



# Don't Just Explain: Persuade Through the Power of Story

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The Association for  
**Animal Welfare**  
Advancement



Before you can persuade,  
you must understand.



Evaluate a leader by  
how they behave in a  
meeting they're not  
leading.

**Art delaCruz**  
CEO of Team Rubicon



# Today's Workshop

1. **Connect the dots:** Why does this matter?
2. **Exercise #1:** Experience connection through story
3. **Strategies:** How can we authentically persuade others?
4. **Exercise #2:** Let's practice
5. **Q&A**



Why does storytelling matter?

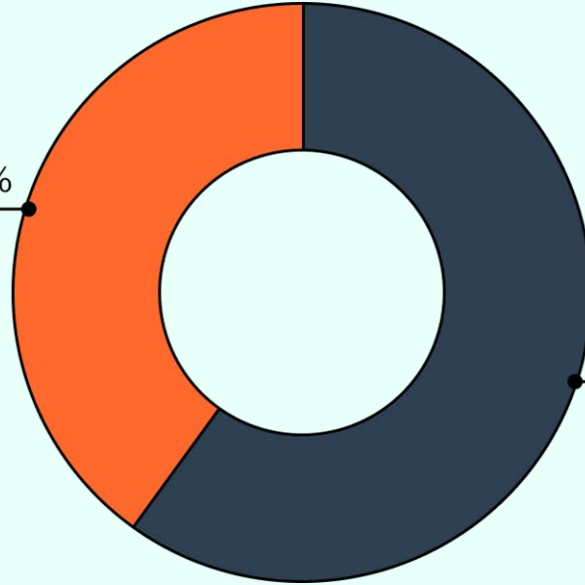


# 8 Critical Practices of an Effective Executive

By Peter F. Drucker

1. They ask, “What needs to be done?”
2. They ask, “What’s right for the business?”
3. They develop action plans
4. They take responsibility for their decisions
5. They take responsibility for communicating
6. They focus on opportunities rather than problems
7. They run productive meetings
8. They think to say “we” rather than “I”

**Advocating, Persuading,  
Influencing, & Selling: 40%**



**Everything else: 60%**



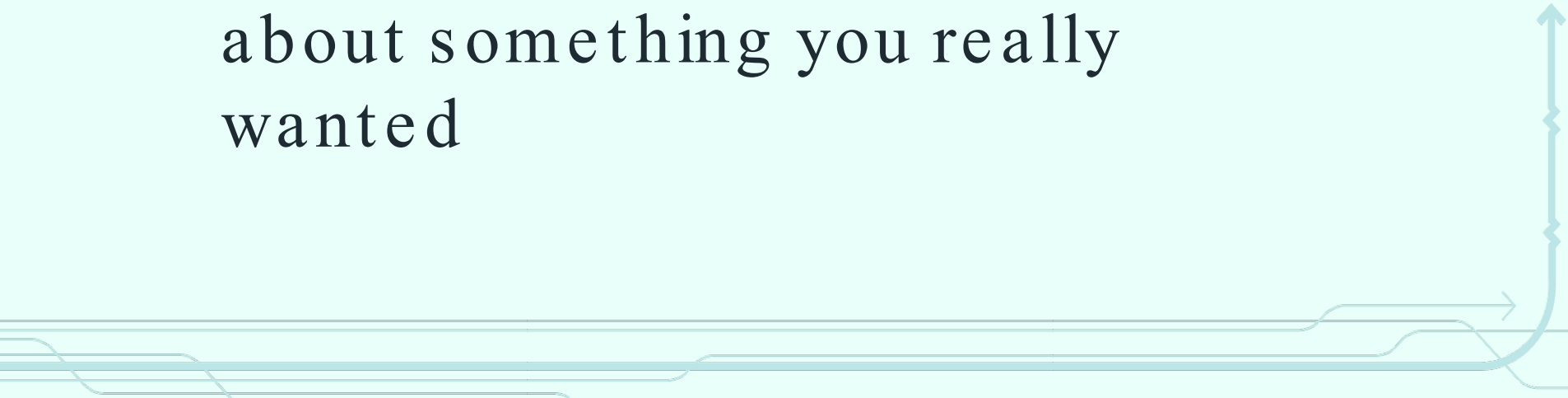




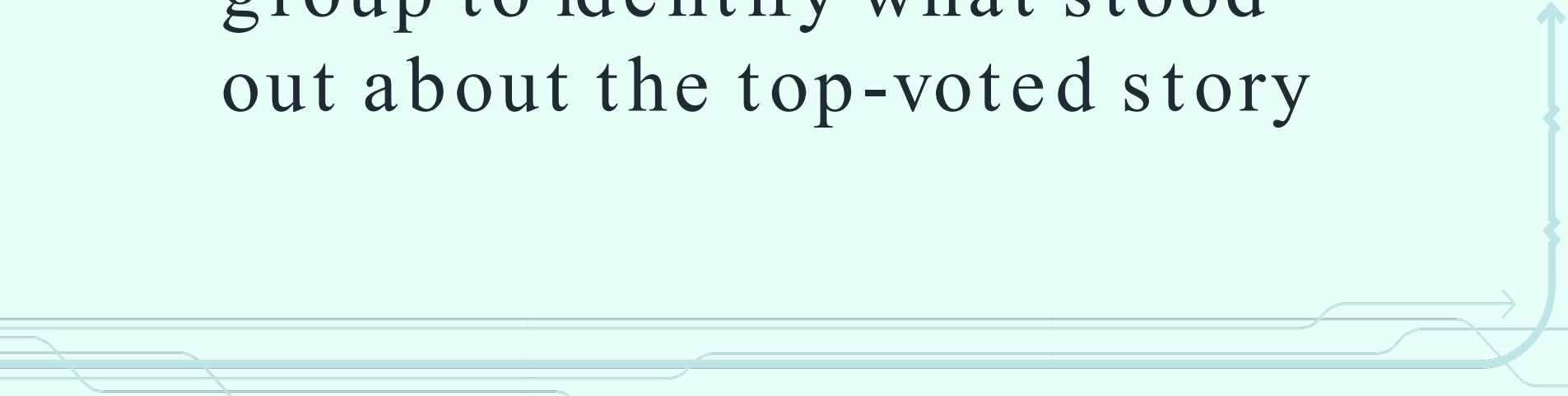
# Experience Connection Through Story



- Gather in groups of 6
- Assign a timekeeper
- Each person gets 1 min to talk about something you really wanted



- Silently cast your vote
- Take 3 min among your group to identify what stood out about the top-voted story



# Common Themes

- Conflict / challenge
- Motivation / desires
- Relevance / relatability
- Vulnerability
- Emotion: joy, sadness, anger
- Humor
- Triumph or a lesson learned
- Clear message
- Steady delivery
- Intentional eye contact

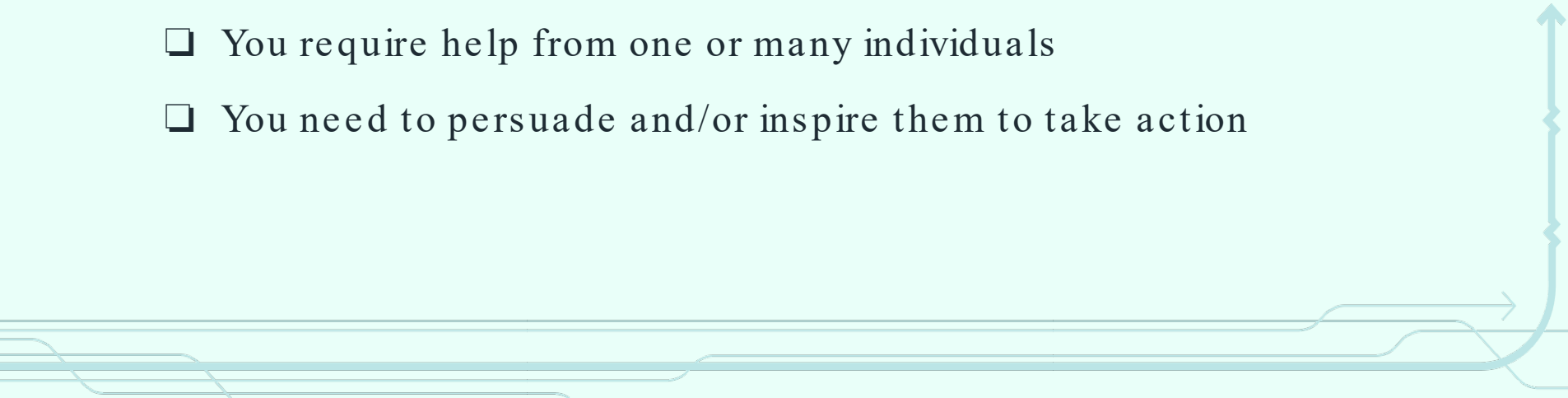


# Authentically Persuade Others Through Story



# Common Scenario for Leaders:

- ☐ You identify an objective or need that will benefit your organization
- ☐ You require help from one or many individuals
- ☐ You need to persuade and/or inspire them to take action



# Reframe the Objective of a Pitch

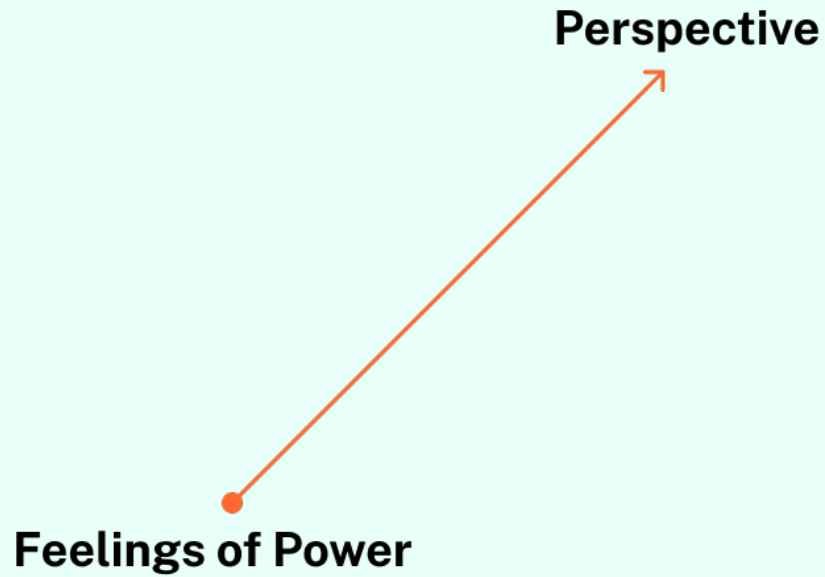




# Gain Perspective & Understanding



# Power as a Dial



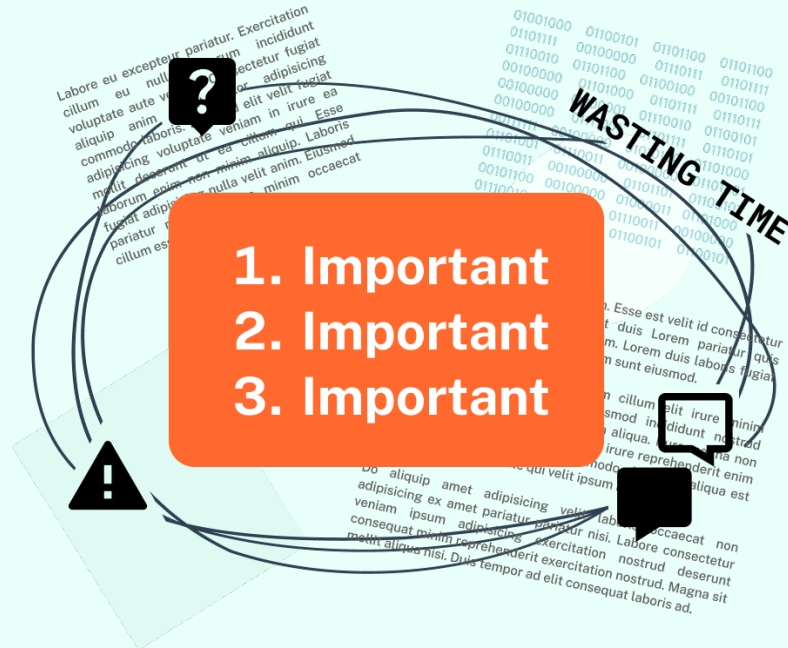
# Understand Your Audience



Focus on the 1% that matters



# The Art of Curation



# Be a Problem Finder

Why?



Why?



Why?



Why?



Why?



Root Cause



# Effective Frames

1. **Loss aversion** - focusing on losses > benefits, in most cases
2. **Opportunity cost** - there's a cost to every idea, every action
3. **Experiences** - people remember and value experiences over goods & services
4. **Less is more** - narrowing the set of options is more effective
5. **Contrast** - compared to what?
6. **Blemish** - with a long list of positives, it's effective to reveal the small negative
7. **Potential** - focus on the future potential more than the past experience. With uncertainty, people fill in the gray area with positives






Serving Others  
Keeps It  
Personal



# Case Study

A hospital in North Carolina needed to ensure everyone washed their hands due to a rise in avoidable infections.

Tested the following messages:



Self interest:  
“Keep Yourself Safe”

Patient protection:  
“Keep Your Patients Safe”

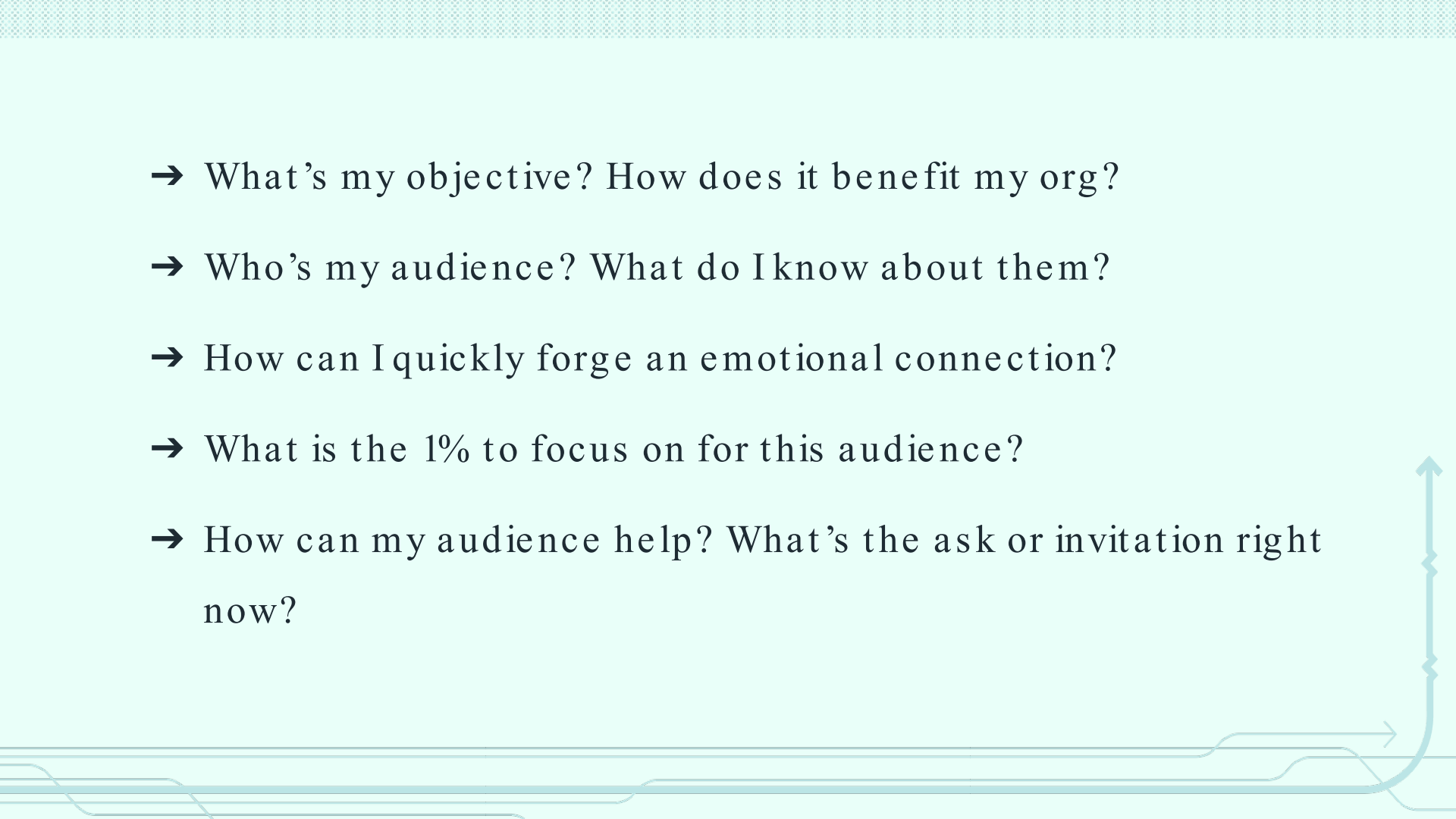
Fun slogan:  
“Soap Up, Germ Down”

What Resonates for You?



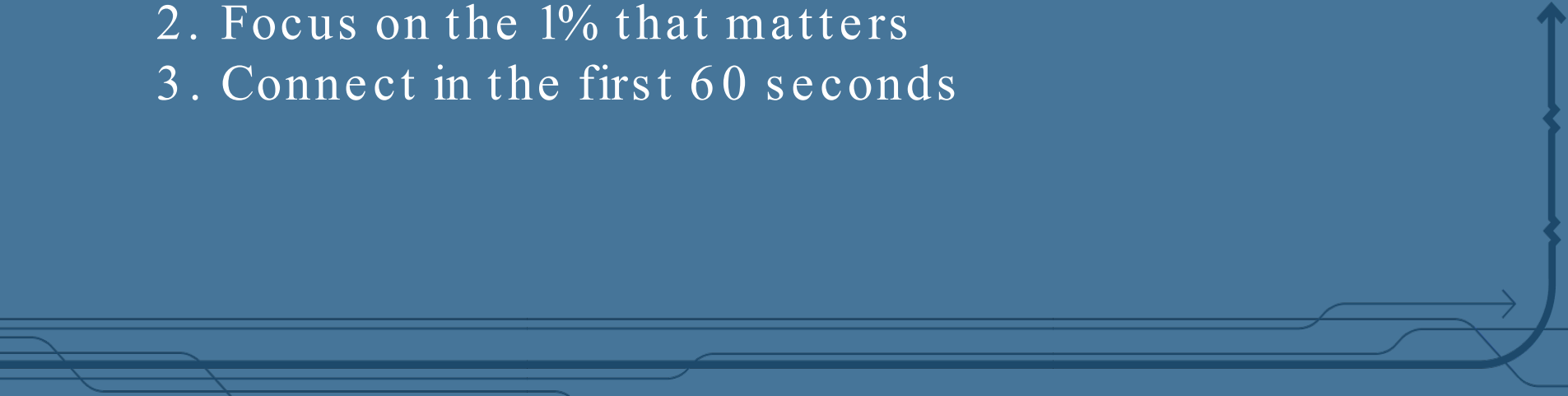
Let's Practice



- What's my objective? How does it benefit my org?
  - Who's my audience? What do I know about them?
  - How can I quickly forge an emotional connection?
  - What is the 1% to focus on for this audience?
  - How can my audience help? What's the ask or invitation right now?
- 

# Top 3 Takeaways

1. Understand before you persuade
2. Focus on the 1% that matters
3. Connect in the first 60 seconds





# Thank you!

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Schedule some time  
to connect!

