

CASE STUDY: BUILDING NARRATIVE LEADERSHIP TO ADVANCE REPARATIONS ADVOCACY

Client: Liberation Ventures

Sector: Social Impact / Movement Building

Engagement: Custom 3-Day Hybrid Storytelling Learning Arc

Participants: 12 total, including staff, board, and key funders



THE CHALLENGE

Liberation Ventures is moving people along a continuum of support for reparations, from awareness to advocacy. Their research revealed a key insight: personal storytelling shifts hearts and mobilizes action.

Many leaders had strong policy expertise but lacked a clear personal narrative, felt hesitant sharing vulnerable stories, didn't have a repeatable framework, and struggled with nerves in high-stakes settings.

To move the movement forward, they needed more than messaging. They needed storytellers.

THE SOLUTION

A Hybrid Storytelling Learning Arc

We co-designed a three-day experience blending group training, 1:1 coaching, and live presentation.

Day 1 — Group Training

Story Architecture + Embodiment

- Building powerful personal narrative arcs that honor participant agency
- Connecting lived experience to reparations advocacy
- Breath, voice, and nervous system regulation
- Establishing psychological safety and rigor

Participants left with a draft story and a shared framework.

Day 2 — Individual Deep Dive Coaching

Each leader received 1:1 coaching to:

- Narrow and sharpen their narrative
- Clarify emotional throughline
- Strengthen specificity and resonance
- Align delivery with intention
- Bring their own authenticity and personal style to the story

Every participant left with a refined, advocacy-ready story.

Day 3 — Group Showcase & Feedback

Participants delivered their stories live and received structured feedback on:

- Clarity
- Emotional impact
- Embodied presence
- Invitation to action

The result: increased narrative confidence and collective capacity.

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THE IMPACT

8 of 12 participants completed surveys (67% response rate)

Measurable Growth Across Key Competencies

Competency

Understanding of storytelling structure

% Increase

+94%

Personal storytelling ability

+64%

Delivery & presence

+54%

Overall storytelling ability

+41%

Grounded & regulated while speaking

+34%

WHAT PARTICIPANTS SAID

They created an **atmosphere of trust and non-judgment** that allowed me to be vulnerable and find my voice.

In a short time, they gave **high-impact, compassionate feedback** that made my story compelling and effective.

Clarity around the arc and giving space for each moment to land powerfully **changed everything**.



FOR SOCIAL IMPACT ORGS

If you're shifting public opinion, preparing leaders for high-stakes advocacy, launching a campaign that requires emotional buy-in, or building narrative capacity across your team, a custom storytelling learning arc can accelerate the shift from information to impact.