



The Most Powerful Story

How charities can leverage the most powerful story ever told

6th November 2019

Presented by
Stephen Follows

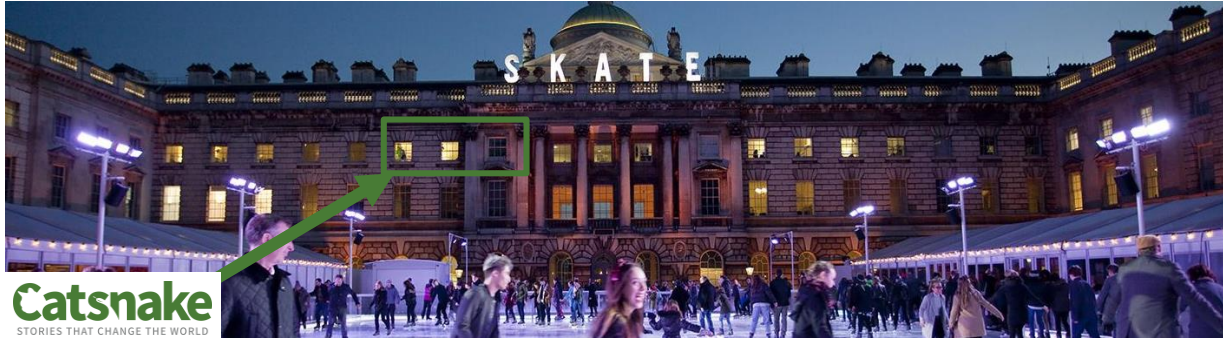
Creative Director

@StephenFollows

2

Catsnake – A story agency

- Catsnake is a story agency, focusing on the third sector and social impact



3

The three truths about stories



We all enjoy stories

Deep down, on a primal level



Stories affect us

We feel connected and personally involved



Stories inspire action

Far more than logic or reason

4

Once upon a time...



... in a land long ago...

250,000 B.P.

200,000 B.P.

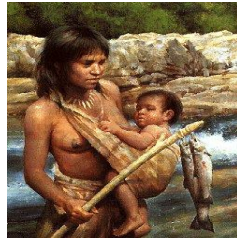
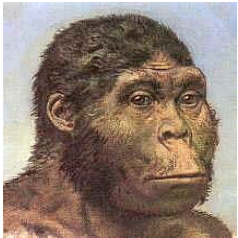
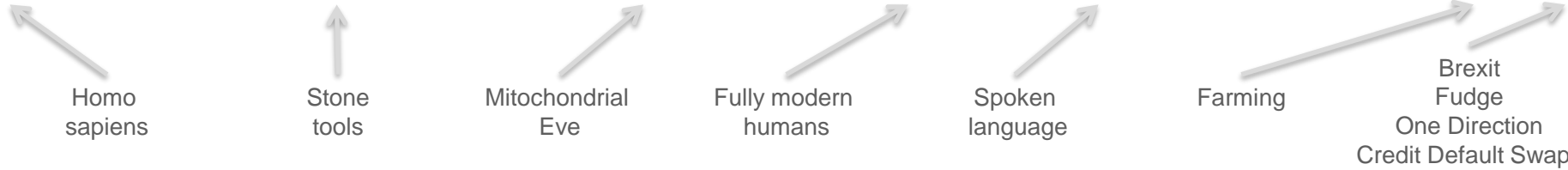
150,000 B.P.

100,000 B.P.

50,000 B.P.

10,000 B.P.

Present Day



6

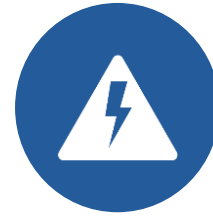
...we evolved tales

- The love of stories is hard-wired into our brains
- We use stories:
 - To connect
 - To protect
 - To explain and understand
 - For enjoyment
 - As medicine

Stories which unite and divide



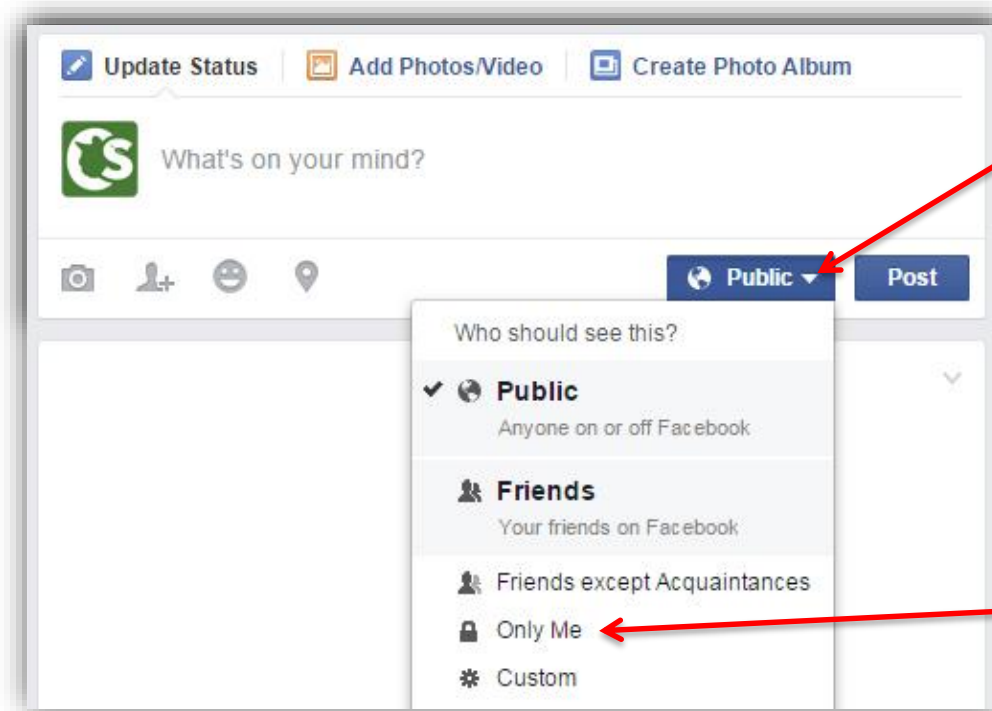
- Home is where you fully understand how the shower works.
- “What if I did a terrible thing right now?”
- When going through airport security “What if I accidentally have a gun?”



- What’s the best schedule for Christmas Day?
- Marmite
- Best plan for Brexit

- Loneliness hurts
- Loneliness as a feeling (as opposed to social isolation)
- Transient or chronic loneliness (temporary circumstance or long-term condition)
- Loneliness as a worldview – *“Each human being comes into the world alone, travels through life as a separate person, and ultimately dies alone”*
- We’re social creatures and social structures give us protection, meaning, joy and much more

The very worst thing you can ever do online...



The most powerful story is...

“We are all the same”

11 “We’re All The Same” in action: Nostalgia



“We’re All The Same” in action: Shared identity

Declaring yourself quite chuffed, to indicate you're the most pleased you've ever been

Inviting someone to a party, then providing a list of reasons not to come in case they don't fancy it

Saying you're pleased with your haircut despite the deep inner sadness it's causing you

Running out of ways to say thanks when a succession of doors are held for you, having already deployed 'cheers', 'ta' and 'nice one'

Not quite catching someone's name, meaning you can never speak to them again

Receiving an email ending in "regards" and wondering what you've done to cause so much anger

Being unable to turn and walk in the opposite direction without first taking out your phone and frowning at it

Never wanting to use an exclamation mark yet worrying you'll come across as miserable without one

Studies prove the power of a shared experience

The Telegraph

Racists absorb tolerance in ethnically mixed communities

Engineering neighbourhoods and schools so that they are ethnically mixed could tackle racism and prejudice, Oxford University academics claim



Professor Hewstone said governments could create more 'harmonious neighbourhoods' by encouraging different ethnic groups to mix



By Sarah Knapton, Science Correspondent
7:00AM GMT 04 Mar 2014

Follow 9,106 followers

Science News
News » UK News »
Education News »
Immigration »
Sarah Knapton »

People can be made less racist by simply moving to live in ethnically-mixed areas, new research shows.

An Oxford University-led international study found white people develop "passive tolerance" of minorities in mixed areas, even if they have no direct contact with them.

Professor Miles Hewstone, director of the Oxford Centre for the Study of Intergroup Conflict, said governments could create more "harmonious neighbourhoods" by doing more to encourage different ethnic groups to mix.

"If two white people with identical views went to live in different postcodes for a year, the person in the neighbourhood with more mixing between ethnic groups would likely leave more tolerant," he said.

"We would see this effect even if they never personally spoke to people from other ethnicities.

In Science News



Total eclipse, in pictures



Scott Kelly returns to Earth

Professor Miles Hewstone of Oxford University:

"If two white people with identical views went to live in different postcodes for a year, the person in the neighbourhood with more mixing between ethnic groups would likely leave more tolerant.

We would see this effect even if they never personally spoke to people from other ethnicities.

The size of this 'passive tolerance' effect on people's prejudice is of the same order as the effect of passive smoking on lung cancer risk"

MailOnline

**Has your town made you RACIST?
Living in 'ethnically diverse' areas
makes people more tolerant without
knowing it**



Comments 715

Share what you think



Phil, Essex, 6 years ago

Passive tolerance is a new euphemism for gritted teeth.



Harold Bishop, Brisbane, Australia, 6 years ago

Why should people have to tolerate this?



DripdripDMSF1section, London England, United Kingdom, 6 years ago

Wrong site to pose this question on!

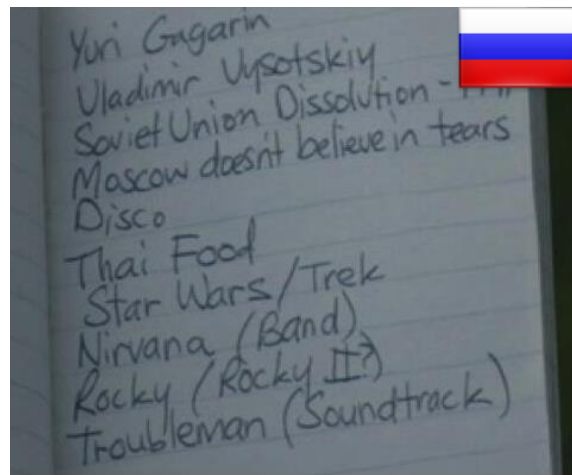
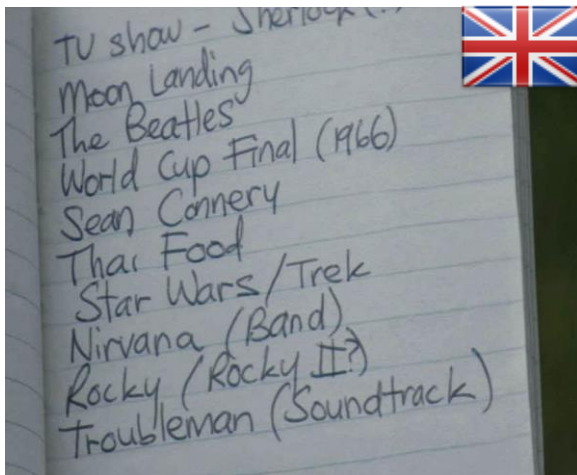
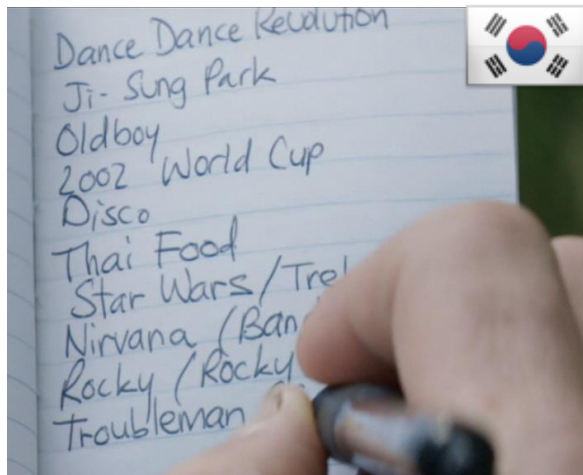
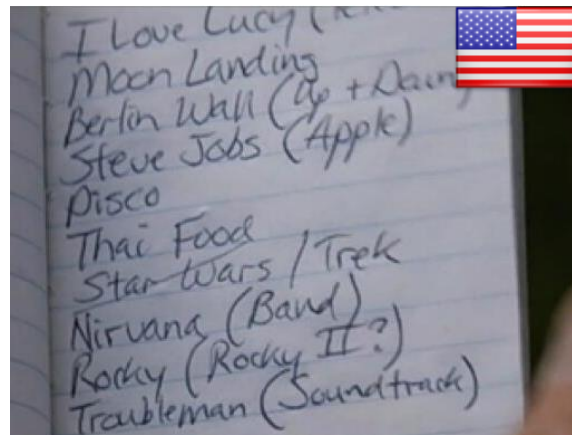
Using “We are all the same”

- Look for surprising connections or similarities
- Think of the deeper meaning behind an action or event
- What are you honestly thinking / feeling?
- Inspire people to unite
- Expose people to the everyday realities of your story’s participants
- Explain how something works or how it was discovered / created

15

Manufacturing togetherness

CAPTAIN AMERICA
THE WINTER SOLDIER



The emotions that cause action

	High Arousal	Low Arousal
Positive	Awe Excitement Amusement	Contentment
Negative	Anger Anxiety	Sadness

Stay in touch

For these slides, or to just swap stories, email me at

stephen@catsnake.com

