

From Message to Movement: Speaking for Influence

Presented by

Piper Strategies

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Mic Drop Moments

In your small groups, share your wildest
Conservation District public speaking story.





Ignite the Message

Explore the emotional spark and cognitive pull that make stories memorable and magnetic

Target Your Audience

Learn how to understand and connect with diverse listeners so your message lands well

Shape the Story

Craft stories that resonate, using structure, tone, and multiple entry points to build influence

Activate Your Impact

Put it all into practice to deliver your story with intention, adaptability, and results-driven clarity



Ignite the Message

Target Your Audience
Shape the Story
Activate Your Impact



The Enduring Value of Storytelling



Ancient Origins:
Survival & Connection



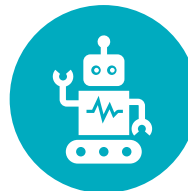
Classical Civilizations:
Morality & Meaning



Medieval and Renaissance Eras:
Preservation & Power



Industrial Age:
Mass Communication & Influence



Digital Era:
Connection & Complexity

Why Stories Stick

Stories...

- Engage the whole brain
- Trigger empathy
- Enhance memory and recall

Biological Drivers

- Create cultural universality
- Shape identity and belonging
- Counter misinformation

Social Drivers

- Build connection and credibility
- Simplify complex ideas
- Drive action

Practical Benefits

Large Group Discussion

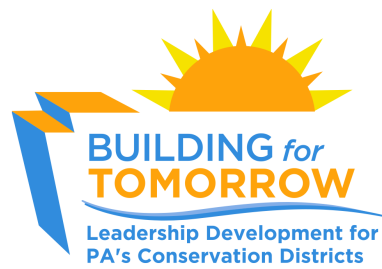
Think back to the stories you heard and told at the top of this session.

Share examples of Biological and Social Drivers and the Practical Benefits of stories.

Biological Drivers

Social Drivers

Practical Benefits



The most powerful stories
don't center the speaker...

They center the listener!



Ignite the Message



Target Your Audience

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Target & Tune

Conducting an
Audience Analysis

Target for understanding
Tune for influence

- 1 Demographics**
Who are they?
- 2 Psychographics**
What do they care about?
- 3 Context**
What's happening around them?
- 4 Needs**
What do they need from you?
- 5 Barriers**
What might get in the way?

Target & Tune: Test Drive It Yourself

INSTRUCTIONS

1. Choose a scenario for your small group.
2. Work together to build a profile of your audience.
3. Based on that profile, outline a broad messaging strategy tailored to that audience.

CONSIDER

Demographics

Age, Role, Background

Psychographics

Values, Fears, Motivators

Context

Timing, Setting, Pressures

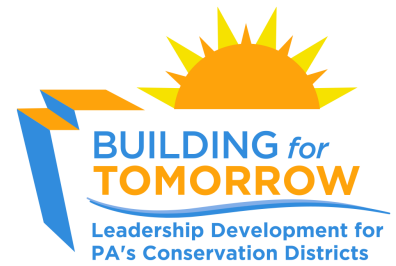
Needs

Information, Inspiration, Clarity

Barriers

Biases, Distractions, Resistance

More Fine Tuning



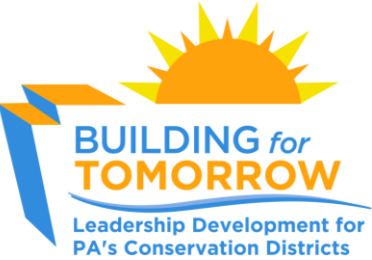
- Focus on universal themes
- Include multiple ways to connect to your message
- Avoid jargon and assumptions
- Check for relatability
- Build in adaptability
- Balance emotion and evidence
- Prepare for questions and objections
- Develop a growth mindset

Ignite the Message
Target Your Audience

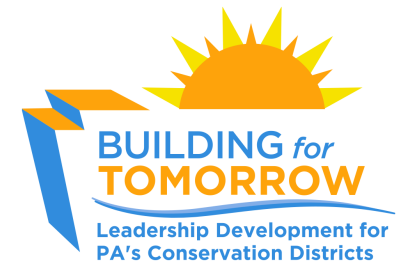


Shape the Story

Activate Your Impact



Storytelling Frameworks: Blueprints for Impact



Frameworks help you

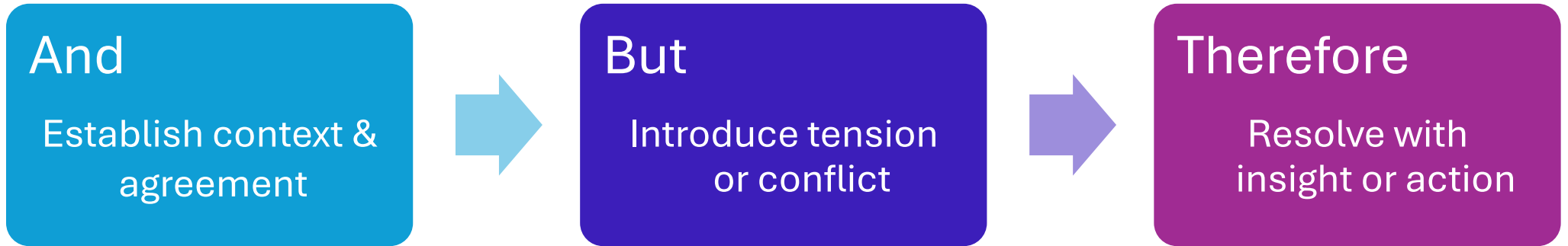
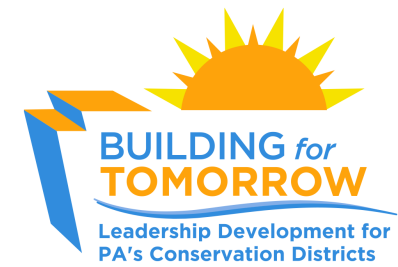
- Stay focused on your purpose
- Simplify the creative process
- Enhance audience connection
- Increase your impact

Using them is simple

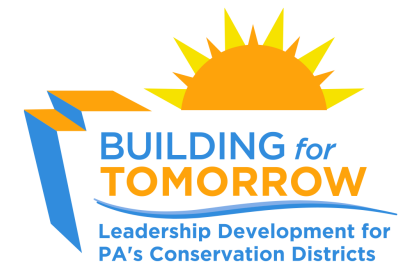
- Step 1:** Define the purpose of your story
- Step 2:** Select an appropriate framework
- Step 3:** Craft and refine your story
- Step 4:** Reflect after the fact



Framework: And, But, Therefore



Framework: Present, Agitate, Solve



Present

Identify a
relatable issue



Agitate

Highlight
consequences or
emotional impact

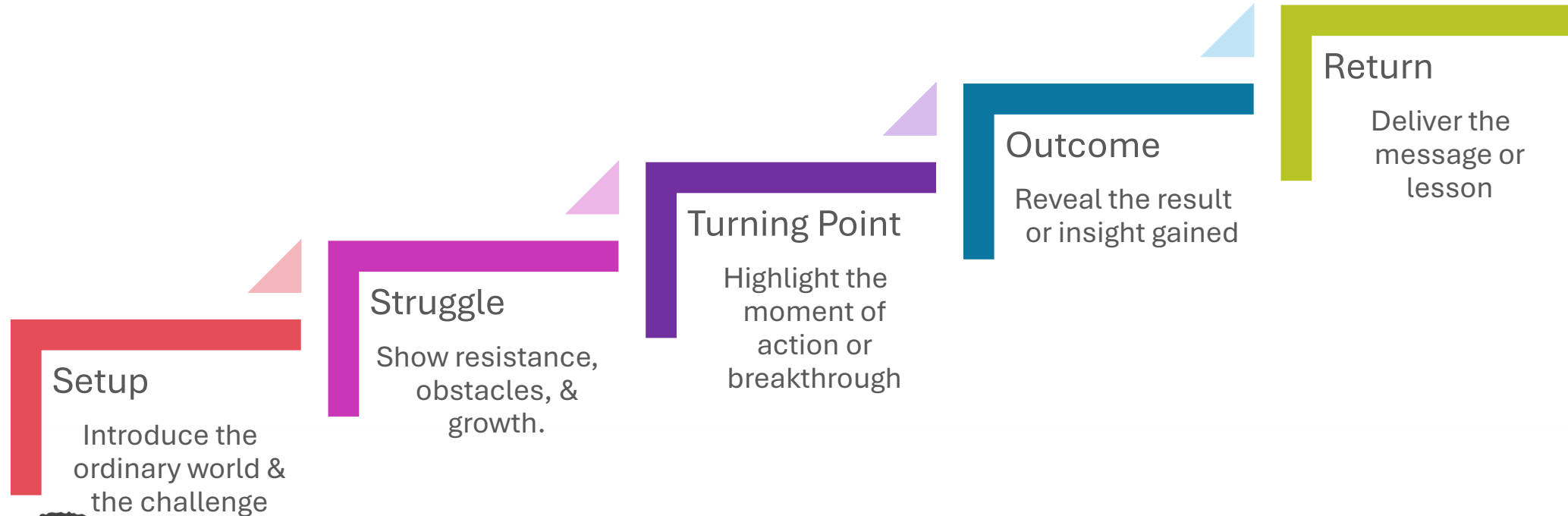


Solve

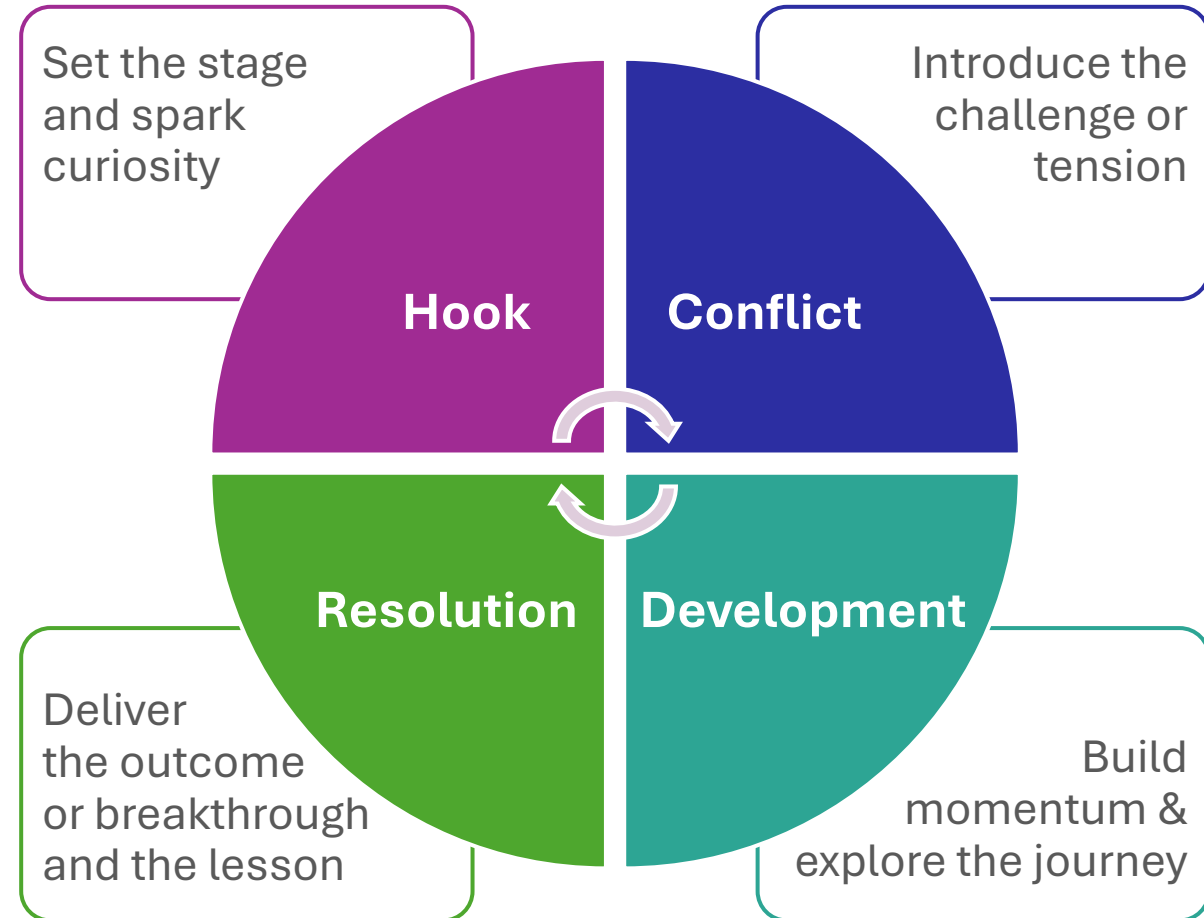
Offer a solution
or call to action



Framework: Simplified Hero's Journey



Framework: Classic Story Arc



Exercise: Shape, Sharpen, & Share

INSTRUCTIONS

1. Think back to the scenario and audience profile your group created.
2. On your own, sketch out the key points of a story that would influence that audience.
3. When you finish or when cued, return to your small group and share your results.
4. Discuss what works and what could be strengthened.

FOCUS ON THE ESSENTIALS

- What is the *message* you want to land?
- What is the *emotion* you want to spark?
- What is the *action* you want them to take?

Frameworks Don't Fly Themselves

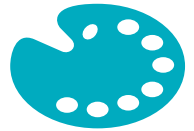
Make it Intentional

Know what you want your story to achieve and shape every element to serve that goal.



Make it Vivid

Replace abstract ideas with specific actions, imagery, and sensory language.



Make it Personal

Invite listeners to place themselves in a scenario to build empathy, relevance, and engagement.



Make it Clear

Link unfamiliar concepts to familiar ones to simplify complexity and boost retention.



Make it Authentic

Share dialogue or lived moments to add voice, credibility, and relatability to your story.



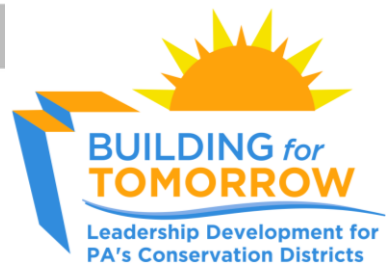
Make it Cohesive

Refer back to earlier moments or hint at what's to come to create narrative depth.



Ignite the Message
Target Your Audience
Shape the Story

Activate Your Impact



From Message to Movement: Igniting Impact

Your Story

Think of a story you use now or one that you want to add to your repertoire.

It can be personal, professional, or purpose-driven.

Target & Tune

Target: Identify a specific audience.

Tune: Refine your message for that audience.

Identify multiple ways for them to connect.

A Framework

Choose a storytelling framework that fits the purpose of your story.

- And, But, Therefore
- Present, Agitate, Solve
- Hero's Journey
- Narrative Arc

Key Points

Outline the essential beats of your story using the framework.

Focus on your purpose, clarity, flow, & emotional resonance.

Prepare

Get ready to tell your 2 to 3-minute version to a partner.

You don't need to memorize. Just aim for natural delivery & connection.

Objective

Use a storytelling framework to shape a 2 or 3-minute story that is tailored to a specific audience and ready to share.

From Message to Movement: Igniting Impact

Partner Practice

Take turns sharing your stories.

After each story, discuss:

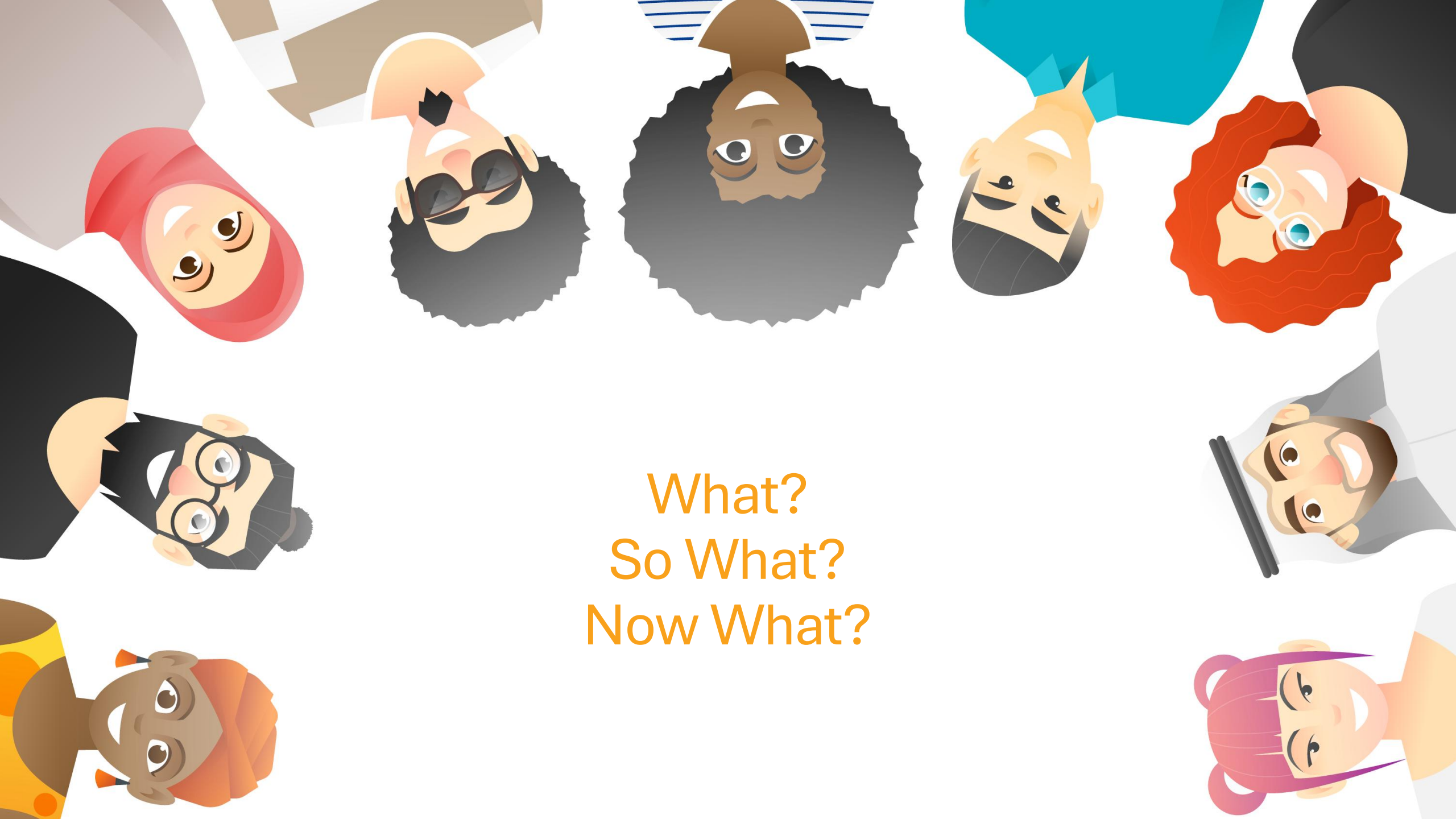
What stood out?

What felt relevant or resonant?

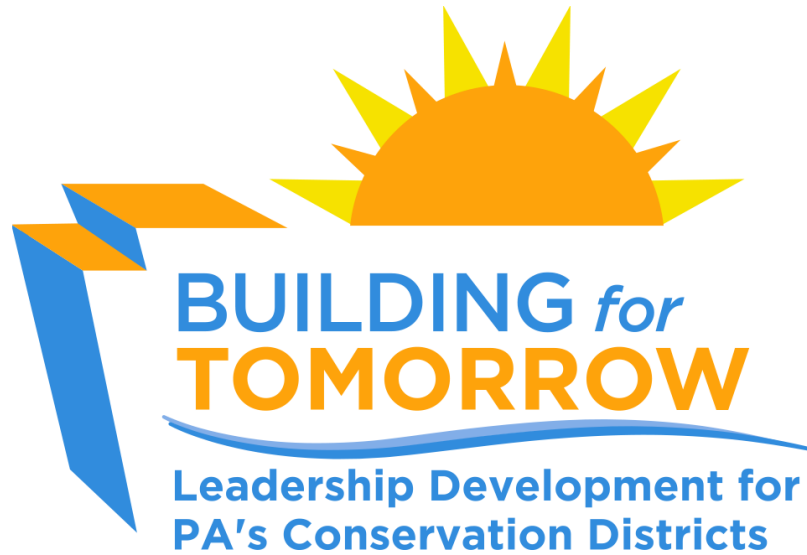
What could be clarified or strengthened?

Objective

Use a storytelling framework to shape a 2 or 3-minute story that is tailored to a specific audience and ready to share.



What?
So What?
Now What?



BUILDING *for*
TOMORROW

Leadership Development for
PA's Conservation Districts