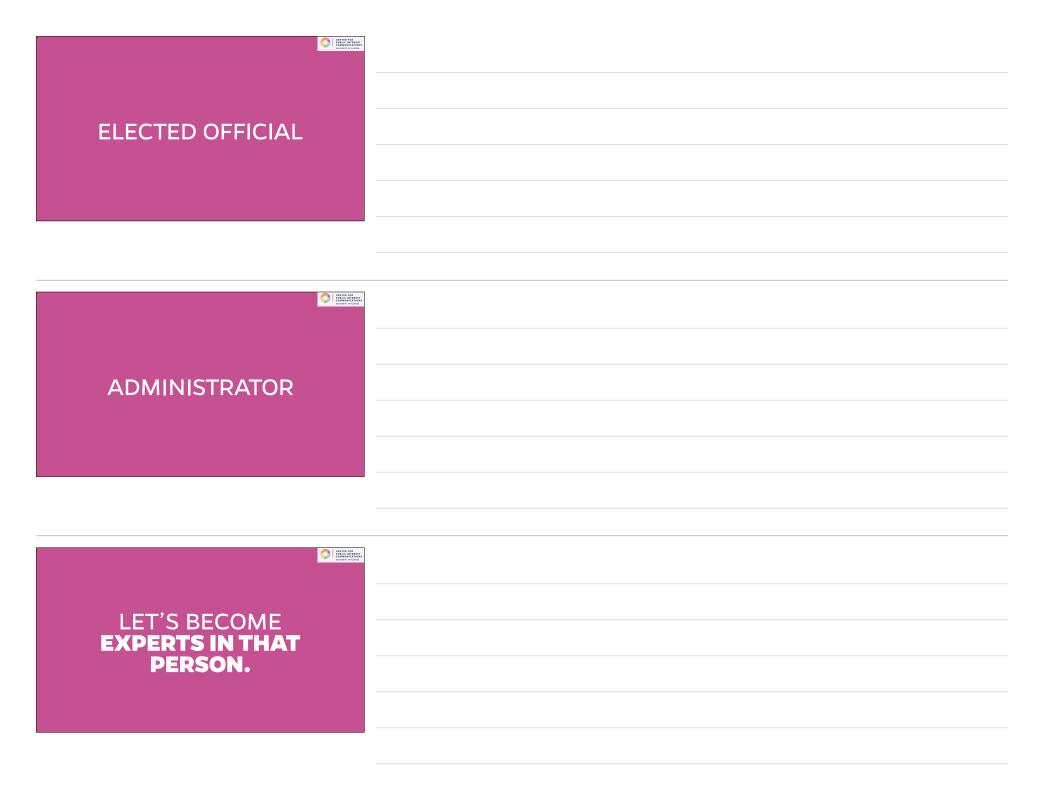
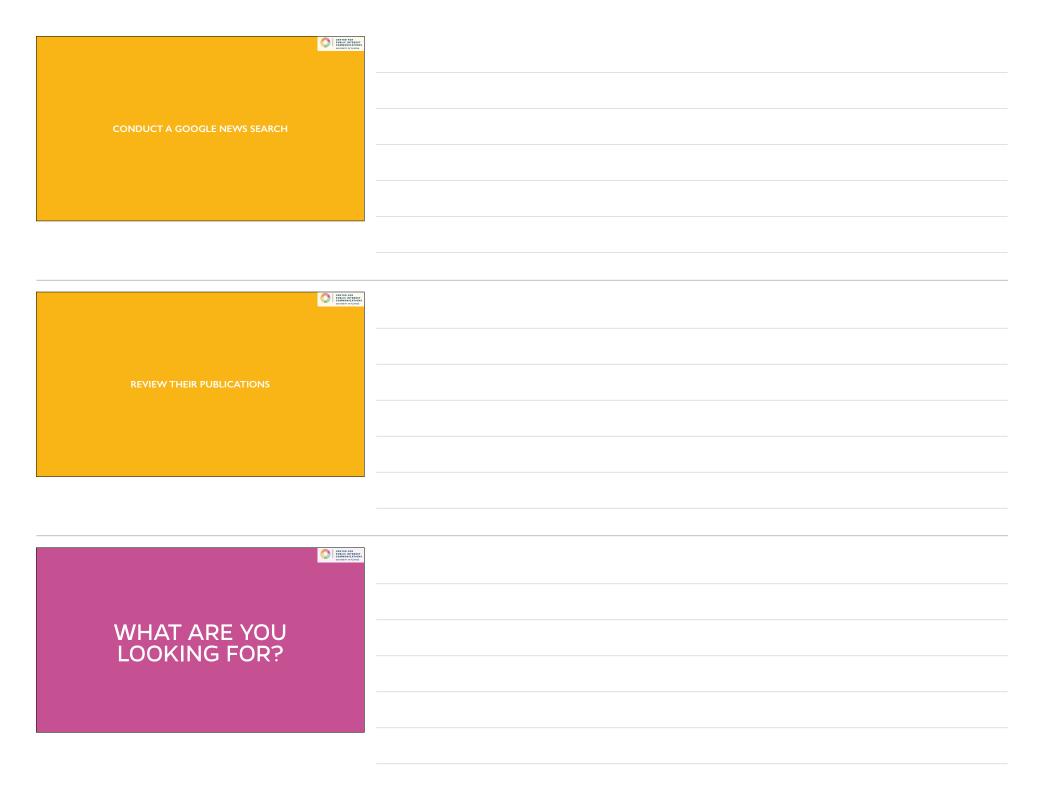


WHAT DO YOU NEED TO BE SUCCESSFUL THAT YOU DON'T HAVE RIGHT NOW?	
WHO MIGHT HELP YOU GET THAT?	
FUNDER	



O STATE OF THE STA	
WHAT CAN YOU LEARN ABOUT THIS PERSON'S	
PROFESSIONAL OR PERSONAL INTERESTS	
THAT CONNECT THEM TO YOUR WORK?	
TOOK WORK.	
I THEN THE ADDRESS OF	
START WITH THEIR PROFESSIONAL BIO	
Section 201	
FOLLOW THEM ON TWITTER (OR LINKEDIN)	



WHAT ARE THE UNDERLYING VALUES THAT DRIVE THEIR BELEIFS?	
ARE THEY EGALITARIAN OR INDIVIDUALISTIC?	
CONSERVATIVE: PROTECTION OF THE IN- GROUP, PRESERVING THE SACRED, RESPECT FOR AUTHORITY	

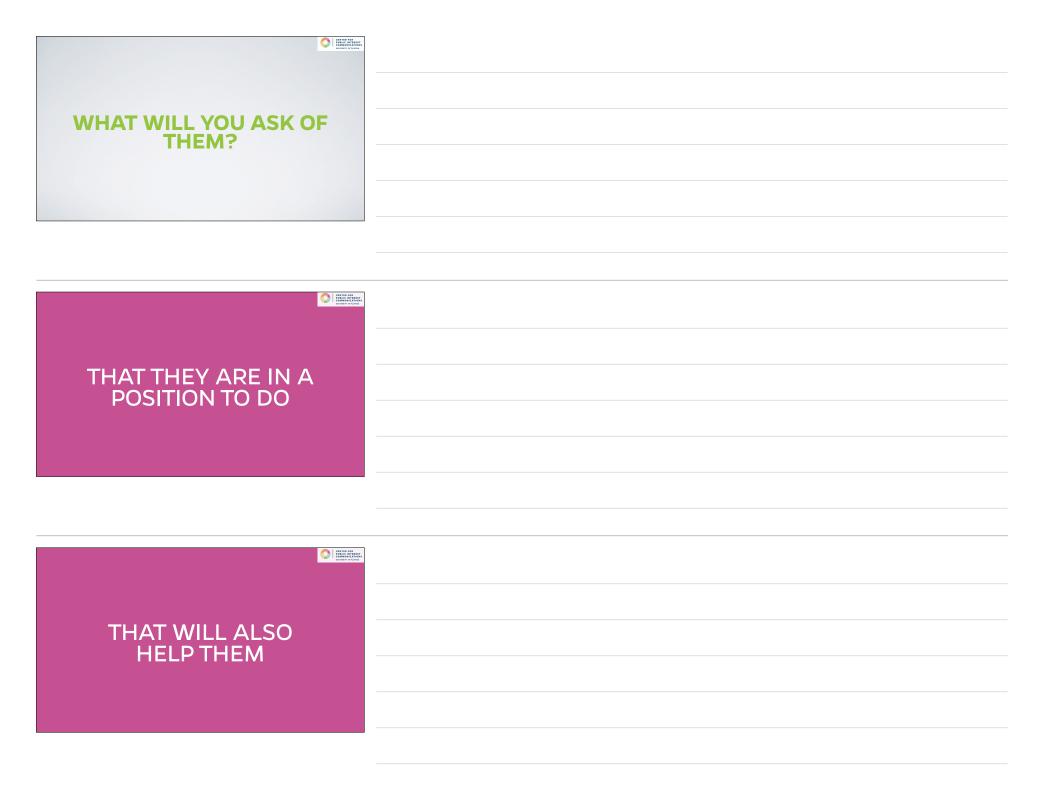


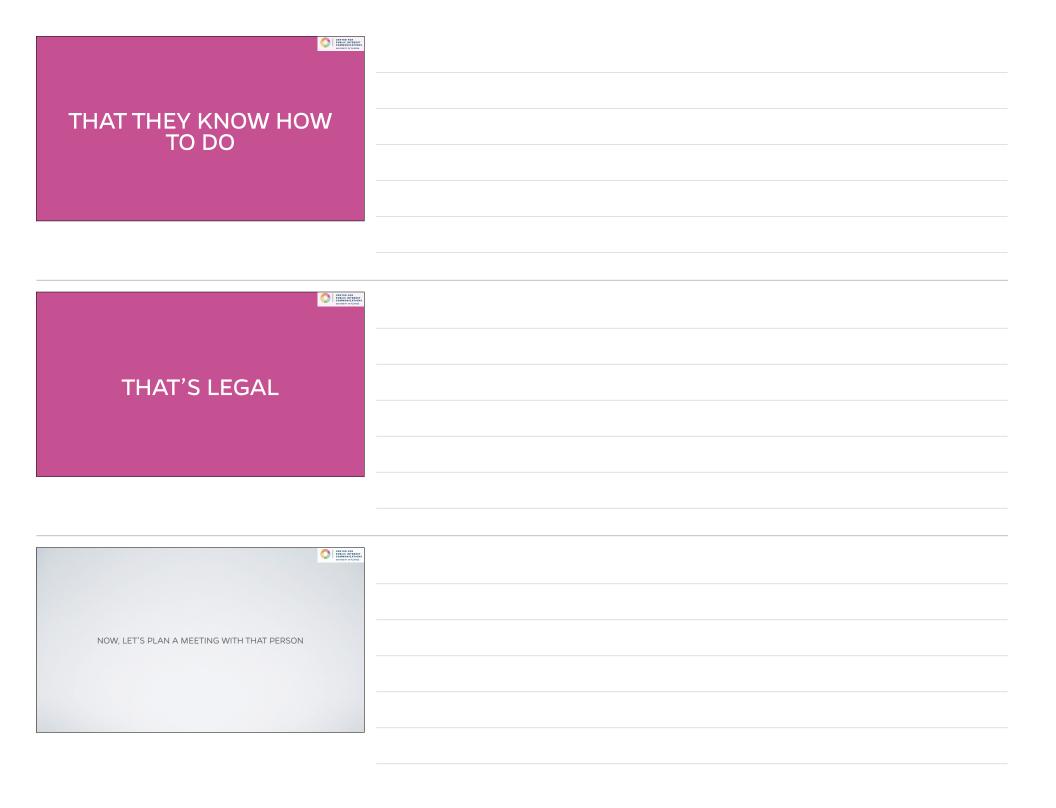


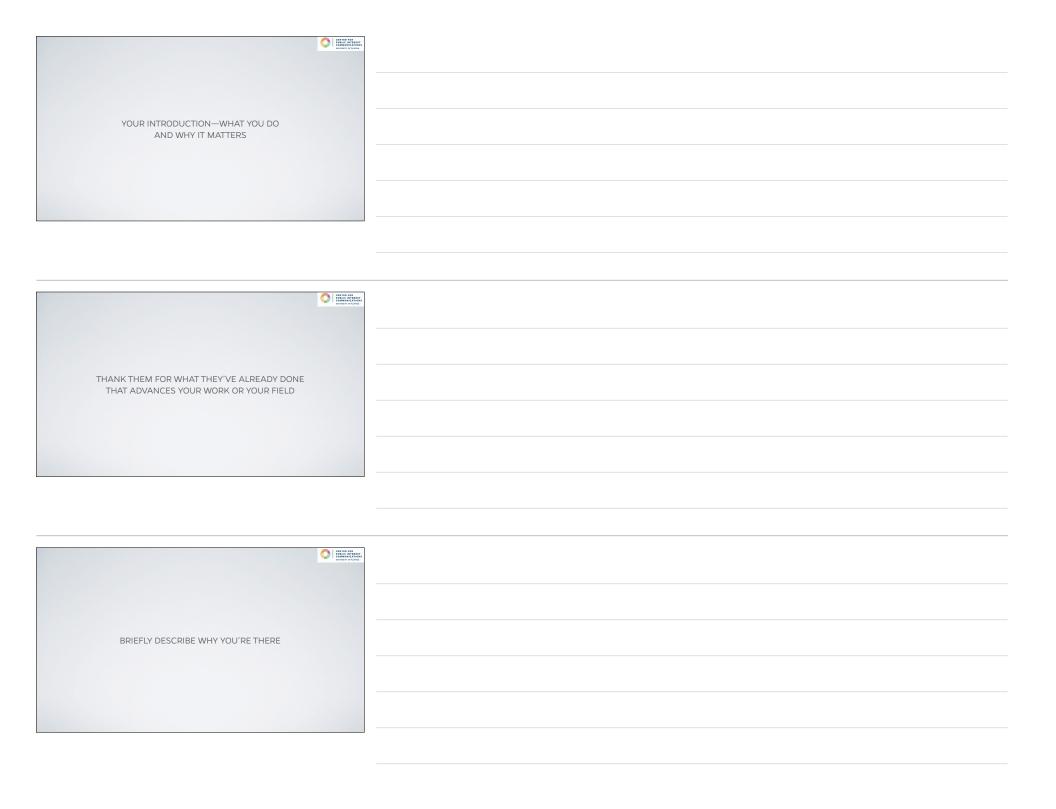
## **LET'S PRACTICE**

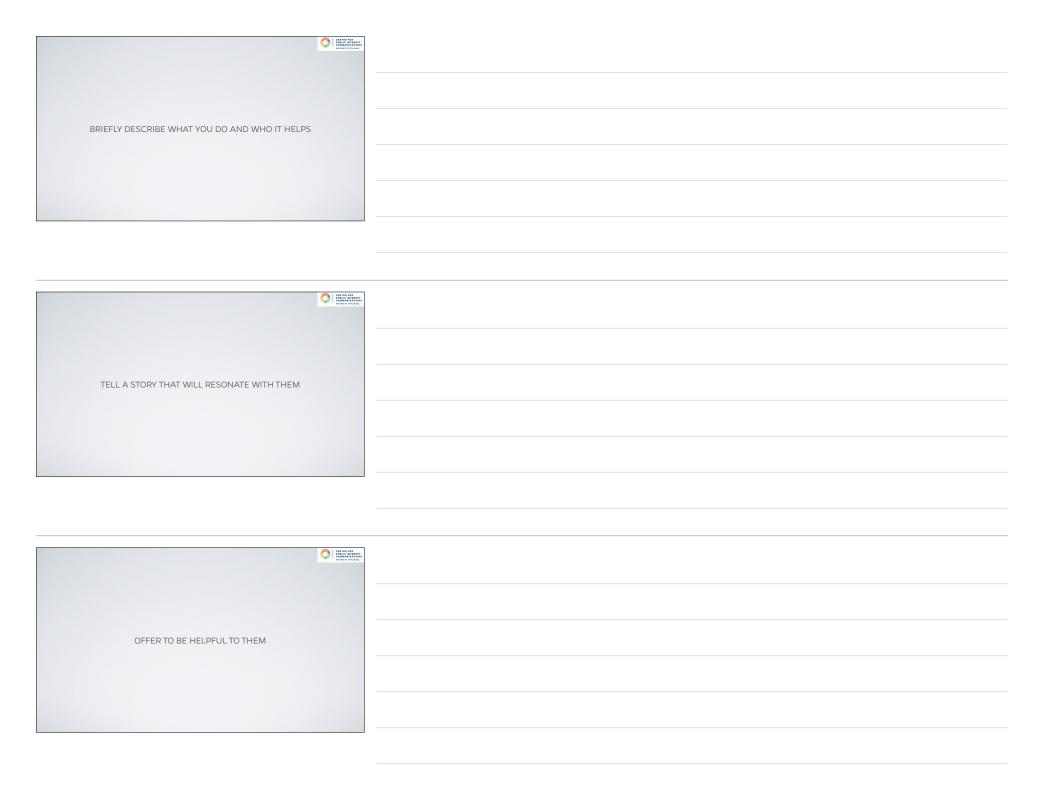
COMMUNICATIONS
SWIESENY OF ASSIGN

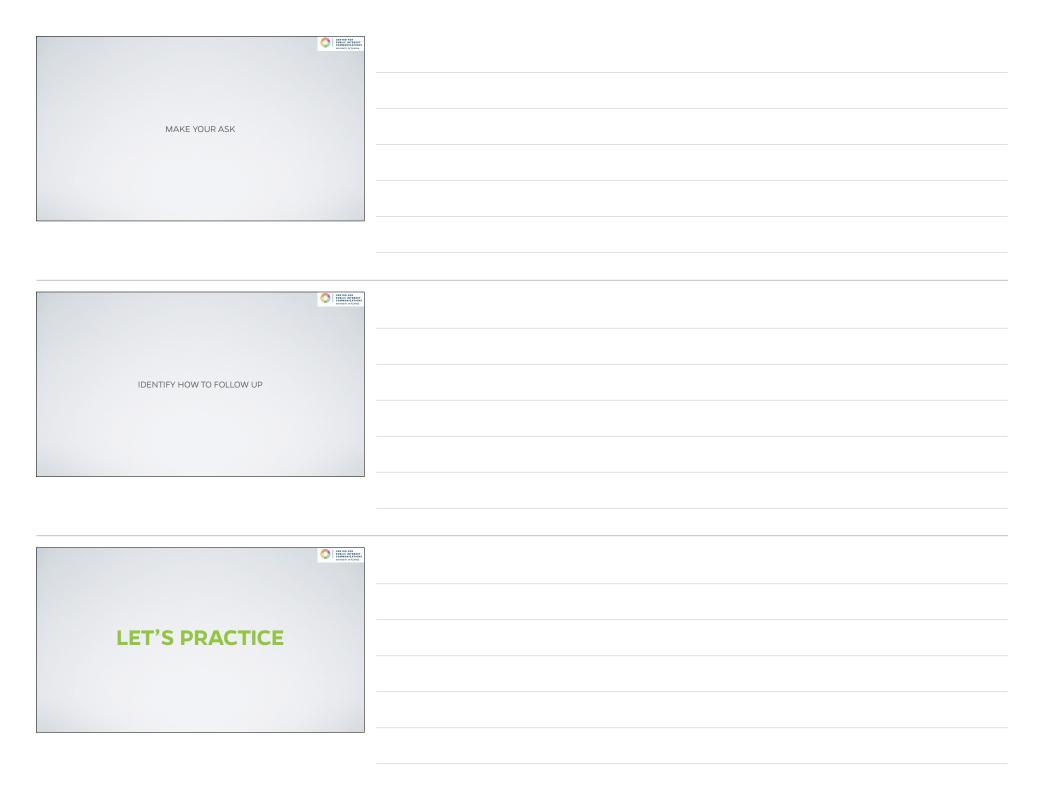
WHAT KINDS OF STORIES ABOUT YOUR WORK, YOUR FIELD OR THE PEOPLE WHO USE YOUR RESEARCH WILL RESONATE WITH THIS PERSON?













## RESOURCES

"The Science of What Makes People Care," Ann Christiano and Annie Neimand, Stanford Social Innovation Review

**"Stop Raising Awareness Already,"** Ann Christiano and Annie Neimand, *Stanford Social Innovation Review* 

"The Science of Story Building," Ann Christiano, Annie Neimand and Matt Sheehan, scienceofstories.org

"How to Tell Stories About Complex Issues," Annie Neimand, Stanford Social Innovation Review

New Power: How Movements Build, Businesses Thrive and Ideas Catch Fire In Our Hyperconnected World Jeremy Heimans and Henry Timms

"The Back-of-the-Envelope Guide to Communications Strategy," Ann Christiano and Annie Neimand, Stanford Social Innovation Review

Free Range Thinking, a newsletter by Andy Goodman

Brain Pickings, a newsletter by Maria Popova

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