

Truth, naked and cold, had been turned away from every door in the village. Her nakedness frightened the people. When **Parable** found her she was huddled in a corner, shivering and hungry. Taking pity on her, Parable gathered her up and took her home.

There, she dressed Truth in **story**, warmed her and sent her out again. Clothed in story, Truth knocked again at the villagers' doors and was **readily welcomed** into the people's houses. They invited her to eat at their table and warm herself by their fire. (Jewish teaching story, as retold in Simmons, 2006)

Stories are powerful adult learning tools for many reasons.

Ari loves story time at the library for many of these same reasons.



- ▶ Stories differ from factual narrative accounts of events by adding emotional content and sensory details in their telling
- ▶ Whether all details are factual or not, stories contain an element of truth and reveal something about the human condition

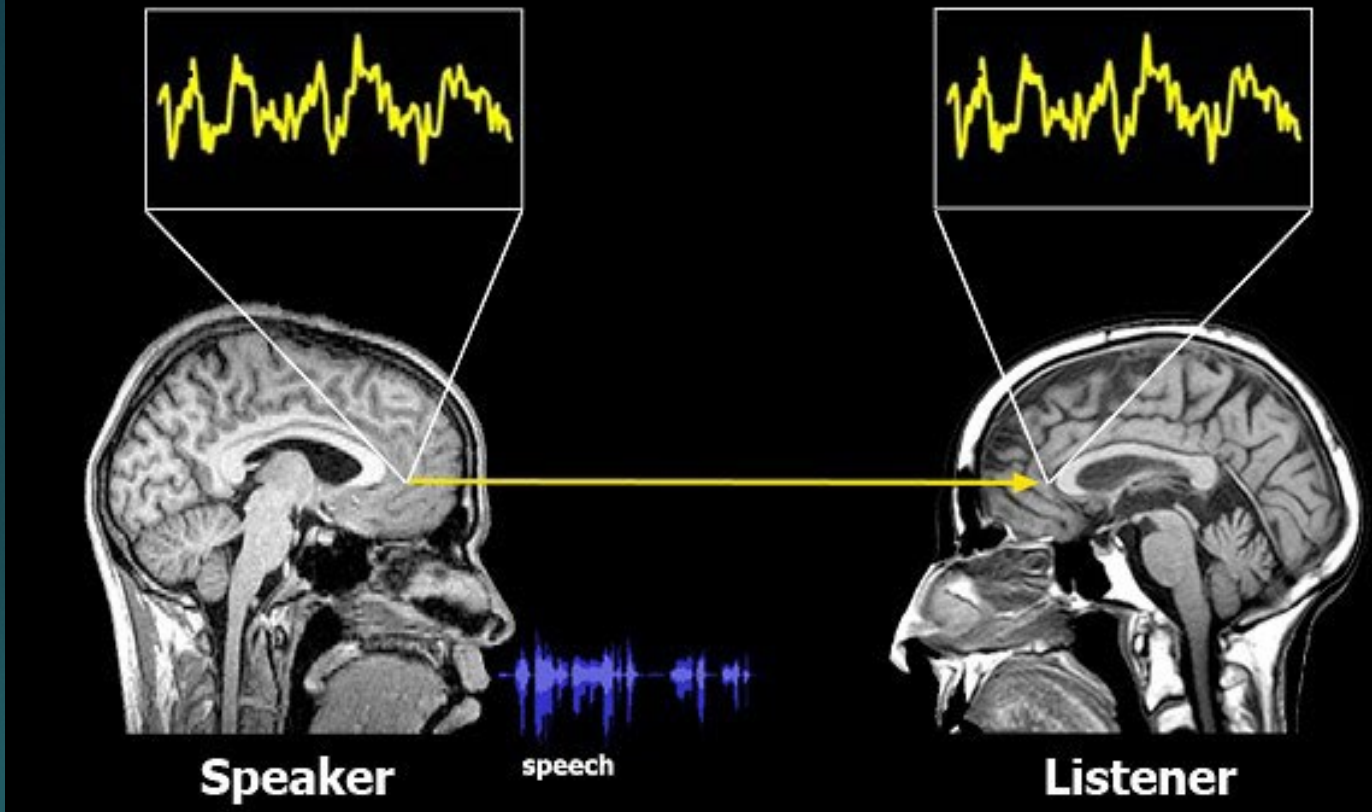
Why Ari likes stories

- ▶ They are fun!
 - ▶ They involve us in the action
 - ▶ Making learning fun creates positive emotions and improves interest and motivation
- ▶ Stories, as multi-dimensional representations of events, trigger emotions, empathy, and robust multi-sensory neural connections in our brains

Why Ari likes stories

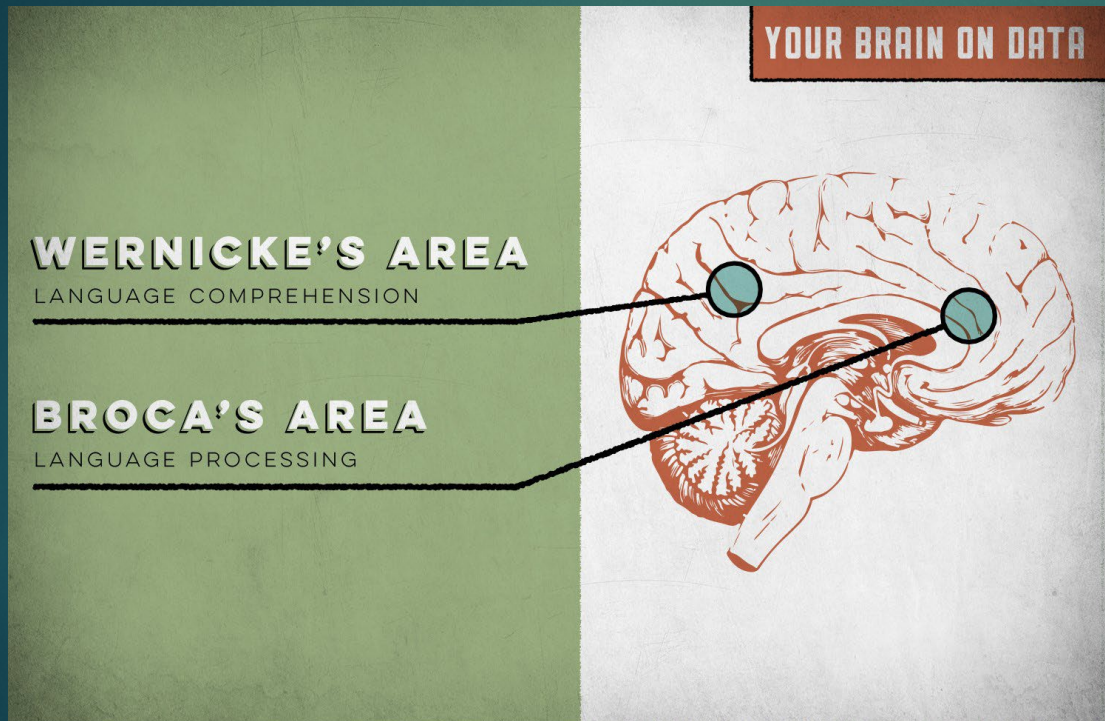
- ▶ Stories are accounts of experiences that can serve as surrogates for first hand experience
 - ▶ **Our brain responds to them** and we can learn from them as if they were our actual experiences
 - ▶ Our brain can project meaning from one story to another (think of parables), finding relationships between patterns in the new story and our old stored stories
 - ▶ We can then apply the patterns to new situations

Speaker-Listener Neural Coupling



Uri Hasson of Princeton and his colleagues used the brain responses of a person producing speech to predict the brain responses of the person listening to a recording of the speech. The analysis revealed that during successful communication the listener's brain responses become similar to the speaker's brain responses. This implies that people understand each other by mirroring each other's brain responses. *(Image courtesy of Uri Hasson)*

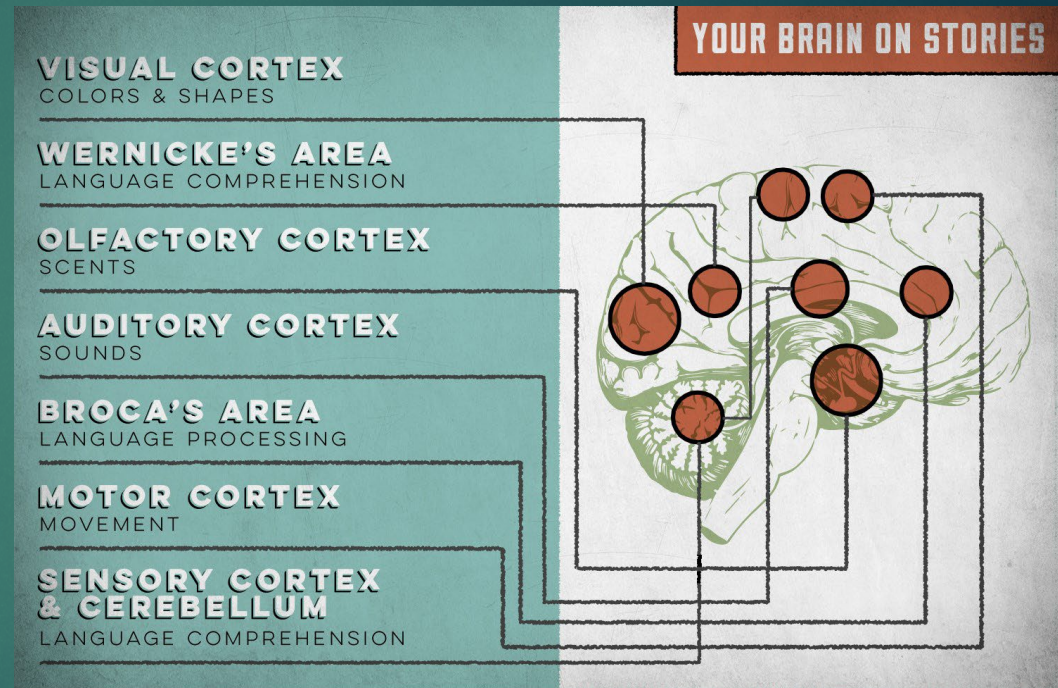
Your brain on data



When you listen to a presentation full of facts and figures, primarily 2 parts of the brain are activated—these are parts mostly responsible for language processing.

Your brain on stories

When you listen to a story, your whole brain reacts—the language processing parts and also other sensory receptors and emotion—the brain reacts as if it is living the experience.



Story-telling

A TECHNIQUE TO ENHANCE
LEARNING AND INSPIRE ACTION

NEVIN DAWSON

SUSTAINABLE AGRICULTURE COORDINATOR

Additional benefits for adults

- ▶ Sharing stories promotes a multiplicity of viewpoints and sense of group identity
- ▶ Learners draw on prior experiences as they visualize themselves in similar situations as story characters

Additional benefits for adults

- ▶ Emotions and learning are biologically linked
 - ▶ How we feel directly influences how we respond to new experiences, our ability to think and solve problems
 - ▶ We pay more attention to and remember more strongly information we have a strong emotional reaction to.

Teaching techniques

- ▶ Ask learners to be story tellers
- ▶ Share case studies that demonstrate useful application of learning
- ▶ Role playing and simulation activities
- ▶ Photo elucidation—what's happening or might have happened here?
- ▶ Asking learners for their problem stories related to content
- ▶ Authentic problem stories or critical incidents for learners to complete
- ▶ Challenging learners to imagine the consequences (the rest of the story) of certain actions and conditions

Education = Outcome
Influence = Impact

Stories and Influence



GOOD STORIES COMPEL PEOPLE TO CHANGE



THE WAY
WE FEEL

Stories demand
an emotional
investment.



THE WAY
WE THINK

Stories pique
and hold
interest.




THE WAY
WE ACT

Stories bring
energy to the
message.



THE WAY
WE BEHAVE

Stories cause
us to take
action.



The Sales Pitch

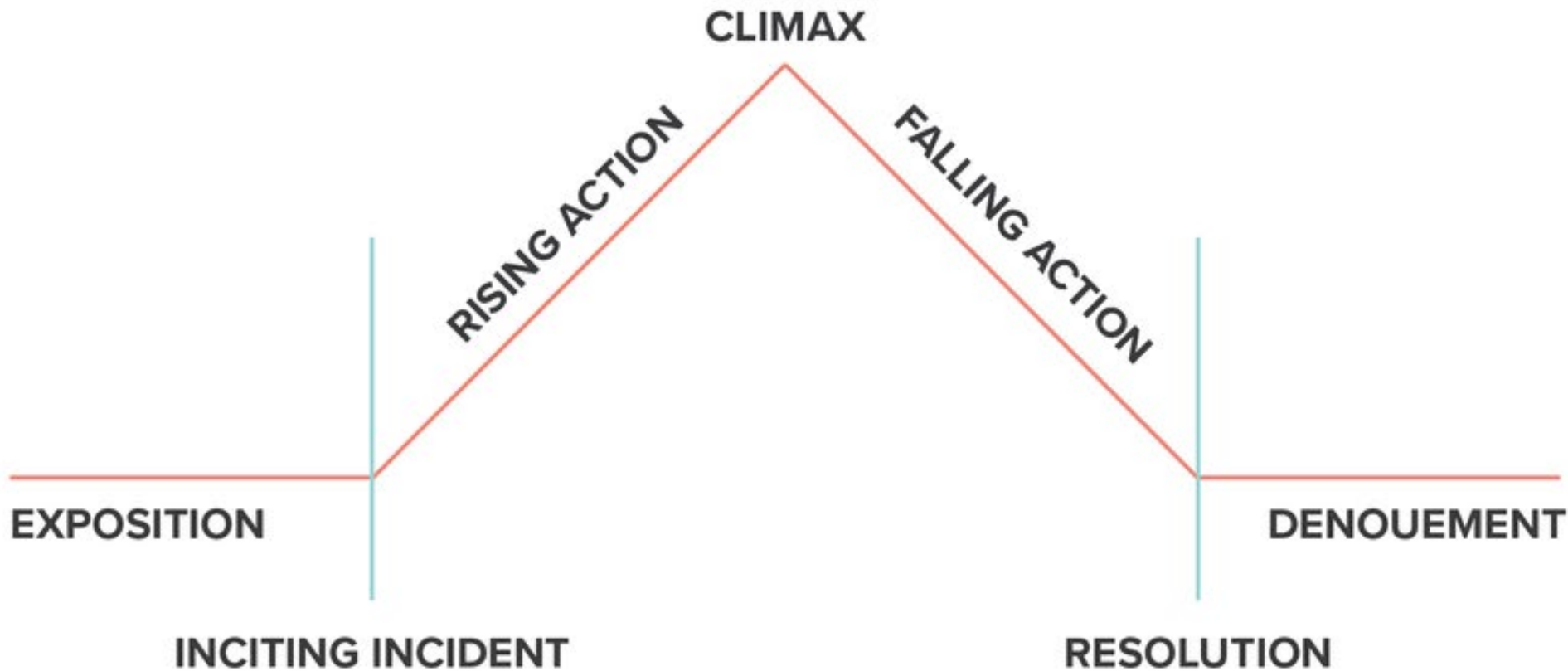
- ▶ Your Problem in Your Life
 - ▶ How it's making things worse
- ▶ My Solution and Your Problem
 - ▶ Why you should listen to me
- ▶ My Solution in Your Life
 - ▶ How it will make your life better

Story-fy your sales pitch

- ▶ Beginning, Middle, End
- ▶ Time and place
- ▶ Characters (e.g., hero, villain, helper, prize)
- ▶ Add drama
 - ▶ And
 - ▶ But
 - ▶ Therefore

*"Story is a yearning
meeting an obstacle."
--Robert Olen Butler*

Freytag's Pyramid



Story Ingredients

- ▶ Hook
 - ▶ Begin and gain attention with surprising statistic, provocative question, interesting contradiction, a personal or societal dilemma faced
- ▶ Connecting Framework
 - ▶ Connect to something they already understand – analogies, metaphors; point out connections to other disciplines
- ▶ Show don't Tell
 - ▶ Let scene unfold, tell it as it happened—don't describe it; use vignettes of personal examples or news stories.

Story Ingredients

- ▶ Connect with people, emotionally motivate them to see themselves in the change process and ultimate destination
- ▶ Simple enough that everyone can relate and repeat
- ▶ Complex enough to allow for deep discussion about what the story means for each person and the group as a whole

Story Ingredients

- ▶ Accompany oral stories with visuals to help the story stick in the listeners mind
- ▶ Stories work best when few facts are presented for better retention
- ▶ Stories laced with humor appeal more fully to listeners
- ▶ Metaphors and analogies enhance the listener's ability to understand, embrace, and act on the story's message

"Storytelling reveals meaning without committing the error of defining it."

--Hannah Arendt

Northeast SARE

SEEDS OF SUSTAINABILITY

Layers of SARE

- ▶ My story
- ▶ Farmer grant story
- ▶ Partnership grant story

- ▶ What will your story be?

A Hole in the Woods



Lisa Garfield



Calliope Farm,
Wicomico Co.





“SARE grants are very valuable because farmers have great ideas that fall to the side when the challenges of the growing season come around”



“People who appreciate what you grow are what keeps you going when things get difficult”





“My SARE grant projects gave me a better understanding of the process of diving deeper to find a useful solution, just like in grad school”

*--Lisa Garfield
Calliope Farm*

Maya Kosok



“SARE grants help by providing resources instead of just leaving an empty idea on the table”



Baltimore City





Current Alliance Members

- ▶ [Baltimore Free Farm](#)
- ▶ [Bearfoot Farms](#)
- ▶ [Bon Secours](#)
- ▶ [Boone Street Farm](#)
- ▶ [Cherry Hill Urban Garden](#)
- ▶ [Filbert Street Garden](#)
- ▶ [Food Sytem Lab](#)
- ▶ [Great Kids Farms](#)
- ▶ [The Greener Garden](#)
- ▶ [Hidden Harvest Farm](#)
- ▶ [**Hillen Homestead**](#)
- ▶ [Oliver Community Farm](#)
- ▶ [The Plantation – Park Heights Urban Garden](#)
- ▶ [Real Food Farm](#)
- ▶ [Strength To Love 2](#)
- ▶ [Whitelock Community Farm](#)





FARM ALLIANCE
BALTIMORE CITY

EDDIE'S FARM

3rd Ave Farm

AMERICAN MARKET

SEEDS

Logo with stylized letters

PROSTATE FARM

REAL FOOD FARM

Logo with produce

Organic Market
FLOOT





“I love growing. It’s a lot about relationships— People bring me baby clothes or veggies and I make them a bouquet or dig up a perennial for them. I want to be engrained in the city and the community, and The Farm Alliance helped with that.”

*--Maya Kosok,
Hillen Homestead*

SARE helps individuals and organizations try new ideas ...

... but also provides opportunities for people to grow and for communities to come together

How will you tell stories to teach and influence?

EXERCISE: WORKSHEET

"The human species thinks in metaphors and **learns through stories.**"

--Mary Catherine Bateson

"The stories we tell literally make the world. **If you want to change the world, you need to change your story.** This truth applies both to individuals and institutions."

--Michael Margolis

SARE large grant preproposals

- ▶ **Research & Education**
- ▶ **Professional Development**
- ▶ **Research for Novel Approaches**

- ▶ \$30K - ~\$200K
- ▶ Only 1050 words
- ▶ July deadline

NE SARE Farmer Grant

- ▶ Up to \$15,000
- ▶ Can include labor and materials
- ▶ Nov. 27 2018 deadline

NE SARE Partnership Grant

- ▶ Up to \$30,000 (NEW!)
- ▶ Can include labor and materials
- ▶ April 2019 deadline (NEW!)

More about SARE grants

www.northeastsare.org