

HUMAN-CENTRED
COMMUNICATIONS.

mitra



WHAT YOU'LL LEARN TODAY

We're going to cover a wide range of topics today that will help you understand human-centred communications practice, and we'll give you lots of practical tips for improving your craft.

THEMES WE'LL COVER...

- What is human-centred comms?
- The science of storytelling
- Origins of storytelling
- What makes stories stick
- Values, and how they motivate people



WHAT IS HUMAN-CENTRED COMMUNICATIONS?

“Communication is merely an exchange of information, but connection is an exchange of our humanity” – **Sean Stephenson**

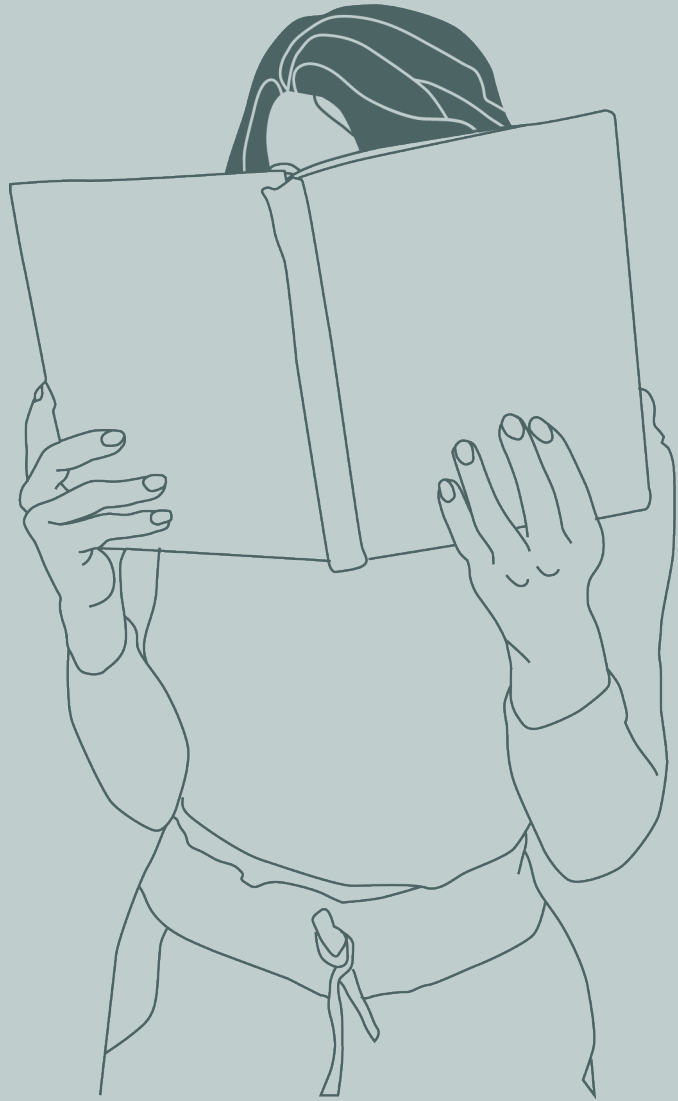
KEY ELEMENTS

- Curiosity
- Empathy
- Connection
- Common purpose
- Impact

HUMAN EVOLUTION AND THE BIRTH OF STORYTELLING

**“Humans think they
make history, but history
actually revolves around
the web of stories.”**

— Yuval Noah Harari

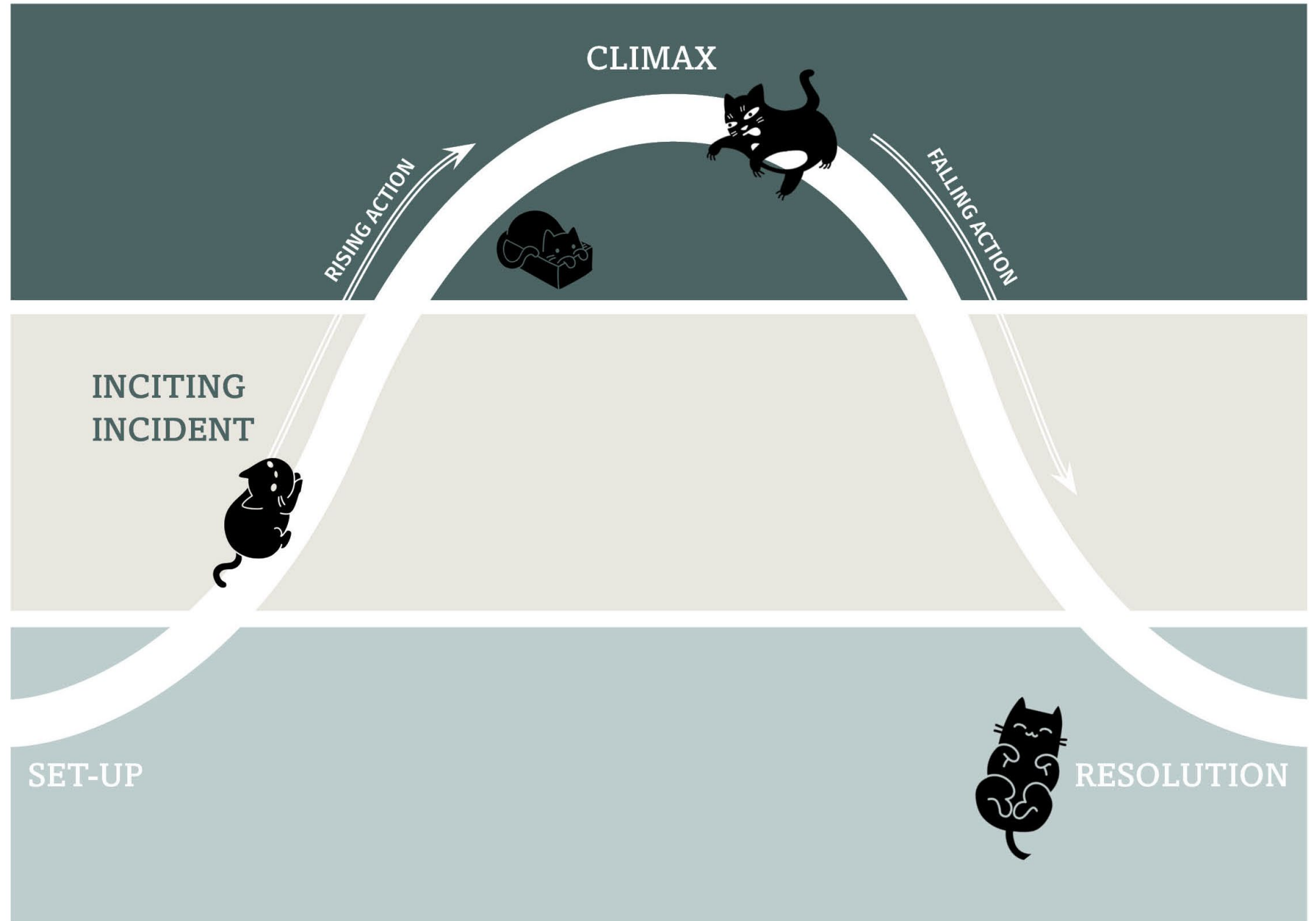


ELEMENTS OF A STORY

Every story has:

- A story arc
- Characters
- Setting
- A plot, and some studies have boiled down all stories to only seven major plots.

THE CLASSIC STORY ARC



HOW STORIES ARE USED

“Everybody has an ‘us’ story. Every community has a story of who they are, what got them here, what makes them different and special. When it’s silent and there’s a vacuum, we invent our own version of the ‘us’ story – and that can be quite negative.”

Owen Eastwood

- We tell stories about ourselves and to ourselves. We have an internal script about how we are in the world.
- Marketing and advertising make good use of storytelling
- In the media, real people can be cast as characters or get embroiled in a very public script.
- Stories are inherent in our everyday lives. We have agency over the story we tell ourselves.
- We can't control the stories other people tell about us and our organisations, but we have influence to shape these stories.



STORIES THAT STICK

WHAT MAKES A STORY COMPELLING?

- Change
- Flawed characters
- A key dramatic question

AUTHENTIC STORYTELLING

We advocate for authentic storytelling.

It brings the humanity into our communications because it helps build trust and empathy.

TIPS FOR AUTHENTIC STORYTELLING

- Allow a bit of your back story in your social media posts.
- Don't let it be a reflex to answer journalists with a written response. Give them someone to talk to. And when you do, give your spokespeople principles rather than scripted key messages.
- And finally, tell people about your values and why your organisation exists. It's your origin story.

CORE NARRATIVE AND VALUES AND WHY THEY MATTER?

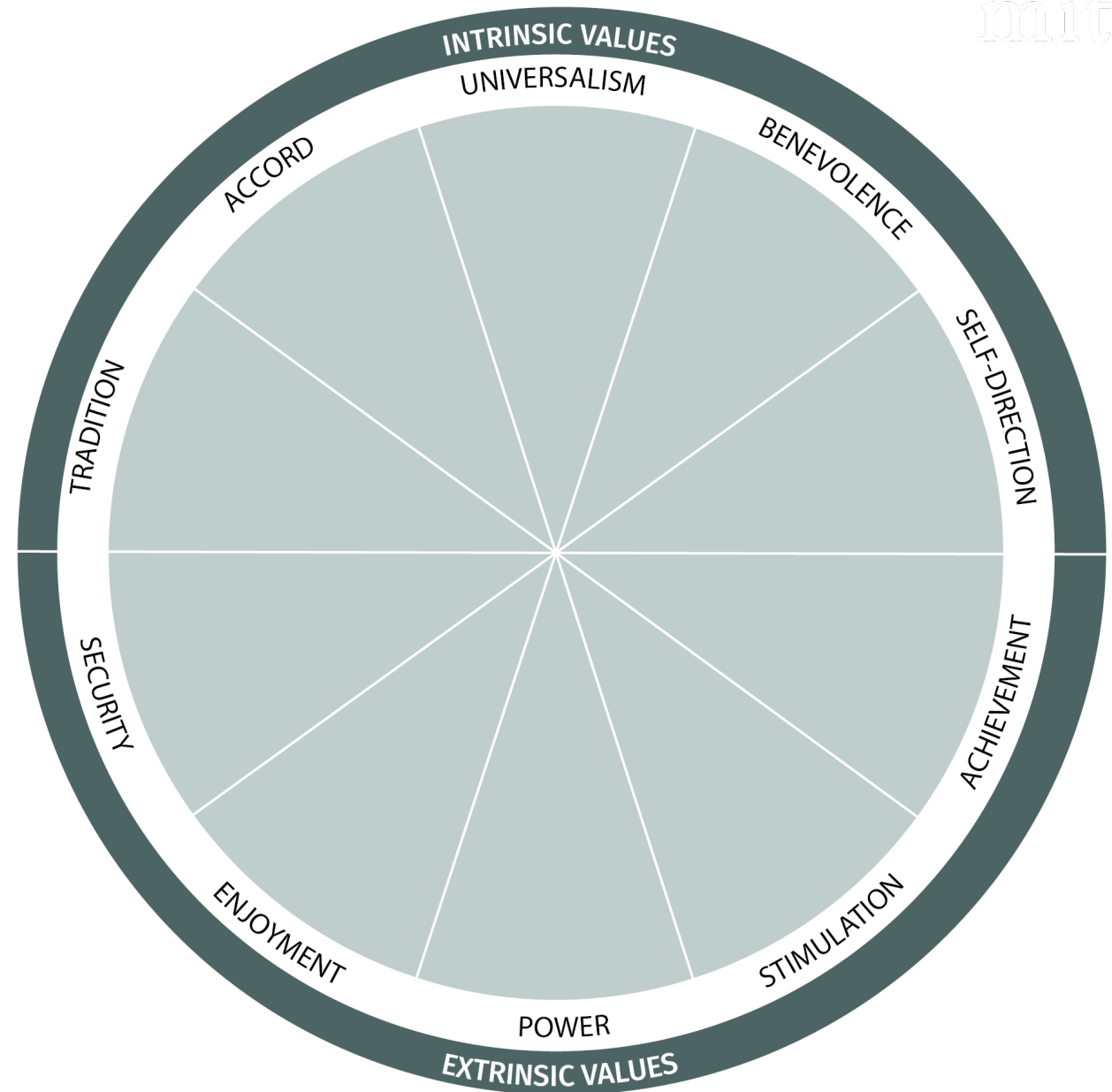
- **Values are the essence of what we think is most important in life.**
- These core values inform our attitudes, biases, behaviour, identity and our relationships with others.
- We learn our values from our families, as well as our community and culture.
- They rarely change over a lifetime.
- No values are right, they're just different. The goal is not to judge, but to be aware.

THE VALUES SPECTRUM

There are ten core values.

People will be more likely to hold one or two of these most dear.

Source: This values spectrum is based on the work of Shalom Schwartz





VALUES WITHIN TE AO MĀORI

- **Manaakitanga** – care, nurturing, respect, generosity, lifting others up
- **Kotahitanga** – unity, oneness, togetherness
- **Kaitiakitanga** – guardianship, protection, kinship with the natural world
- **Whanaungatanga** – kinship with whanau and community, sense of belonging
- **Rangatiratanga** – self-determination, independence, leadership, empowerment

**WHERE DO YOUR
VALUES SIT ON
THE SPECTRUM?**



VALUES IN ACTION



I HOPE TO
HUG YOU
IN A BETTER
WORLD SOON.



THEY ARE WILLING
TO TEAR SOCIETY
APART TO JAB
ALMOST EVERYONE.
WILL YOU LET THEM
SUCCEED?

NATURAL IMMUNITY
99.6% EFFECTIVE!!
NewNewZealand.org

POWER OF
THE PEOPLE
IS
STRONGER
THAN THE
PEOPLE IN
POWER

END THE
MANDATE

LIBERTY
FOR ALL
FREEDOM
OVER
FEAR

THE GOVENER GENERAL
AND NZ POLICE ARE
ALL IN BREACH

WE'RE STANDING
FOR YOU TOO ♡

RSFA

“We believe that sharing stories about the impactful work we do is of utmost importance. These stories not only highlight the incredible efforts of our dedicated team but also showcase the positive difference we make to improve the lives of vulnerable people.”

New Zealand Red Cross



HOSPICE NEW ZEALAND





#ISTANDFORCONSENT

Photo credit: Claire McCallum



WOMEN'S REFUGE

CORE ELEMENTS

- **Curiosity**
- **Empathy**
- **Connection**
- **Common purpose**
- **Impact**

KEY INSIGHTS

- Our brains are built for stories and it helps us make sense of the world
- Core values are at the heart of the stories that resonate with us
- Telling human-centred stories about real people helps to build curiosity about others, empathy and connection, a sense of common purpose – and therefore helps to make the greatest positive impact possible.

SHARE SOMETHING
THAT RESONATED
WITH YOU



mitra

GET IN TOUCH

Julia Anderson

julia@mitra.nz

021 334 540

Kassy Hayden

kassy@mitra.nz

022 0162 100

www.mitra.nz

hello@mitra.nz



FOLLOW US
ON LINKEDIN