WHAT’S YOUR STORY?

USE THE POWER OF STORY TO
CONFIDENTLY INSPIRE CHANGE

Jill Castle, MS, RDN
School Nutrition Association, Annual National Conference
St. Louis, MO
July 14 - 16, 2019
FEARLESS FEEDING
HOW TO RAISE HEALTHY EATERS FROM HIGH CHAIR TO HIGH SCHOOL
FULLY REVISED AND UPDATED
JILL CASTLE • MARYANN JACOBSEN
OBJECTIVES:

1. Use effective storytelling to connect with your audience and transform their thoughts and actions.
2. Uncover one story that you can use in your next presentation.
3. Incorporate stories and a call-to-action to garner the outcomes you want in every presentation or talk you give.

2019 Jill Castle, MS, RDN
AFFILIATION OR FINANCIAL DISCLOSURE

Beef Checkoff Speaker’s Bureau
New England Dairy & Food Council Blogger Network
Nutrition Expert/Advisor
   Once Upon a Farm
   Brainiac Kids
   Needed
Creator
   The Nourished Child Project
   Eat Like a Champion
   The ADHD Diet for Kids
   THRIVE Mastermind for RDs & Food Parenting PRO for RDs
Expert Contributor
   US News & World Report For Parents blog
Nutrition Advisor, Parents Magazine
Stories are how we remember.
THE BRAIN

Personal Desire

Expectations vs. Reality

Purpose
We forget bullet points and lists.
WHY TELL STORIES?
A story moves us from power *over* others to power *with* others.
Stories have the power to change the way others think.
HUMANIZE THE BORING STUFF
A good story **inspires** the heart and mind, **harnesses** the imagination, and gets people to **pay attention** instead of ignore you.

2019 Jill Castle, MS, RDN
START WITH THE QUESTION

What do I want for my audience?
WHAT DO YOU WANT YOUR AUDIENCE TO THINK, SAY, OR DO?
TYPES OF STORIES

✓ Lessons Learned
✓ Experience/Insights
✓ Another person’s story/(no need to identify)
✓ Overcoming obstacles/resistance
✓ Disruption
THE BASICS OF STORYTELLING

- Keep it short and to the point!
- 2-4 minutes
- Understand WHY your story matters and HOW it connects with your audience
- Know the action you want the audience to take
THE KITCHEN IS A CLASSROOM
A GOOD STORYTELLER WILL...

- Ask
- Connect
- Be Transparent
- Be Vulnerable

2019 Jill Castle, MS, RDN
GOOD STORYTELLERS...

✓ Listen, engage and interact
✓ Empower others
✓ Give with generosity
✓ Are human, truthful & trustworthy
✓ Have a point to make
✓ Are persuasive & action-oriented

2019 Jill Castle, MS, RDN
What stories have shaped you? Your purpose?
Are you free from this story so you can share it?
Why are you sharing this story? How do you want it to impact, influence or inspire your audience?
How does your story tie in with the lives of your audience?
Why is your story memorable?
THE DO’S & DON’TS OF STORYTELLING

2019 Jill Castle, MS, RDN
DO: ENGAGE THE AUDIENCE WITH STORY
DON’T: HIDE BEHIND SLIDES, DATA, NUMBERS
DO: USE PERSONAL EXPERIENCES

- Highlight **positive** outcomes
  - More lunch participants? Tell the story of how that happened

- A new **program** or a **cause**
  - Describe how it all came about

- Your **experience** and insight
  - Your historical view of school nutrition, your trajectory
DON’T: HIDE THE STRUGGLES
DO: BRING CHARACTERS TO LIFE
DON’T: BE IMPERSONAL

what's the opposite of impersonal?

personal, warm, friendly, informal, individual, compassionate, interested, personable, sympathetic

2019 Jill Castle, MS, RDN
DO: SHOW
DON’T: TELL
DO: BE MEMORABLE
DO: ENd WITH A POSITIVE TAKE-AWAY
Use the ANC App to evaluate the education sessions you attend and you will automatically be entered to win a FREE registration to ANC 2020 in Nashville.*

One entry per person. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.
THANK YOU!

- Contact: Jill Castle, MS, RDN
- Website: www.JillCastle.com
- Jill@JillCastle.com
- 615-943-1960

Stop by my book table and say Hi!