What does it take to convert training into practice?
What gets the “new stuff” into everyday practice...

- Hearing information = 5%
- Info + Demo = 10%
- Info + Demo + Practice = 20%
- Info + Demo + Practice + Feedback = 25%
- Info + Demo + Practice + Feedback + In-situation coaching = 90%

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Agenda

1. Why your story is important
2. Tips for telling your story
3. Listen to an example
4. What makes a story “work”
5. Write your own story
6. Practice your story and feedback
Ground Rules

To get the most out of this training, we ask you to agree to the following:

• Participate fully

• Help keep us on time

• Turn off cell phones
Who’s in the room?
Warm-up Activity

✓ What makes a story less effective with policymakers?

✓ What makes a story more effective with policymakers?
Now, with an understanding of what helps make a story more effective...

let’s get started!
Why tell your story?

Because every American who experiences mental illness deserves the opportunity for recovery.
Treatment works and recovery is possible.

Your story is proof.
But despite the prevalence of mental illness...
Most don’t get the mental health care they need.
And without mental health care, America pays a high price in...

- school failure
- unemployment
- homelessness
- criminalization
And without mental health care, America sacrifices its future to suicide.
“Our lives begin to end the day we become silent about things that matter.”

Martin Luther King, Jr.
real stories change hearts and minds
But, some stories are more effective than others.
We’ll start with some tips for telling your story...

Tip #1
Your audience is not your therapist
Tip #2
Keep it brief—stick to the highlights
Tip #3

Emotion should move—not overwhelm
Tip #4

Motivate with hope and recovery
Tip #5
Make an “ask”
With our tips in mind, let’s get started...

– Listen to our guest story

– Notice your reactions as you listen
Let's look at what makes our sample story work...

– Look at the first sample story

– Compare it with your Seven Steps checklist
Write your own story...

- Use your Story Practice Sheet to write your story
- Refer to your Seven Steps checklist and sample stories for help
Practice sharing your story…

− Get in a group of three
− Take turns sharing your stories
− Give and receive constructive feedback to strengthen your impact
What was effective?
Congratulations!

What did you learn?
Where will you use your story?
We value your feedback

Please turn in your evaluation form
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