

Powerful Stories, More Powerful Storytelling Skill-Building Session

Dr. Magda Peck

Story Strategist/Health Impact Consultant

MP3 Health Group & SquareRoot Stories



Magda Peck is a story strategist, applied scientist, and creative champion for healthier women, children and families. She is co-founder and co-creator of multiple breakthrough initiatives and lasting institutions for health equity and community vitality. Magda fosters collaborative leadership for the greater good, to translate ideas into action to get measurable, positive results. She offers sage mentoring, strategic coaching and dynamic training for leaders in academe and practice who face juicy opportunities and adaptive challenges, at every age and stage. Currently Dr. Peck is Founder and Principal of MP3 Health Group, a consulting practice dedicated to creative leadership and strategic collaboration for health-impact innovation and systems change. She also is co-founder of SquareRoot Stories, a new collaborative partnership working with practitioners and communities to bring data to life for greater health and equity, through strategic storytelling. Her academic appointment as Adjunct Professor of Public Health and Pediatrics is at the University of Nebraska Medical Center (UNMC).

More recently, Magda immersed in the art and science of strategic storytelling. She was a 2015 urban storytelling fellow focused on racial equity, in Milwaukee WI. In 2018, she participated in Stanford Social Innovation Review's Frontiers of Social Innovation and completed training with SSIR on the Science of Storytelling. She also has training in strategic story-work and storytelling performance with StageBridge, and digital storytelling with StoryCenter, both in Oakland CA. She has provided consultation, training and coaching with multiple partners to advance strategic storytelling in public health practice and leadership, including CityMatCH, AMCHP, Healthy Start (TASC), PrevCon, APHA, and UNMC Great Plains Health Leadership Institute.

Magda (she/her) is Mom to two fine men - Sam and David, and silly Gramma to Eleanor and August, whose father and uncle love them with all their heart and all their might. She lives and works by the San Francisco Bay in Richmond California, on Ohlone ancestral lands. She comes from generations of persevering, proud Jews from across oceans, whose gumption and grace have brought her to this Shehecheyanu moment. And the G. is for Georgia - and that's another story.



*Healthy Start Consumer Convening
Hosted by the Healthy Start TA & Support Center at NICHQ*

Everybody is a **story**.*

Everybody has a story to tell.



It's yours.

It's your super power.

It's your most sacred currency.

*Rachel Naomi Ramen **Kitchen Table Wisdom**

MP's TASC Consumer

Workshop

Resources + Opportunities...Lead On!

CONTACT: magda@magdapeck.com

Magda G Peck ScD, MP3 Health Group

Health Impact Consulting | Creative Leadership | Strategic Storytelling



Auntie M's 3 INVITATIONS:

- 1. Become a more powerful *STORYTELLER***
- 2. Find your powerful 'ANCHOR STORY'**
- 3. Use your stories to make *CHANGE* happen**



ONE SENTENCE STORY

6 – 9 words, please

**ONE THING YOU WANT OTHERS HERE
TO KNOW ABOUT YOU**





“The shortest distance between two people
...is a **story.**”





Magda Peck, ScD, ScM, PA
Founder/Principal, MP3 Health Group
Co-Founder, SquareRoot Stories
Adjunct Professor, Pediatrics + Public Health
University of Nebraska Medical Center
Co-Founder, Great Plains Leadership Institute
Founder and Senior Advisor, CityMatCH
Founding Dean, Univ of Wisconsin – Milwaukee
Joseph J Zilber School of Public Health

What they say about me.



What I know about me

Magda (Madge)

Leadership Catalyst , Mentor and Coach

Strategy Consultant for Health and Justice

Storyteller for Social Change

*Daughter, Sister, Mother, Auntie M, **GRAMMA***

(a Modern Elder, too)

Everyone is a Storyteller. *Everyone has stories to tell.*

**WHAT'S THE STORY
OF YOUR NAME?**



BUDDY TIME!

OUR Touchstones. OUR Agreements.

- 1. Be 100% present.** Set aside the usual distractions of things undone from yesterday, things to do tomorrow. Bring all of yourself to this work. We all learn best in spaces that truly welcome us. Let's welcome others to this space and presume that you are fully welcomed.
- 2. Listen deeply.** Listen intently to what is said. Listen to the feelings beneath the words. Listen also to yourself. Strive for a balance between listening and reflecting, speaking, and acting.
- 3. Always by invitation.** It is never 'share or die.' You are invited to share your stories. You may be invited to work in pairs, small groups, and in the large group. The invitation is exactly that. *You* determine the extent to which you want to participate in our discussions and activities.

Touchstones - Agreements

4. No fixing. Each of us is here to discover our own truths, and to take our own journey. We are not here to set someone else straight, or help right another person's wrong, or to 'fix' or 'correct' what we think is broken, or incorrect in another member of the group.

5. Suspend judgment. Set aside your judgments. By making a space between judging and reacting, we can listen to the other – and to ourselves – more fully. Our ideas, perspectives, decisions and actions can be more informed.

6. Identify assumptions. Our assumptions often are invisible to us, yet they shape how we see and hear things - our world view, our decisions and our actions. Only when we are aware of what we assume is going on, can we set our assumptions aside, and open our minds to greater possibilities.

Touchstones - Agreements

7. Speak your truth. Say what is in your heart. Trust that your voice will be heard, and your contributions will be respected. Your truth may be different from, even opposite of, what another has said. Speaking your truth is not debating with, or correcting, or interpreting what someone else has said. Own your truth by speaking only for yourself.

8. Respect Silence. Silence is a rare gift in our busy world. After you or another has spoken - *or told their story* – take a pause. Take time to reflect and fully listen, without rushing to filling the space with words. Take a breath.

9. Maintain Confidentiality. Create a safe space by respecting the confidential nature and content of stories shared, and discussions held. What is said here, remains here, unless there is clear permission given to share it elsewhere.

Touchstones - Agreements

10. When things get difficult, turn to Wonder.

If you find yourself disagreeing with another, or becoming judgmental, or getting defensive, or shutting down, try turning to wonder:

“I wonder what brought her to this place?... I wonder what they are feeling right now?”

Be curious!

B R E A T H E

MFW

4 POWERS OF STORIES



Make Sense of Data



Humanize Numbers



Lift up Lived Experiences



Hack Brain Hardwiring

Storytelling is something our **BRAINS**
are **HARDWIRED** to do...
to **MAKE SENSE...to FIND MEANING.**

Antonio Damasio: **Neuroscience of STORY**

“I’ve learned that people will forget
what you said. People will forget
what you did.

But people will *never* forget how
you made them **feel.**”

--Maya Angelou

Emotions* make stories stick. **STICKY STORIES LAST.*

Poetry. Song. Movement. Pictures. Plays.
Braille. Sign Language. Singing. Dance. Art.
Graffiti. Ink/Tattoo...Create!



So many kinds and ways to tell.





CHALLENGE:

To Change the Narrative,
CHANGE THE STORY

HEALTHY START 2023...

What must be our new narratives?

“If you have prior knowledge saved in memory, the only thing that will compel you to change that existing belief is a replacement story that is more powerful, influential and effective than the original.”

B R E A T H E

MFW



1. CHOOSE the story.

2. GROW the story.

3. CRAFT the story.

4. TELL the story.

StoryWork “CYCLE”



Everybody is a story.

■ Finding your ANCHOR STORIES...



“Anchor Stories” are at the root of WHY we do what we do...and have to keep on doing it.

We must know *and be willing to tell* our stories first.... Before we ask others.

And we **must listen deeply**, to the stories that want to be told.

Leadership + ANCHOR STORIES

Okay, so let's practice.

It always starts with a **MOMENT.**



MOMENTS.

Tell me about a time when...

***You felt POWERFUL or POWERLESS
VISIBLE/HEARD or SILENCED
in the work you do for healthier, safer,
moms and babies, fathers and families***



***LET'S STORY
SWAP***

wisdom from my

story buddies

- *Amanda Henley Dakisha*

Mitchell

- *Tamela Milan-Alexander*

***How does it feel to choose,
grow, shape, and tell a
powerful story?***

Amanda, Dakisha, Tamela



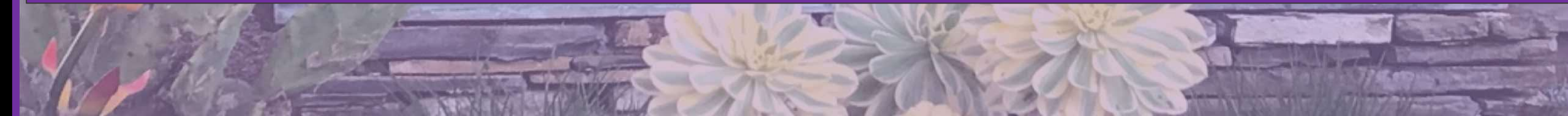
So, let's make, invite and share
more **powerful** stories.



**StorySwaps. StoryCircles. StoryWork....
Starting with us, for us.**



...closing stories





TO THE *mothers* AND
THE **MOTHERLY**:

KEEPERS OF *traditions*.
SUSTAINERS OF **CULTURES**.
pillars OF SUPPORT.
CREATORS OF BEAUTY.
BACKBONES OF
communities.
PROTECTORS OF **DREAMS**.
CONDUITS OF *love*.
MAY YOUR *legacies* FAR
OUTLIVE YOUR NAMES.
MAY *generations* TELL
YOUR STORIES.



Everyone is a Storyteller. *Everyone has stories to tell.*

**WHAT'S THE NAME OF
YOUR STORY?**

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Thank You!

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 **HRSA**
Maternal & Child Health

NICHQ
National Institute for
Children's Health Quality

HEALTHY
start 
TA & SUPPORT CENTER