

# THE RIPPLE EFFECT OF STORY

MEDIA WORKSHOP

Paola Espitia | Ola'pi Creative

# OLA'PI CREATIVE

## MEDIA THAT MOVES

Harness visual storytelling to inspire positive change.

- Media production from the land, air, and sea
- Host Conversations with Paola livestream
- Media Mastermind Consultations
- Media Workshops



LET'S GET INTO DETAILS

# THE BIG PICTURE

**WHAT?**

What is the goal for the group you are targeting?

**SO WHAT?**

Why should they care?

**NOW WHAT?**

What do you want them to do?

# THE STORY DEVELOPMENT

MEDIA WORKSHOP

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**PONDER THIS!**

**PEOPLE DON'T BUY  
GOODS & SERVICES.  
THEY BUY RELATIONS  
STORIES &  
MAGIC**

**SETH GODIN**

# THE PURPOSE OF STORY

## EMOTIONALLY CONNECT WITH YOUR AUDIENCE

To move people we must connect with their emotions. And the way to connect with people on an emotional level is through story.



THE RIGHT STORY + THE RIGHT MESSAGE = MEMORABLE

# THE POWER OF STORIES

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## CONNECTION

Stories make us relatable.  
Stories promote  
understanding and support.  
Stories demonstrate that  
science affects all of us,  
every day.

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Chance to be liked, trusted,  
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## ENGAGEMENT

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## CURRENT

Story is THE way people are connecting today - hungry for positive, hopeful, educational content

# WHAT MAKES A GREAT STORY?



ONE THAT EMOTIONALLY CONNECTS  
WITH THE AUDIENCE

You need to be intentional about how you craft the words.  
This is where the ART of communications meets the  
SCIENCE of human behavior.

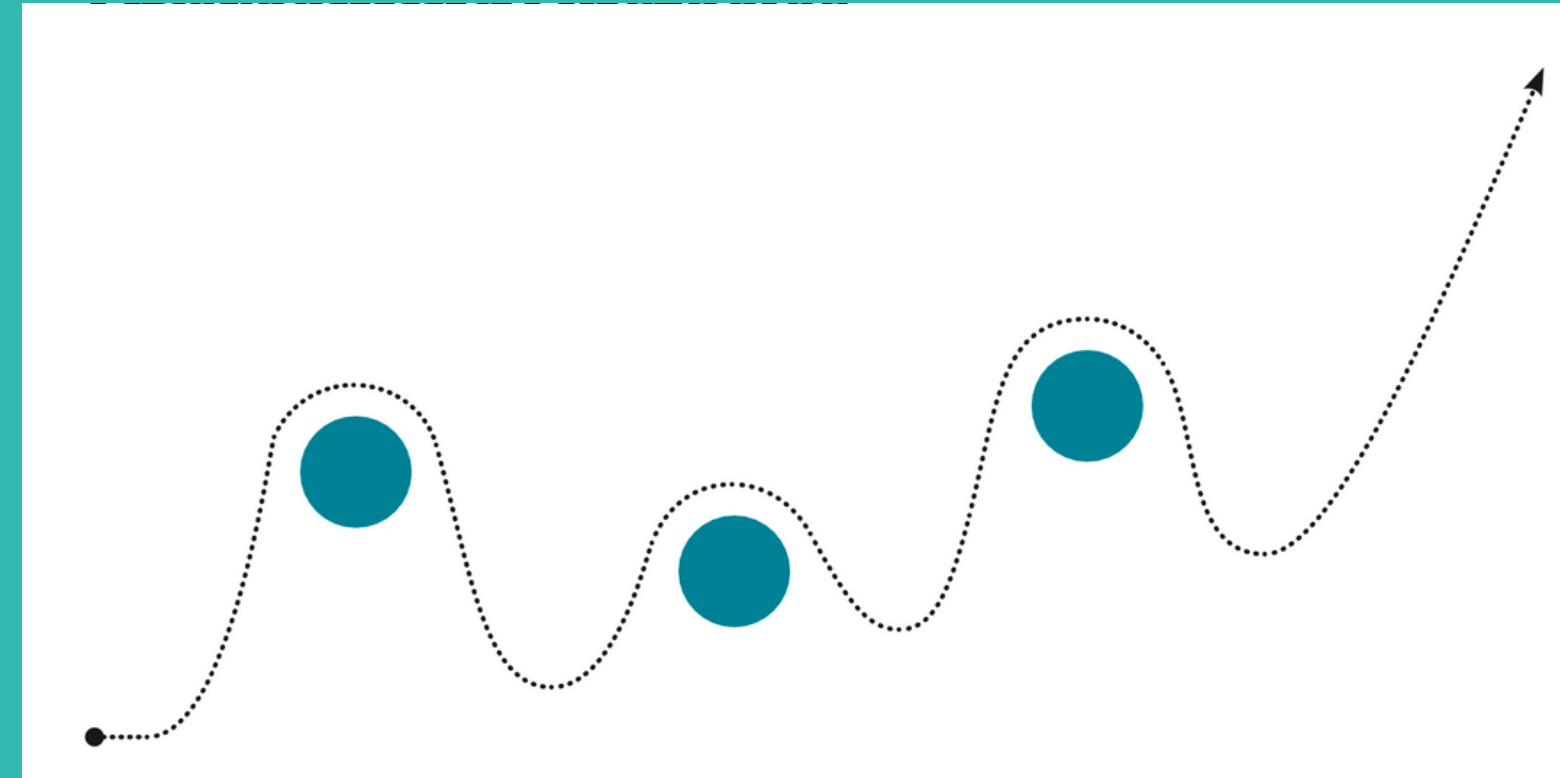
## TRANSFORMATION

The desire to be transported into another world and be part of change for the better is Universal.



## PRO TIP:

Use this story archetype to demonstrate resilience.



## PEOPLE LIKE US STORIES

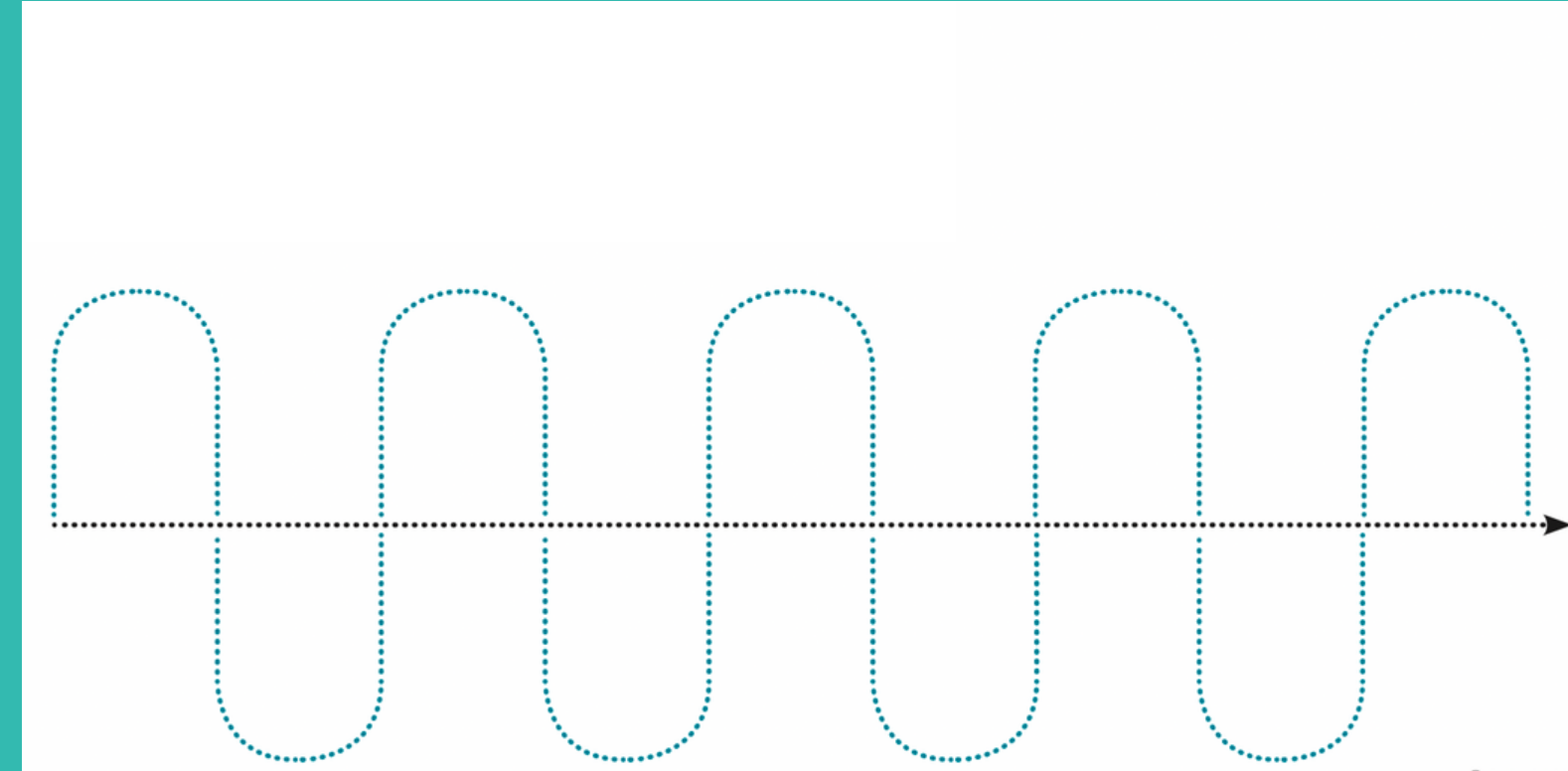
People will share stories they emotionally identify with because they are letting the world know what matters to them.

"People like us, do things like this."



## PRO TIP:

Use this story archetype to communicate steadiness or reinforce trust.



## SINGULARITY

Stories come from as close as possible to the person who is being impacted by your work.



## PRO TIP:

Use this story archetype to show an improved state or strength.



## S.T.A.R. MOMENT

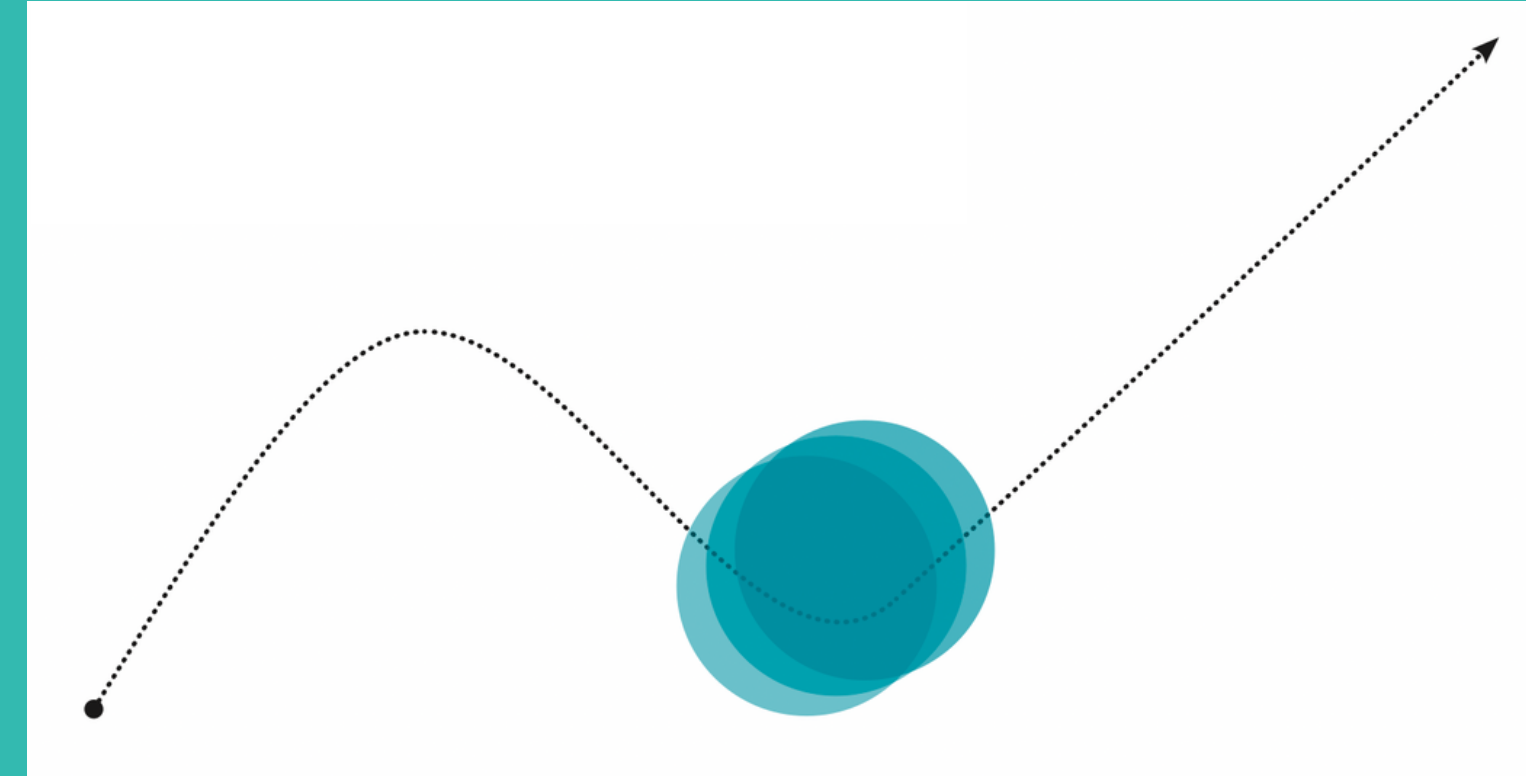
Something They'll Always Remember.

Humor perks people to pay attention.



## PRO TIP:

Use this archetype to explain a moment that led to a new direction.



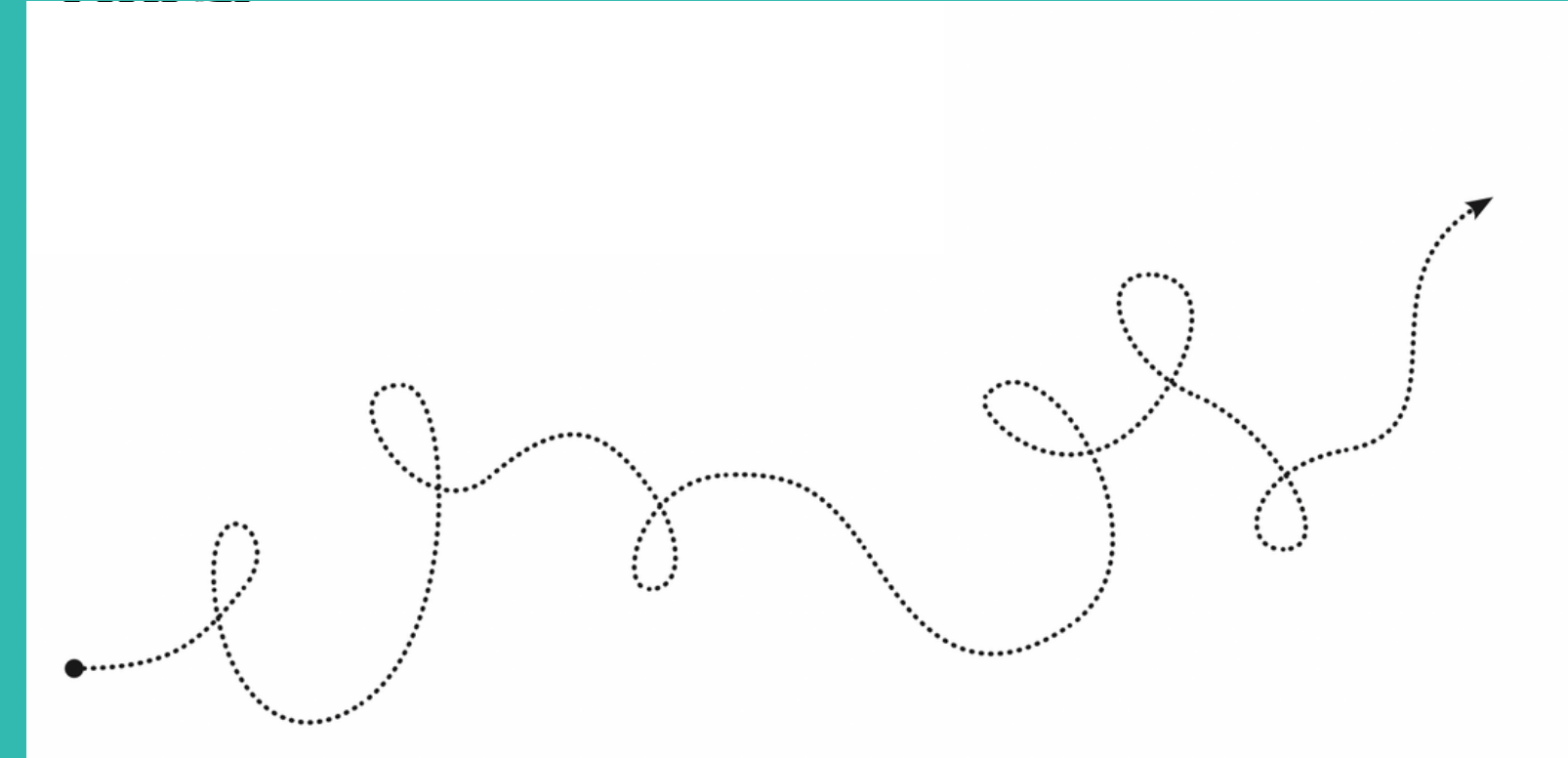
## THE QUEST

Stories that make your hero(s) encounter a variety of challenges that are all seemingly unrelated. But when told together, make up a singular narrative.



## PRO TIP:

Use this story archetype to recommit or demonstrate dedication.



**PONDER THIS!**

**THE POWER OF  
STORYTELLING  
RESTS IN THE  
SPECIFICS**

**RANDY OLSEN**



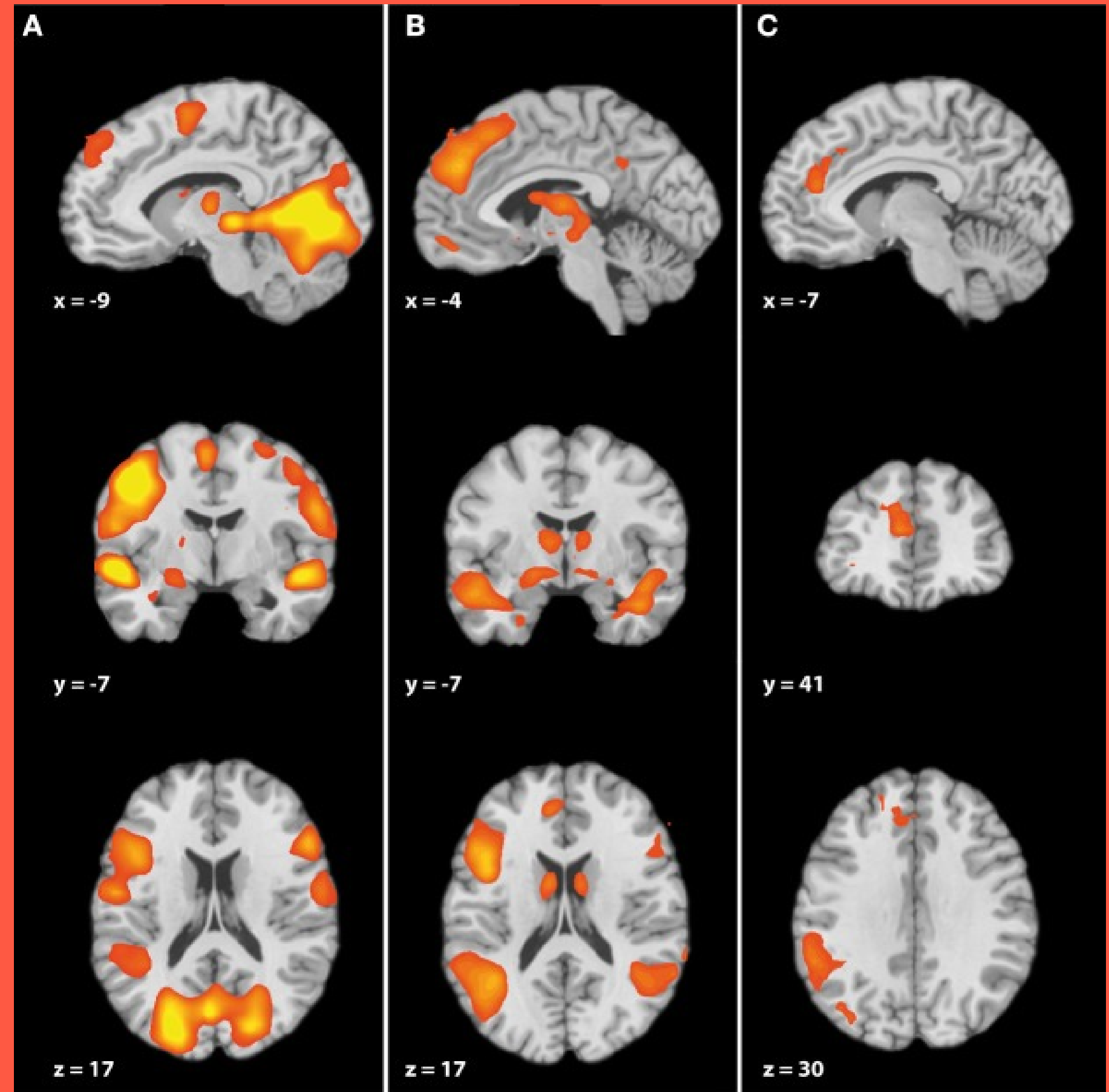
# THE ABT STORYTELLING FRAMEWORK

A WAY FOR YOU TO  
CRAFT A STORY THAT STICKS

Developed by scientist-turned-storyteller,  
Dr. Randy Olson

LET'S GET INTO DETAILS

# WHY DOES STORY WORK?



Altmann et al. (2012)

LET'S GET INTO DETAILS

AND

IT'S NOT JUST ABOUT COMMUNICATION;  
IT'S ABOUT IMPACT.

AND SETS THE SCENE

LET'S GET INTO DETAILS

**BUT**

**BUT**

**INTRODUCES THE CONFLICT**

**(THERE IS NO STORY UNTIL SOMETHING HAPPENS)**

LET'S GET INTO DETAILS

**THEREFORE**

THEREFORE PROVIDES THE  
RESOLUTION AND MAKES  
SENSE OF THE NEW  
SITUATION

LET'S GET INTO DETAILS

AND  
BUT  
THEREFORE

THE PANDEMIC HAS RESTRICTED INDOOR ACTIVITIES AND FAMILIES ARE DOING MORE OUTDOORS. BUT FINDING OUTDOOR ACTIVITIES FOR EVERYONE IS DRAINING. THEREFORE WE ARE HOSTING A VOLUNTEER ORIENTATION SO THAT FAMILIES, FROM GRANDMA TO TWEEN, CAN DISCOVER HOW TO DO MORE TOGETHER, SAFELY, OUTDOORS.

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LET'S GET INTO DETAILS

AND

TIME STAMP

THE PANDEMIC HAS RESTRICTED INDOOR  
ACTIVITIES AND FAMILIES ARE DOING  
MORE OUTDOORS.

GENERALITY  
CREATES  
AGREEMENT

NO PROBLEM, MON

LET'S GET INTO DETAILS

**BUT**

HIT ON THE EMOTION

BUT FINDING OUTDOOR ACTIVITIES FOR EVERYONE IS DRAINING.

SINGULAR PROBLEM

PRO TIP:

When crafting your stories, focus on the one problem first then set it up with the ANDS



LET'S GET INTO DETAILS

WHY DOES IT MATTER?

THEREFORE WE ARE HOSTING A VOLUNTEER ORIENTATION SO THAT FAMILIES, FROM GRANDMA TO TWEEN, CAN DISCOVER HOW TO DO MORE TOGETHER, SAFELY, OUTDOORS.

THEREFORE

THERE'S POWER  
IN THE SPECIFICS

HIT ON THE EMOTION

LET'S GET INTO DETAILS

WHAT  
SO WHAT  
NOW WHAT

HAVE YOU BEEN SPENDING MORE  
TIME OUTDOORS WITH YOUR  
FAMILY?

FAMILIES THAT SPEND JUST 15  
MINUTES OUTSIDE BUILD A  
HEALTHIER HOME LIFE.

FOR A LITTLE "HOME  
IMPROVEMENT" JOIN US DURING  
OUR VOLUNTEER ORIENTATION  
AND EXPLORE WAYS YOU AND  
YOUR FAMILY CAN SPEND MORE  
TIME TOGETHER OUTDOORS  
VOLUNTEERING AT THE CENTER.

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TO CONSIDER

BE

INTENTIONAL

CRAFT WELL DESIGNED STORIES THAT  
MOTIVATE AND MOBILIZE PEOPLE  
TO ACTIVELY SUPPORT YOUR WORK.



**Story is a way of taking something that might seem distant or irrelevant and presenting it in a way that's relatable.**

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# AND BUT THEREFORE

1. **Start with BUT:** define the one problem
2. **Identify the THEREFORE:** Call to Action
3. **Write a simple ABT:** There's a thing AND it needs to be better because if X is done, the thing will be better, but it's not being done, therefore we're doing this so that x can be better.
4. **Fill in the ANDS:** support the BUT/THEREFORE by painting a picture of the ordinary world
5. **Add the compelling details:** start from the middle and get specific

An aerial photograph of a beach. The left side of the image shows clear, turquoise water with gentle ripples. A thin line of white foam from a wave separates the water from the sand. The right side of the image shows a wide, flat expanse of white sand, marked with some dark, irregular patterns that could be tracks or shadows. The overall lighting is bright and natural, suggesting a sunny day.

**MOVING  
AUDIENCES  
IS HARD,  
BUT IT DOESN'T  
HAVE TO BE**

BE BOLD AND HAVE FUN!  
CRAFT STORIES THAT  
SPREAD A RIPPLE OF POSITIVE CHANGE!

WORK WITH US!  
HELLO@OLAPICREATIVE.COM

*Paola*

CREATOR . CONSULTANT . EDUCATOR

WWW.OLAPICREATIVE.COM



DIVE  
DEEPER  
WITH US

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# SAY HELLO! HOLA!