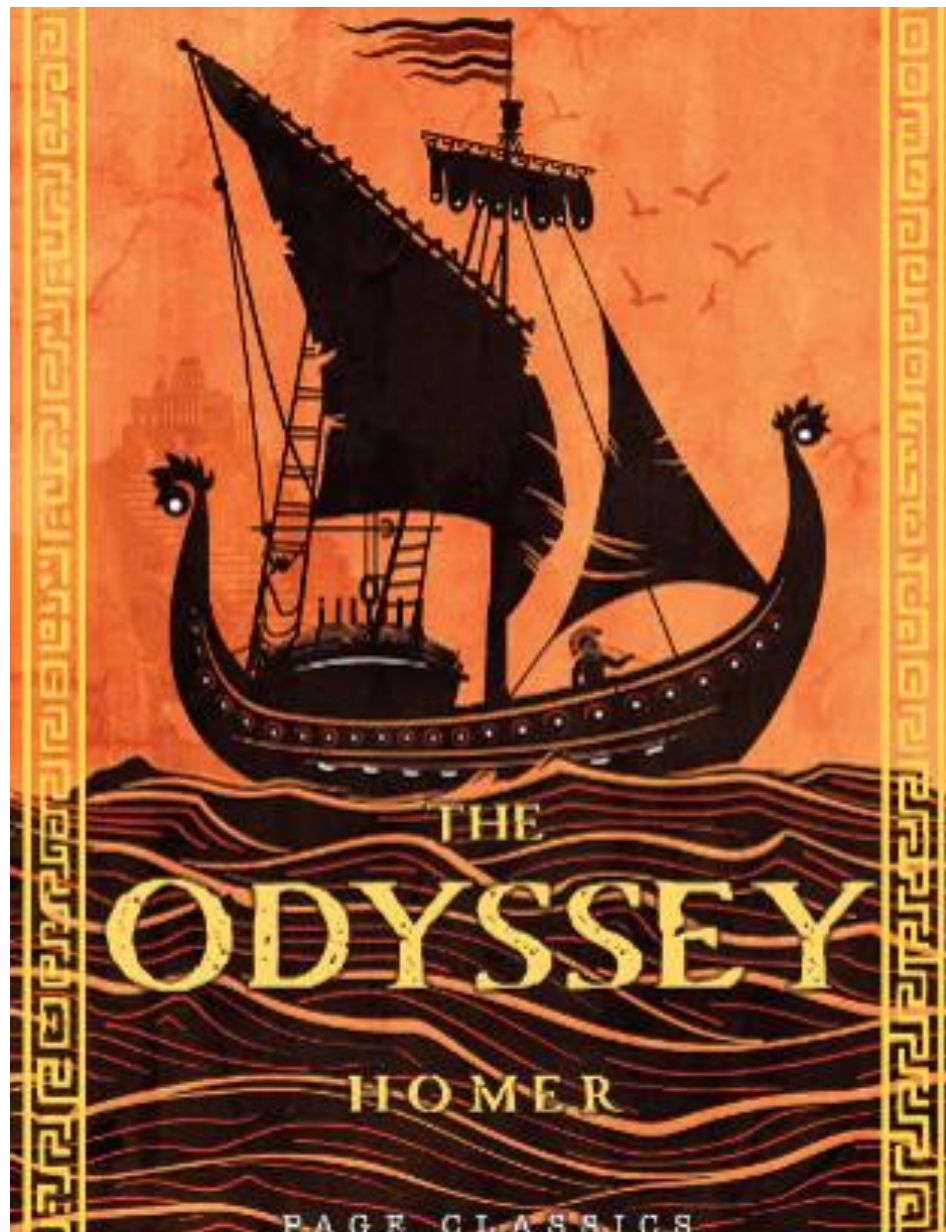


INVITATION TO NAVAL GAZING



STRUCTURAL ELEMENTS OF EFFECTIVE STORYTELLING



- **7 BASIC PLOTS**
- **ADVANCING THE NARRATIVE THROUGH CONFLICT**
- **COMPELLING CHARACTERS**
- **TYPES OF PERSUASION**
- **WORDS THAT EVOKE EMPATHY AND EMOTION**
- **TREATISE ON OXFORD COMMA**

HOW TO INTERVIEW A 22- YEAR-OLD WITH A TERMINAL ILLNESS

**Ethics and dignity when
telling emotional stories**

SHELBY KINSEY



**MOST OF US,
FUNDRAISERS,
MARKETERS,
COMMUNICATORS, ARE
ONE STEP REMOVED
FROM MISSION DELIVERY.**

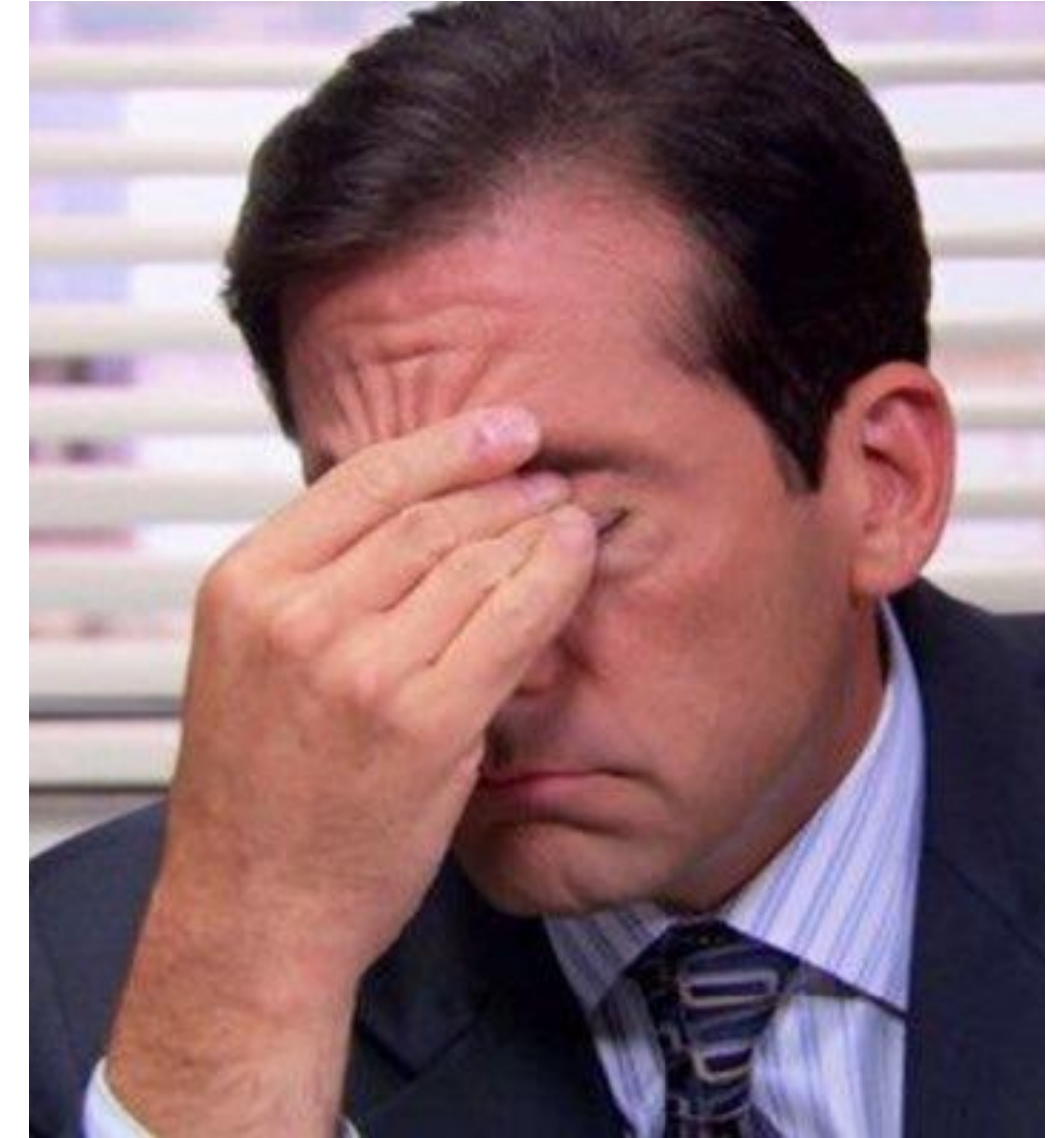
IF THIS IS SO OBVIOUS, WHY AREN'T WE TALKING ABOUT IT?



AUTHENTICITY

MATTERS

SOLUTION: HIRE STAFF WITH MISSION CONNECTION.



**OH WAIT. THAT'S A TERRIBLE IDEA. YOU ARE LIMITING YOUR POOL OF TALENT
AND PRIORITIZING CONNECTION OVER SKILLS. BLURRING THE BOUNDARIES
AND LIVING THE MISSION 24/7 CAN ALSO LEAD TO BURNOUT.**

BUT HIRE FOR CAPACITY TO CARE.

**IT'S YOUR
RESPONSIBILITY TO
FIND YOUR OWN WAY
TO CONNECT.**

**(THIS IS THE SLIDE WHERE AUTHOR BEGAN GRASPING FOR STRAWS IN
CHOOSING VISUALS)**





**IT'S ON THE
ORGANIZATION TO ALIGN
STAFF TO THE MISSION.**

BEN COLLINS



**WHEN
MISSION IS
A BUILT IN
FEATURE**

**“I AM IN THE BUSINESS OF
HUMAN EMOTION.”**

**TAYLOR SWIFT
and
YOU**



THANK YOU!

OLGA MOSHINSKY WOLTMAN

ABOUT ME:

**I WEAR MANY HATS WITH A SINGULAR
PURPOSE OF ADVANCING SOCIAL GOOD.**