

Public Narrative for Latino Education Success

Presented by
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Summit on the
State of Latino Education

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Agenda

1. Definitions

2. Overview of Theory

- i. The 3Hs: Head, Heart, & Hands
- ii. S.U.N.: Self, Us, Now
- iii. Story: Challenge, Choice, Outcome

3. Examples

4. Coaching

5. Recap

Leadership

“Leadership is taking
responsibility for enabling
others to achieve a shared
purpose in the face of
uncertainty.”

Marshall Ganz

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Marshall Ganz

Public Narrative

The Art of inspiring Action

Head + Heart = Hands



+



=



strategy

head

*critical reflection
on experience*

HOW

COGNITIVE

LOGOS

ANALYSIS

narrative

heart

*story telling
of experience*

WHY

AFFECTIVE

PATHOS

MOTIVATION

*shared
understanding
leads to*

action

hands

Two Kinds of Knowing

Barack Obama Speech at 2004 DNC Convention

<http://www.youtube.com/watch?v=fMNIofUw2I&feature=related>

Total 10 min
Discussion 5 min

S.U.N.

Why You?

Why Us?

Why Now?

S.U.N.



James Croft's Story of Self

<http://www.youtube.com/watch?v=LM-fxPrSZZ8>

Total 5 min

Discussion 5 min

Susan's Story of Us (Camp Obama)

<http://www.youtube.com/watch?v=Z-WEM-taoG8>

Total 3 min

Discussion 5 min

The Girl Effect: The Clock is Ticking

<http://www.youtube.com/watch?v=1e8xgF0JtVg>

Total 3 min

Discussion 5 min

Narrative Structure

character

CHALLENGE

plot



CHOICE



OUTCOME



moral

Action

ACTION
INHIBITORS

ACTION
MOTIVATORS

inertia

urgency

apathy

anger

fear

hope

isolation

solidarity

self-doubt

Y.C.M.A.D.

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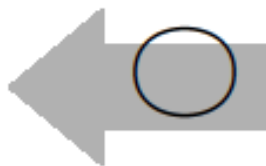
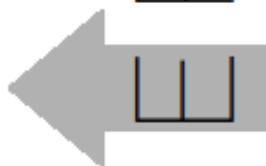
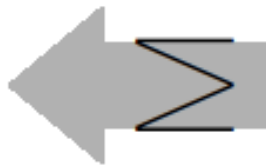
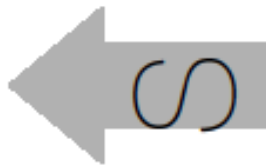
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HOPE

“Hope is belief in the

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Sí, se puede



Recap

- Head, Heart, & Hands
- Self, Us, Now
- Challenge, Choice, Outcome

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Glow From Within!

Jayanti : “Public Narrative shows how to bring out the ‘glow’ from within, rather than how to apply a ‘gloss’ from without.”



Key Learnings

?

EXTRAS

Rev Dr. Martin Luther King Jr. Story of Now

<http://www.youtube.com/watch?v=t8AygXmgFM>

Total 6 min

Discussion 5 min