Developing Your Personal Story

Community Oncology Alliance’s 2018 Conference

April 12, 2018
### How to tell an effective story

1. Be yourself, and speak from the heart
2. Emotion is good, but keep it controlled
3. Express your strong support for CO given your personal experience
4. Stick to your talking points: diagnosis, treatment, outcome(s)
5. Convey that millions of others have similar stories to share
6. Be brief. Tell your story in 4-7 minutes
Understand your power

• Personal experiences = political power, they give credibility or authority to speak out on various issues.

• You are the only person who possesses your unique experience; no one else is better qualified to share your story.

• When policymakers need to make decisions on issues, real people just like you often make the difference.
Develop talking points/messages

TALKING POINTS

IMPORTANCE OF CO

YOUR STORY

POLICY POSITION
Practice

Target length: 4 to 7 minutes