The Mechanics of Storytelling
Introducing the UNESCO MAB Network
Jeff Melnyk - @jeffwithin
Telling a powerful story

- stories have structure
- we emotionally connect with the hero of the story
- when I see myself in the story, I see the value
Creativity requires structure
Introduce me

Hook me into the story of the biosphere. Why is it important to me?

- The purpose of UNESCO MAB
- Why the local area is a biosphere reserve and the opportunity that brings to people
Introduce me

Hook me into the story of the biosphere. Why is it important to me?

• The purpose of the UNESCO MAB
• Why the local area is a biosphere reserve and the opportunity that brings to people

Tell me more

Give me more detail about what the biosphere reserve is in relationship to me?

• What a biosphere is and how the MAB values are lived
• The specific local challenges that the biosphere solves
• How the biosphere adds value to the lives of people in the local area
<table>
<thead>
<tr>
<th>Introduce me</th>
<th>Tell me more</th>
<th>Show me impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hook me into the story of the biosphere. Why is it important to me?</td>
<td>Give me more detail about what the biosphere reserve is in relationship to me?</td>
<td>Give me the proof that the biosphere reserve makes a difference</td>
</tr>
<tr>
<td>• The purpose of the UNESCO MAB</td>
<td>• What a biosphere is and how the MAB values are lived</td>
<td>• How the biosphere reserve addresses the Sustainable Development Goals</td>
</tr>
<tr>
<td>• Why the local area is a biosphere reserve and the opportunity that brings to people</td>
<td>• The specific local challenges that the biosphere solves</td>
<td>• Examples of measurable impact and how that has created a positive future for the region</td>
</tr>
<tr>
<td></td>
<td>• How the biosphere adds value to the lives of people in the local area</td>
<td></td>
</tr>
</tbody>
</table>
Within People is an international partnership that helps people to find their purpose and grow.

Visit us to find out more: withinpeople.com