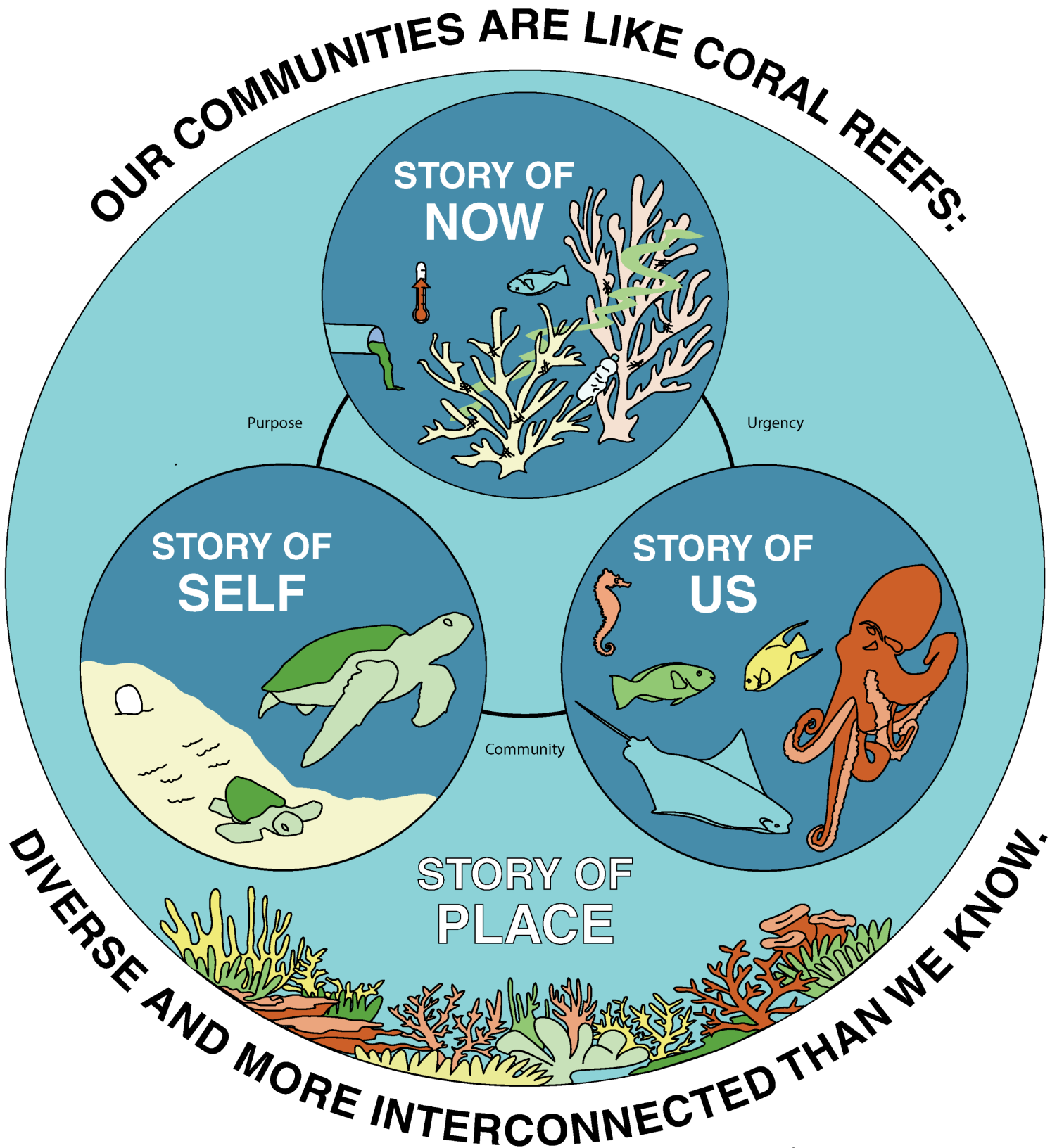


MOBILIZING SHARED VALUES

Worksheet Packet



STORY OF SELF

Mobilizing Shared Values Worksheet 1 (Page 1 of 2)

Unlock the power of story telling to unite people over shared values they may not realize they have! Leadership is about accepting responsibility to enable others to achieve shared purpose in the face of uncertainty. By telling a public narrative that connects self, us, and place, you build trust and help others access the moral courage to make choices in the now—choices that shape who we are, together. At the intersection of urgency and hope lies that choice, and telling the story requires the imagination to confront pain while revealing the possibility of change.

Before you decide what part of your story to tell, brainstorm answers to the following sets of questions:

Why am I called to lead others?

What values move me to act? How might they inspire others to similar action?

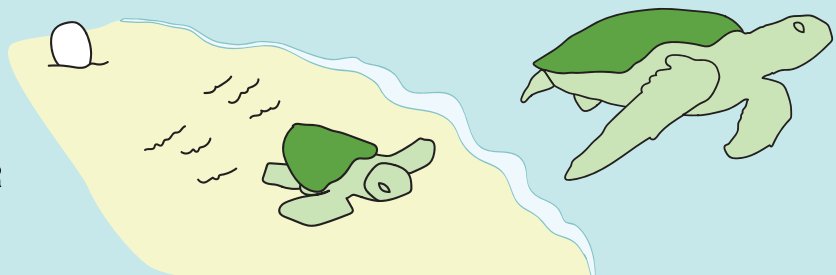
What specific stories can I tell from my own life about specific people or events that would show (rather than tell) how I learned or acted on those values?

Example Topics to Consider:

- *Family & Childhood*
 - Parents/Family
 - Growing Up Experiences
 - Your Community
 - Role Models
 - School
- *Life Choices:*
 - School
 - Career
 - Partner/Family
 - Hobbies/Interests/Talents
 - Experiences Finding Passion
 - Experiences Overcoming Challenge
- *Organizing Experience:*
 - First Experience of organizing
 - Connection to key books or people
 - Role Models



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STORY OF SELF

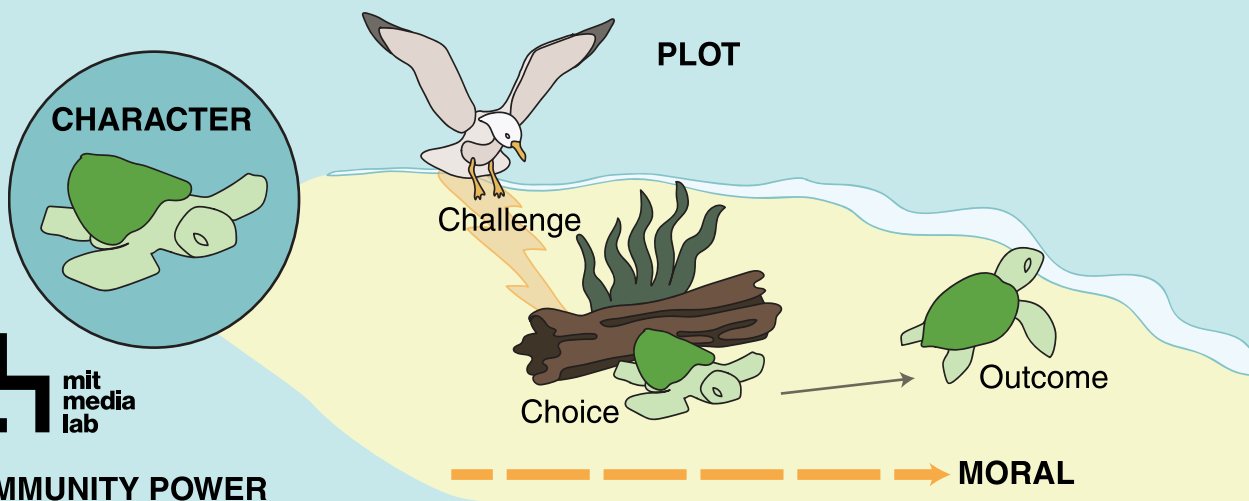
Mobilizing Shared Values Worksheet 1 (Page 2 of 2)

Next, select a **specific choice you made** during a challenge in your life that highlights the values and experiences shaping the leader you are today. Consider drawing **pictures** as you reflect on this choice below instead of only using words—Powerful stories engage as many of the listeners **senses** as possible.

Challenge <ul style="list-style-type: none"> • Why did you feel it was a challenge? • What was so challenging about it? • Why was it your challenge? 	Choice <ul style="list-style-type: none"> • Why did you make the choice you did? • Where did you find the courage or hope (or not)? • Did learning from others in your life impact your choice? • How did it feel? 	Outcome <ul style="list-style-type: none"> • How did the outcome feel? • Why did it feel that way? • What did it teach you? • What do you want to teach us? • How do you want us to feel?



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STORY OF US

Mobilizing Shared Values Worksheet 2 (Page 1 of 2)

The purpose of the Story of Us is to **create a sense of community among individuals who may not yet see themselves as one**, and to inspire hope that together we can make a difference. It draws on shared experiences and past actions to set the stage for future ones. Your goal is to tell a story that evokes our shared values and shows why we are called to take action now.

This may be a story of what we've done together, the challenges we've faced, and outcomes we've achieved — or of shared heroes who did the same. Hearing how we've met past challenges gives us hope we can meet new ones together. Your story of us may change each time you are talking to a different group of people as you create a new community with them.

Which specific shared experiences has this community experienced as meaningful moments? (Brainstorm about events, not characteristics, that your group feels connected around.)

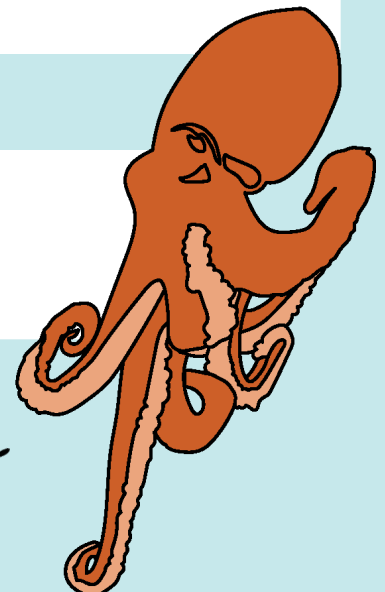
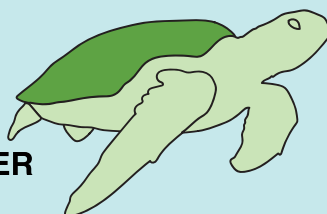
Which specific shared values are expressed in these shared experiences? Around which shared values do you hope to build a public narrative?

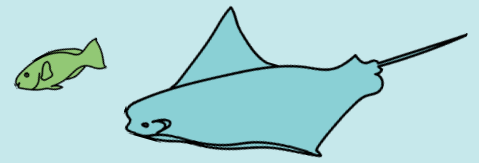
What are the challenges in these stories?

What are the sources of hope in these stories?



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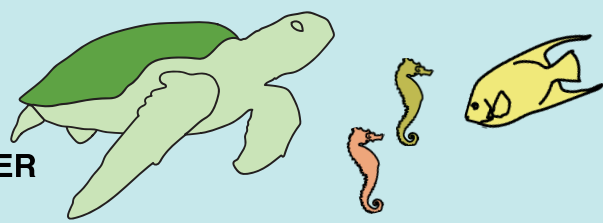
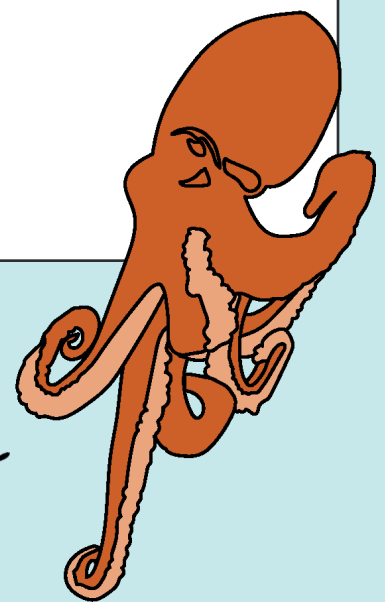


STORY OF US

Mobilizing Shared Values Worksheet 2 (Page 2 of 2)

Choose a few of the stories you brainstormed on the previous page to flesh out in **vivid detail** in the **chart** below. **Multiple copies of this page can be printed** to work through each story individually. Remember, you can use this space to draw **pictures** instead of writing words, to help you think about where to add detail and nuance in your story.

Challenge	Choice	Outcome
<ul style="list-style-type: none">• What was the challenge we faced?• What's the root of that challenge?	<ul style="list-style-type: none">• What specific choice did we make?• What action did we take?	<ul style="list-style-type: none">• What happened as a result of our choice?• What hope can it give us?



STORY OF PLACE

Mobilizing Shared Values Worksheet 3

In ecological restoration work, different factions of a campaign's constituency can often be united over their **common connection to the ecosystem** that the campaign is aiming to protect. Each place has a history and ecosystem dynamics that people can learn from and relate to. In building narrative, the Stories of Self, Us and Now all tie back to this Story of Place.

What place are you trying to steward? (Stewardship can be considered actions that contribute to the ongoing commitment to care for and protect an ecosystem.)

What is your connection/your constituency's connection to this place?

How does this place make you feel? How can your constituency relate to those feelings?



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STORY OF NOW

Mobilizing Shared Values Worksheet 4

The Story of Now describes an **urgent choice** faced by the “us” whom you hope to mobilize to act: a challenging vision of what will happen if it does not act, a **hopeful** vision of what could be if it does act, and a call to commit to the **action required**. In this way a story of now makes the bridge from story – why we should act – to **strategy** – how we can act effectively.

Why is it urgent to act now? What will happen if we fail to act? What stories can highlight the urgency of this challenge for this community?



How do you know? What’s the source of hope? What makes it plausible? What makes success possible?

What choice are you asking each person to join you in making right now? Why will it add up? How could it achieve the desired outcome?



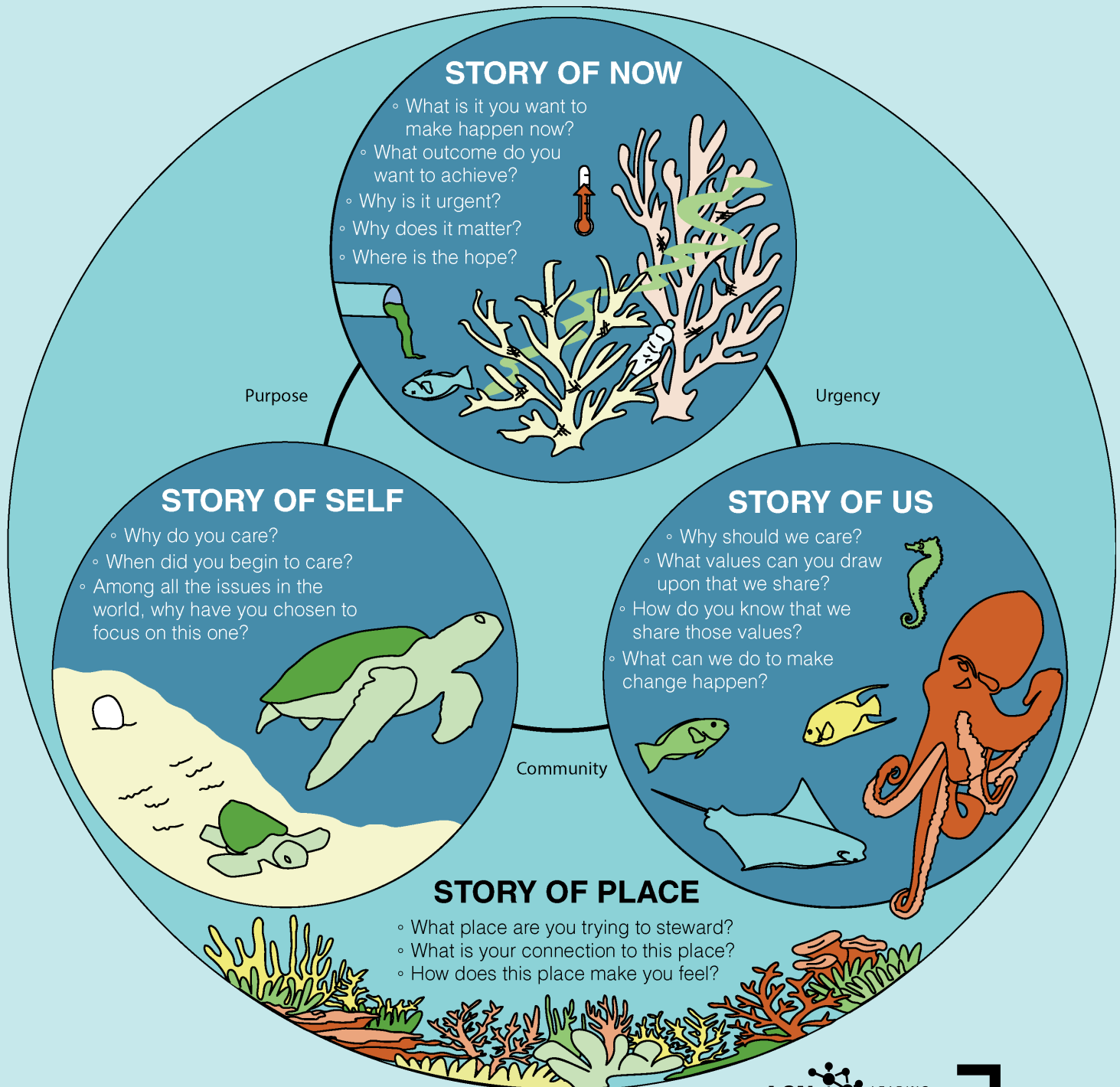
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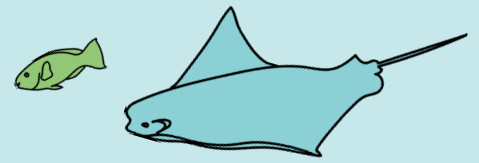


LINKING SELF/US/PLACE/NOW

Mobilizing Shared Values Worksheet 5 (Page 1 of 3)

Crafting a complete public narrative is a way to connect three core elements of leadership practice: **story** (why we must act now, heart), **strategy** (how we can act now, head), and **action** (what we must do to act now, hands). To combine the stories of self, us, place and now, you have to find the **link** between why you are called to this mission, why we as a community are called to this mission, and what our mission calls on us to do now. That linking may require you to continually rethink the stories of self, us, place and now that you are working on.





LINKING SELF/US/PLACE/NOW

Mobilizing Shared Values Worksheet 5 (Page 2 of 3)

As you begin developing your linked narrative, remember that **your values are what link the different pieces of your story together** so make sure you communicate clear, consistent values throughout. Also be sure to include self, us and now as well as challenge, choice, and outcome. **Once you've crafted your linked narrative, you should be able to fill in each box below.**

	Challenge	Choice	Outcome
Self			
Us			
Now			

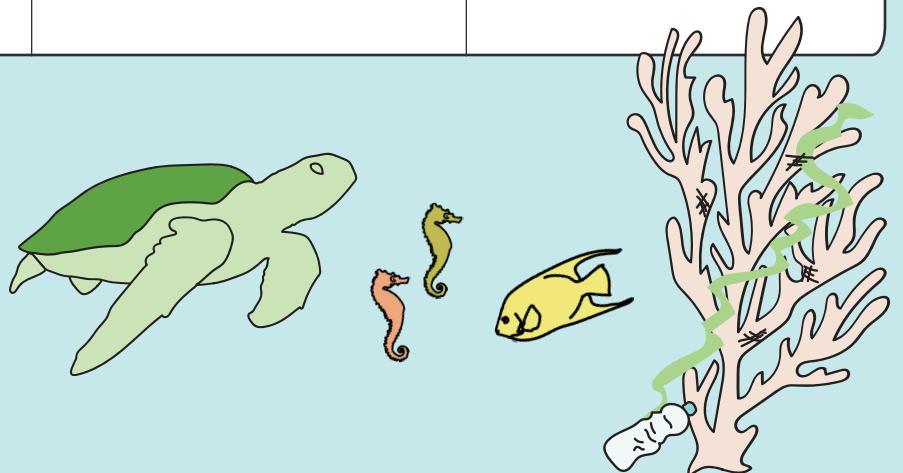
Ties back to Place? ☐

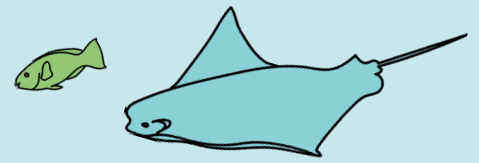
Clear and consistent values? ☐

Values present throughout? ☐



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LINKING SELF/US/PLACE/NOW

Mobilizing Shared Values Worksheet 5 (Page 3 of 3)

Your narrative is always a **“work in progress”**. The goal of this worksheet packet is not to create a final “script” of your narrative that you will use over and over again. The goal is to enable you to begin learning a process you can use to **adapt** your narrative over and over and over again, when, where, and how you need to in order to strengthen your own capacity – and that of others – for purposeful leadership and action.

Use this page, and as many copies of it as desired, to take additional notes on your overall narrative:



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