



# Storytelling for Sustainability: Deepening the Case for Change

*Dr Jeff Leinaweaver*

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Storytelling is an ancient practice and a priceless skill. For sustainability practitioners who want to be more strategic and have more influence in shaping a better world, it is a crucial skill to master. In this D?Short, veteran sustainability strategist and storyteller Jeff Leinaweaver shows you which ways of storytelling 'transmit resonance' and lead to success and which lead to failure. You will learn techniques for using storytelling to attract attention and get better results, whether you are communicating statistics and priorities, advocating for change, organizing stakeholders, or building an authentic brand and community. Storytelling for Sustainability offers a comprehensive primer on storytelling and a range of insights and practical exercises, including: the failure of the sustainability story, discovering your passionate fact, your convenience story, reverse storyboarding, and ehat's my storyline?

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