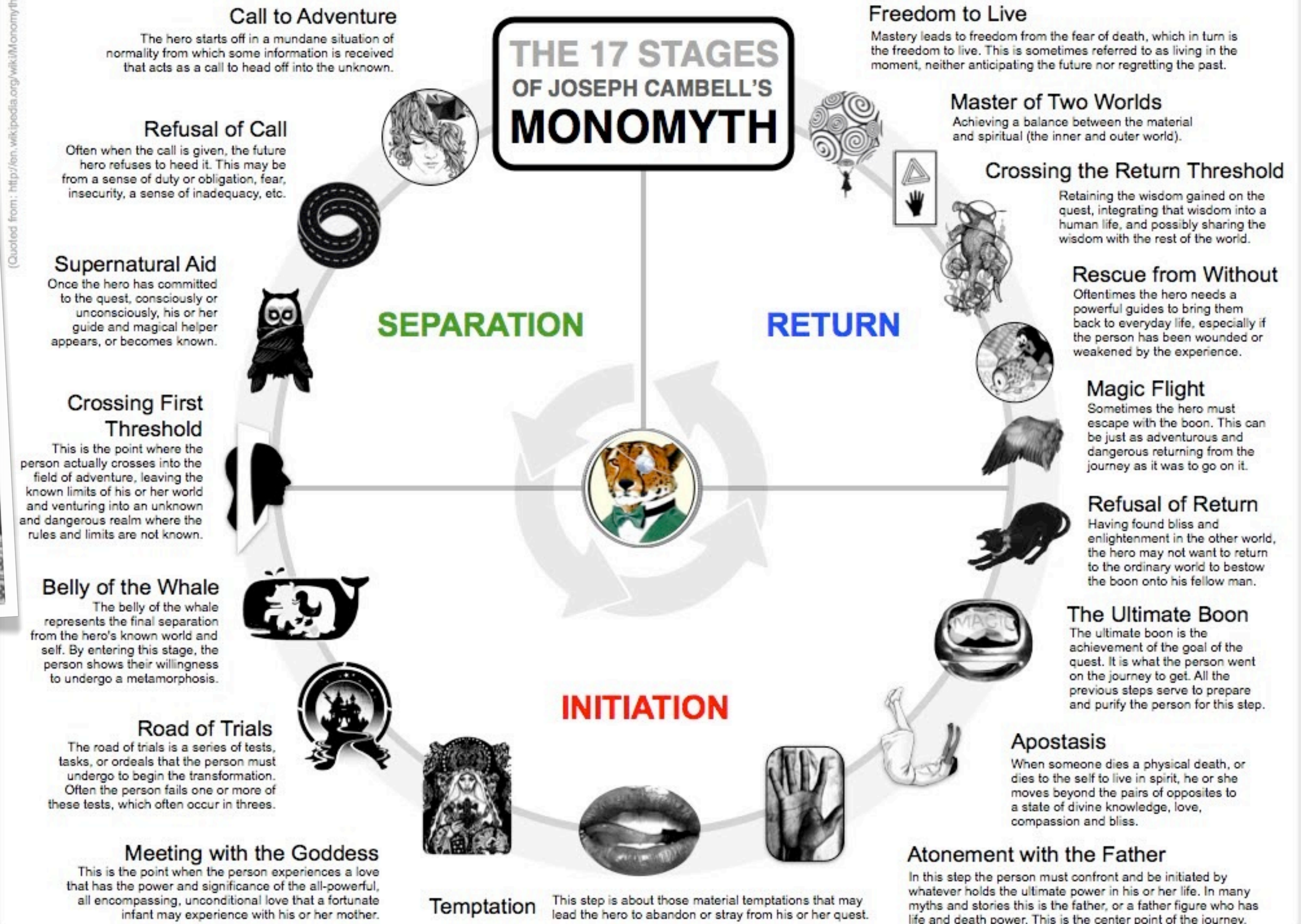


What Makes For A Great Story?





(Quoted from: <http://en.wikipedia.org/wiki/Monomyth>)





The Story Cycle



Story = Three Acts

Beginning

Middle

End



What's your
story?



Act I

1

Where In The World Have You Been?



2



Who's Your Hero?





Alarmed



Concerned



Cautious



Disengaged

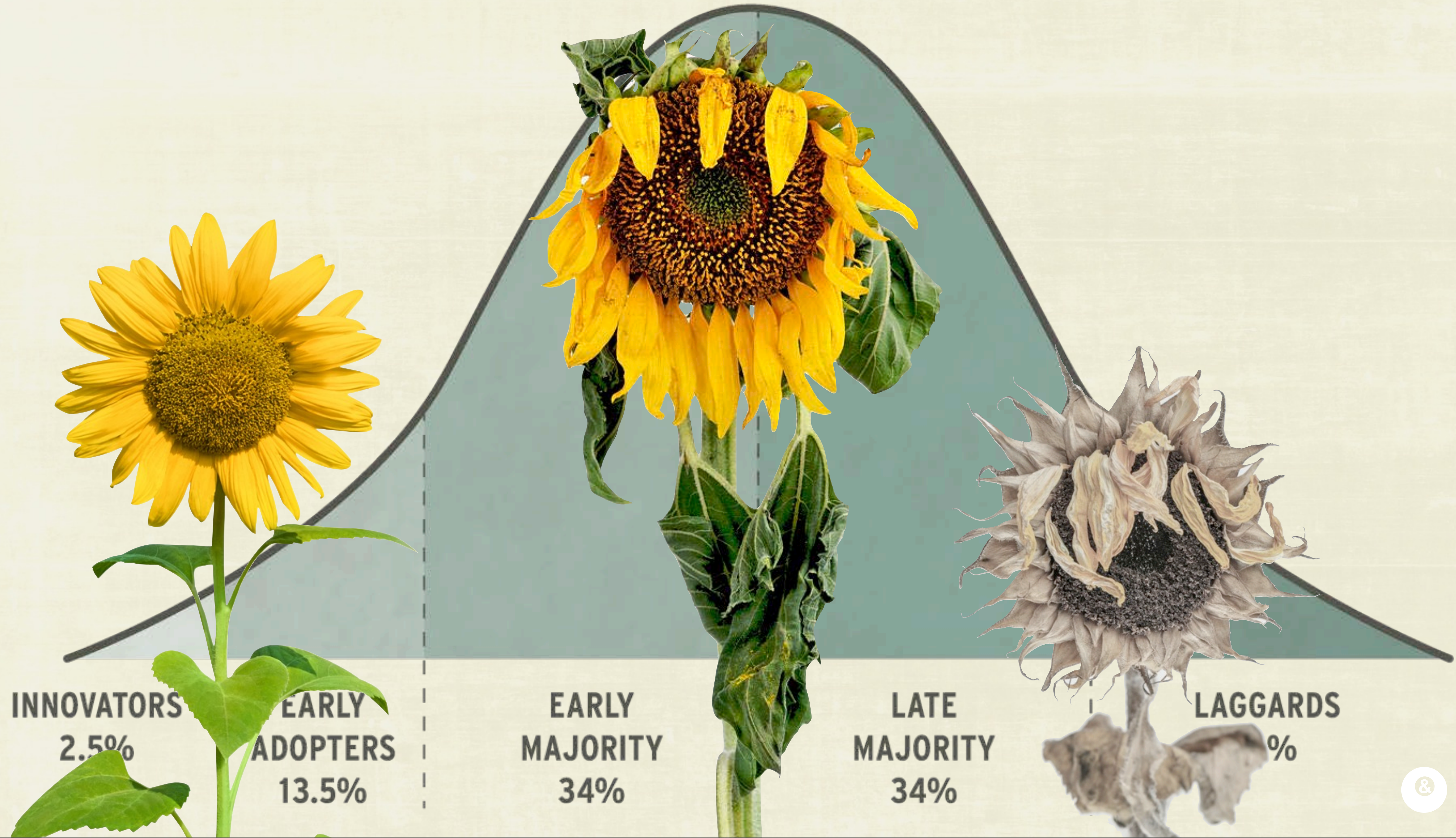


Doubtful

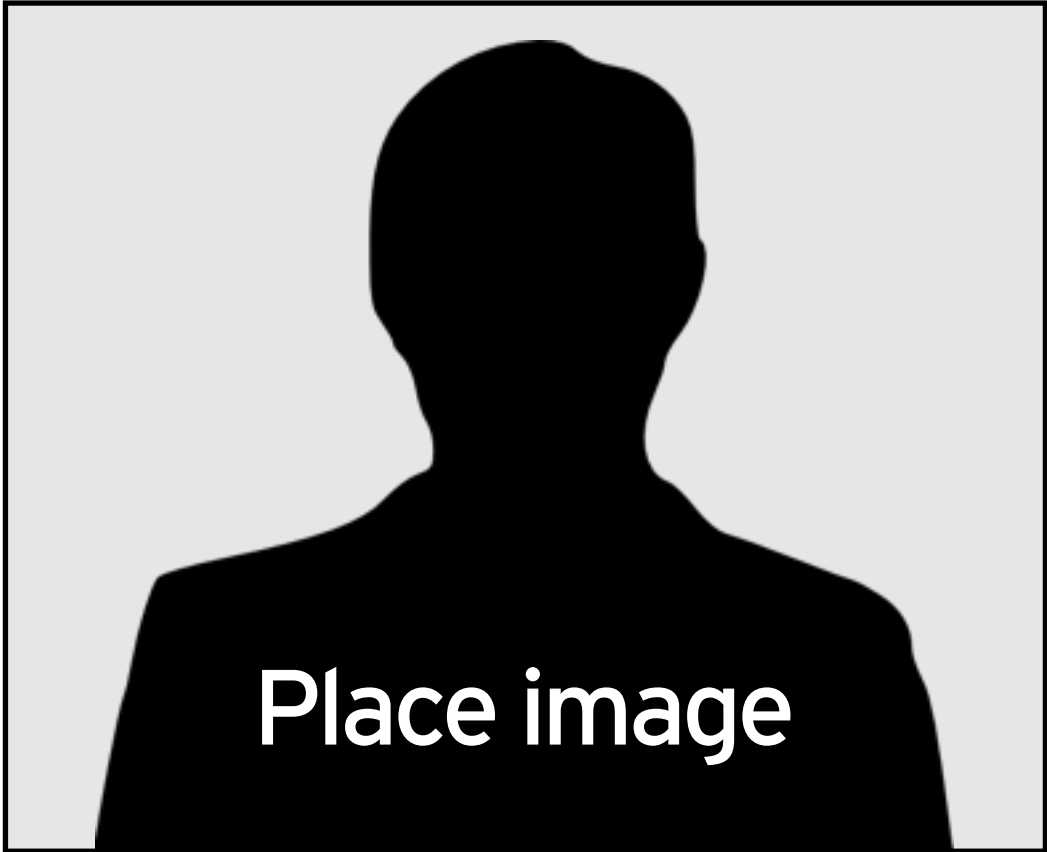


Dismissive

Source: Anthony Leiserowitz et al. "Global Warming's Six Americas," Yale Project on Climate Change/George Mason University Center for Climate Change Communication, May 2011



Story Cycle Persona Card



Background:

Age Range: _____
Family Status: _____
Job Title: _____
Income: _____
Hobbies: _____

Audience Segment:

Psychographic

- ☐ Alarmed
- ☐ Concerned
- ☐ Cautious
- ☐ Dismissive
- ☐ Doubtful
- ☐ Disengaged

Buying Behavior

- ☐ Aspirational
- ☐ LOHAS
- ☐ Naturalite
- ☐ Conventional
- ☐ Drifter
- ☐ Unconcerned

Adoption Curve

- ☐ Innovator
- ☐ Early Adopter
- ☐ Early Majority
- ☐ Late Majority
- ☐ Laggard

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: _____

Notes:



3

What's At Stake?



4

The Call To Adventure





Being

vs

Becoming

Images from left to right courtesy of Davidd, Steven Deploy, and Paul VanDerWerf, Creative Commons



5

Villains, Fog And Crevasses



6



Enter The Mentor



7

The Road Of Trials



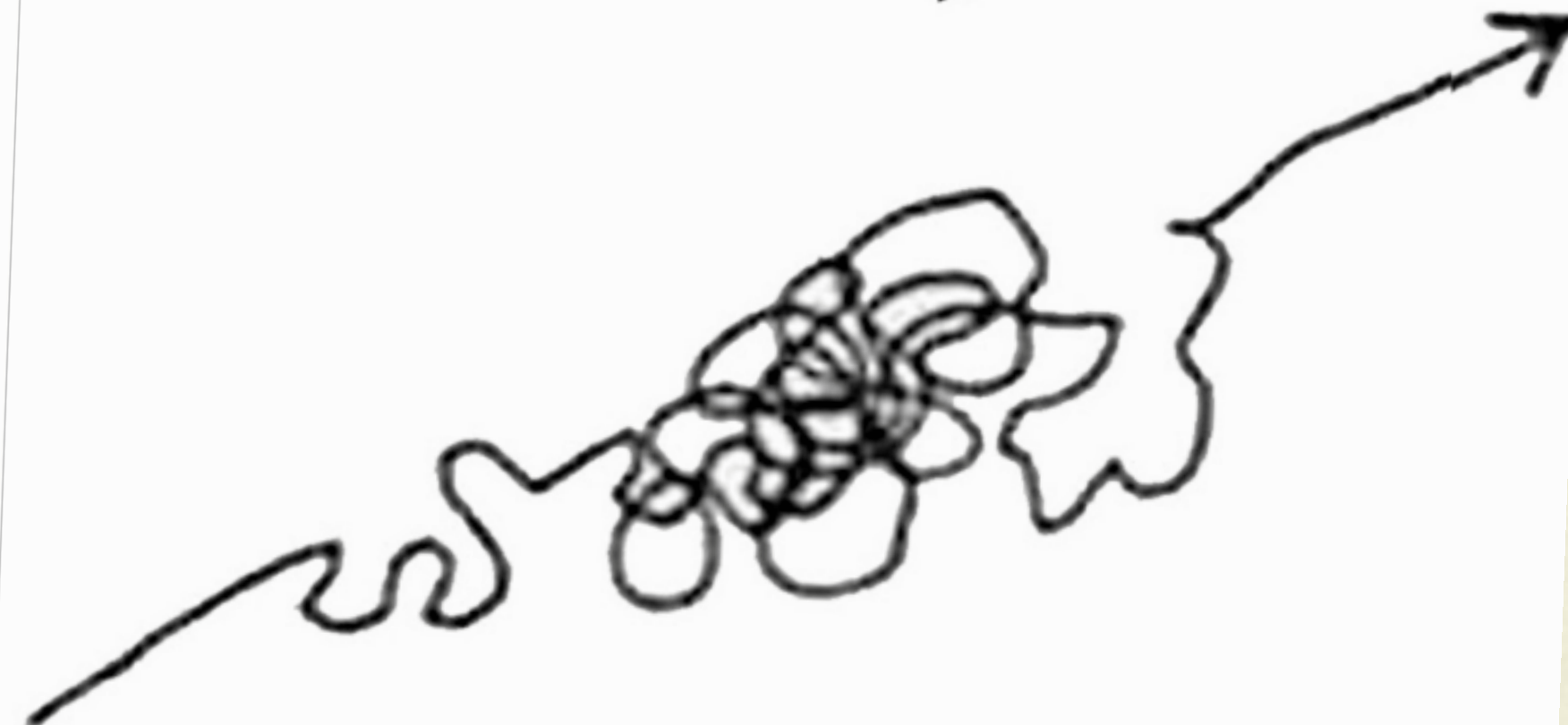
7

Success



what people think
it looks like

Success



what it really
looks like



8



Victory Is At Hand!



9

The Moral Of Your Story



10

To Be Continued...

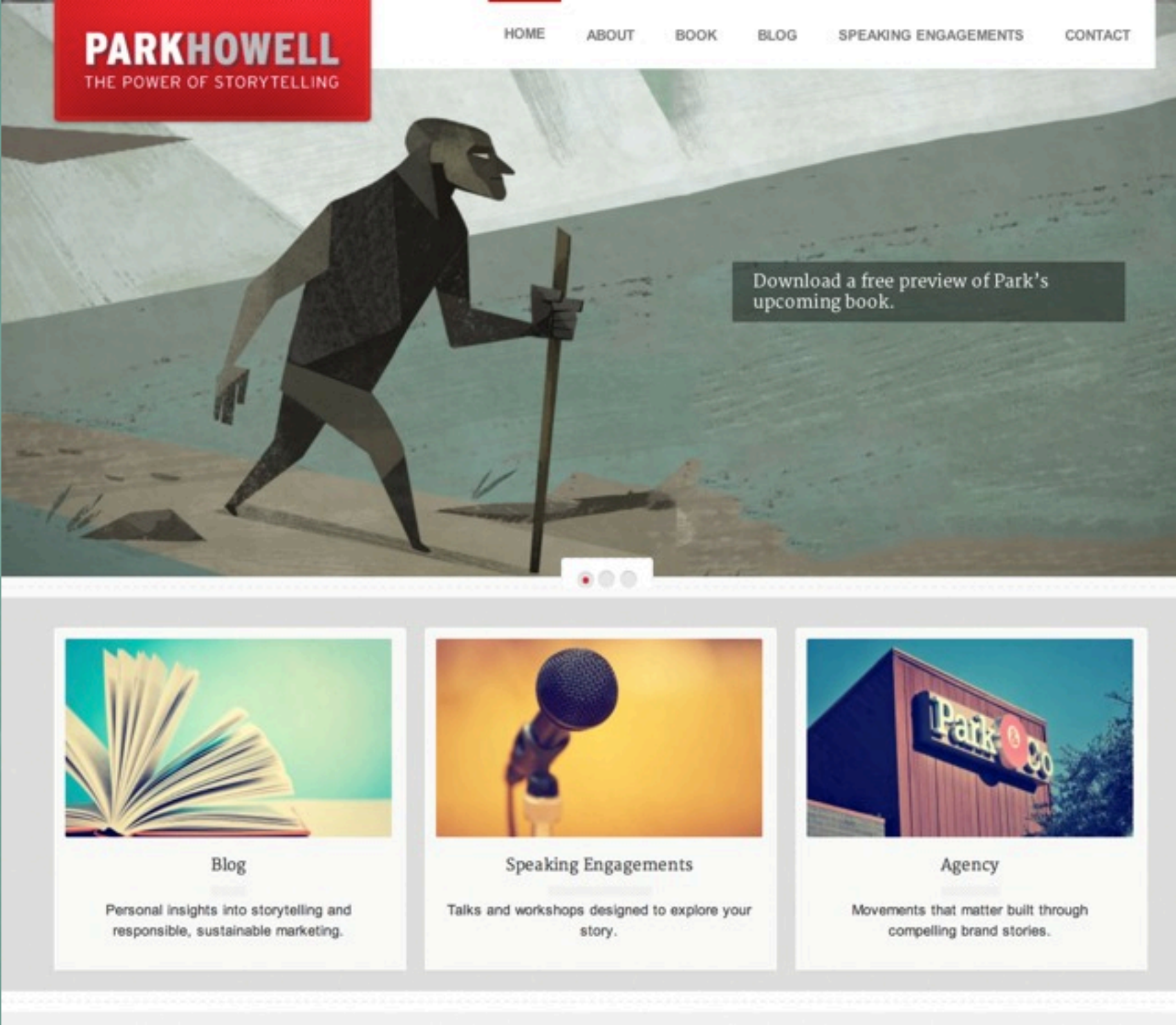




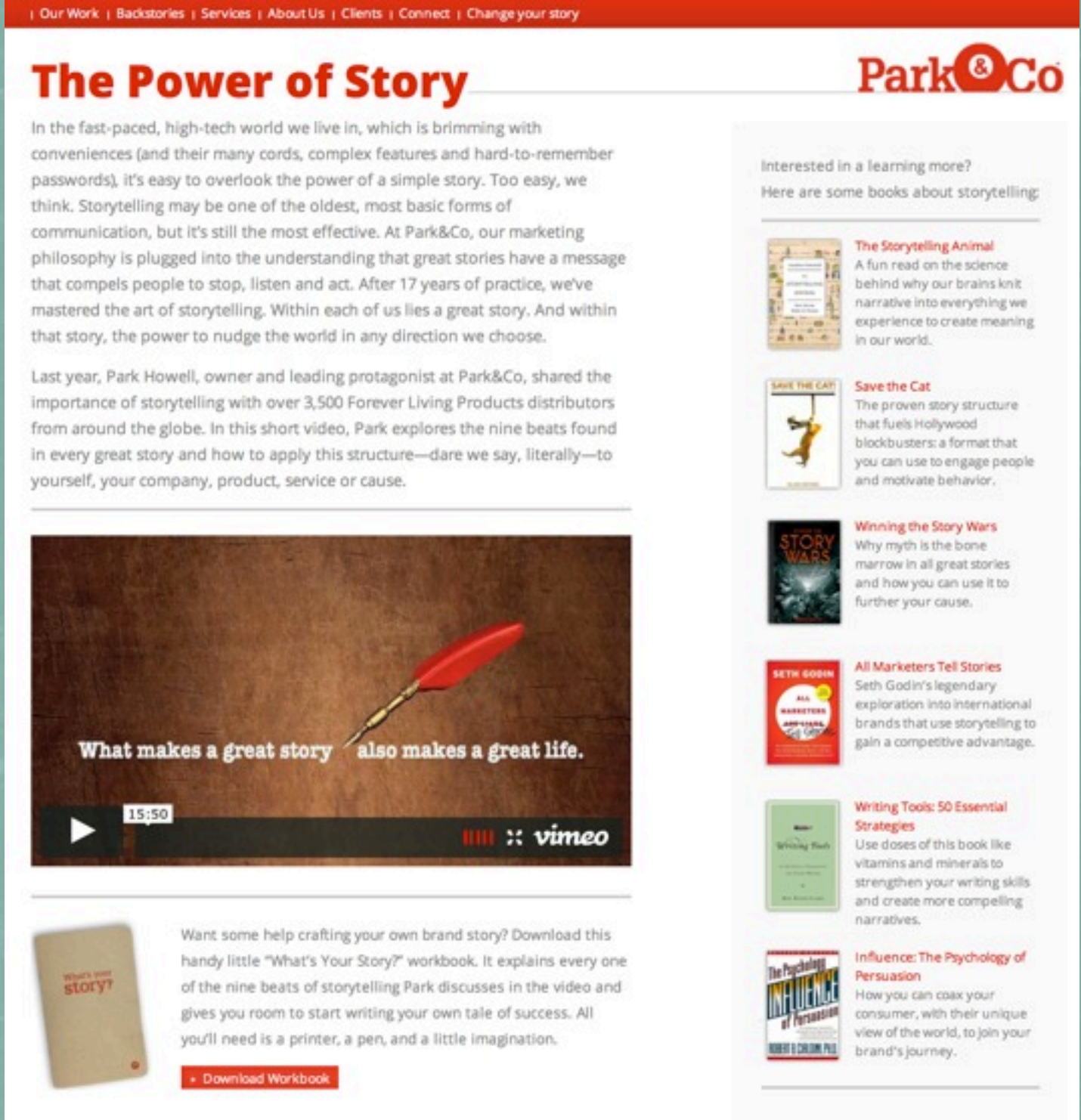
"Ultimately, ritual gives emotionally potent meaning to otherwise mundane behavior, and uses it to create genuine and lasting brand loyalty."

- Jon Howard





parkhowell.com



parkandco.com



leadershipinsustainability.asu.edu

park@parkandco.com





“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?

Copyright Park&Co, 2013. All rights reserved.

