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RELATIONSHIPS
FOR GOOD

Welcome To Today's Adventure!

Explore and Expand



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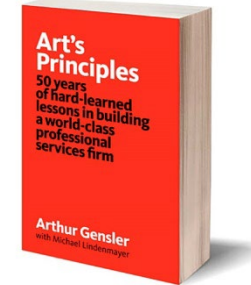
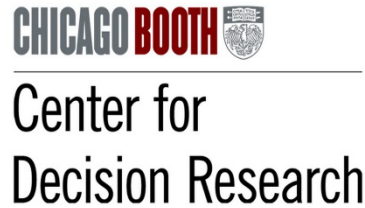
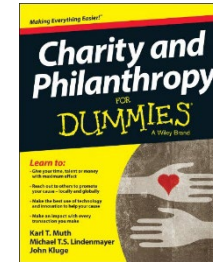
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Guardian of the Story



Michael TS Lindenmayer

Michael TS Lindenmayer





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Who and What is a Guardian?



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What are a Guardian's Super Powers?









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Donor Psychology and the Ask

What's Going on in
There?





Donors + Decision Making



7 Types of Donors

- 7 Donor Types
 - Communitarians
 - Devout
 - Investors
 - Socialites
 - Repayers
 - Altruists
 - Dynasts

Influence Principles : Cialdini

- Influence Principles:
 - Reciprocity
 - Liking
 - Authority
 - Social Proof
 - Scarcity
 - Commitment and Consistency
 - Unity

Influence is Your Superpower: Zoe Chance

- Zoe Chance Influence Frameworks
 - Affirm Freedom of Choice
 - Bigger + Better Game
 - Goldilocks Strategy
 - Face Saving Plan B
 - Kindly Brontosaurus
 - Witness and Explore Resistance

Getting to Yes: Win-Win Framework

- Fisher and Ury Negotiation Framework
 - Interest vs Position
 - Ask Good Questions, Listen + Revise
 - Listen with Empathy vs Sympathy

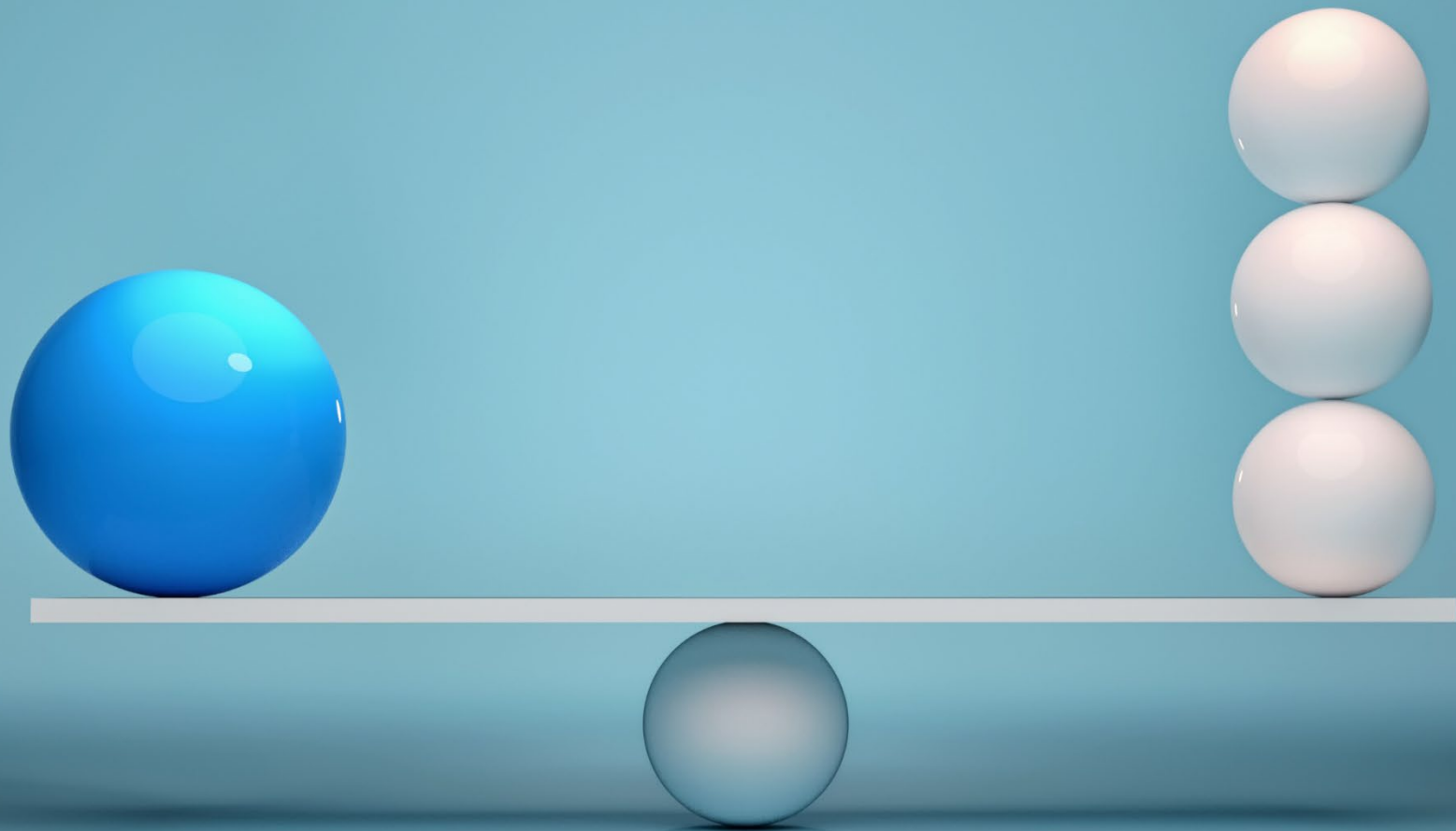


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From Commitment to Champions









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Story Guardians



Story Telling

DIRECTOR :

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Great Storytelling

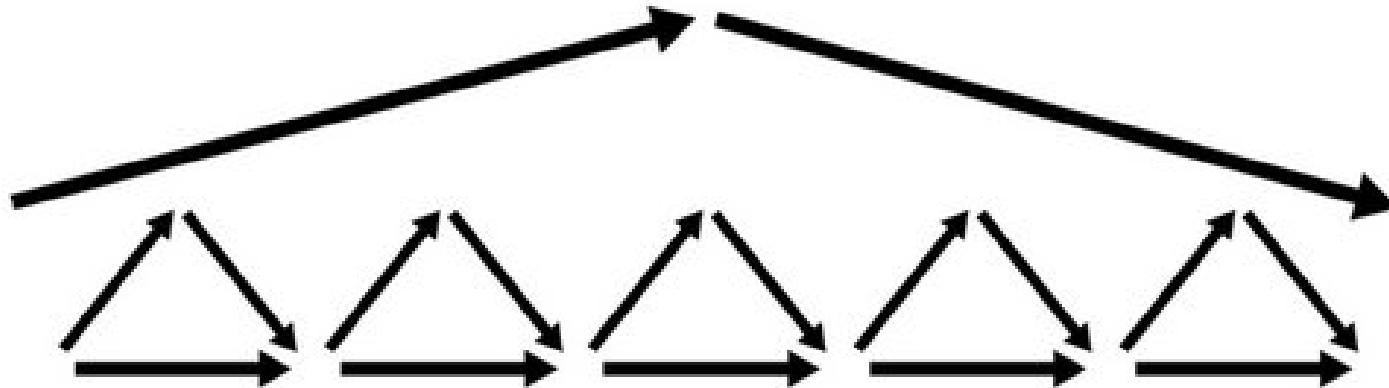
- The 3 Powers of Great Stories
 - Engage
 - Emotional Journey
 - Transformational Change





Fully Immersive Storytelling

Episodic Structure



EPISODIC STRUCTURE WITH AN ARC

(Also known as: Television Structure, Book Series Structure)











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Tools

Wow Them!

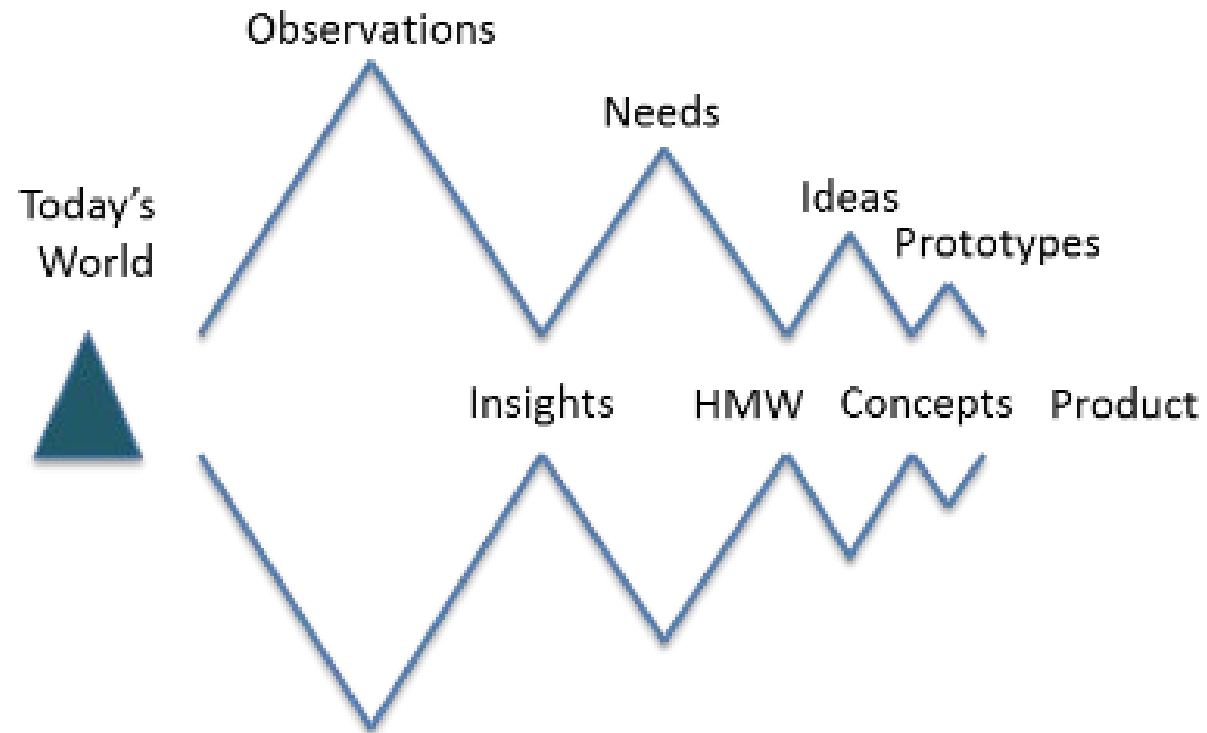




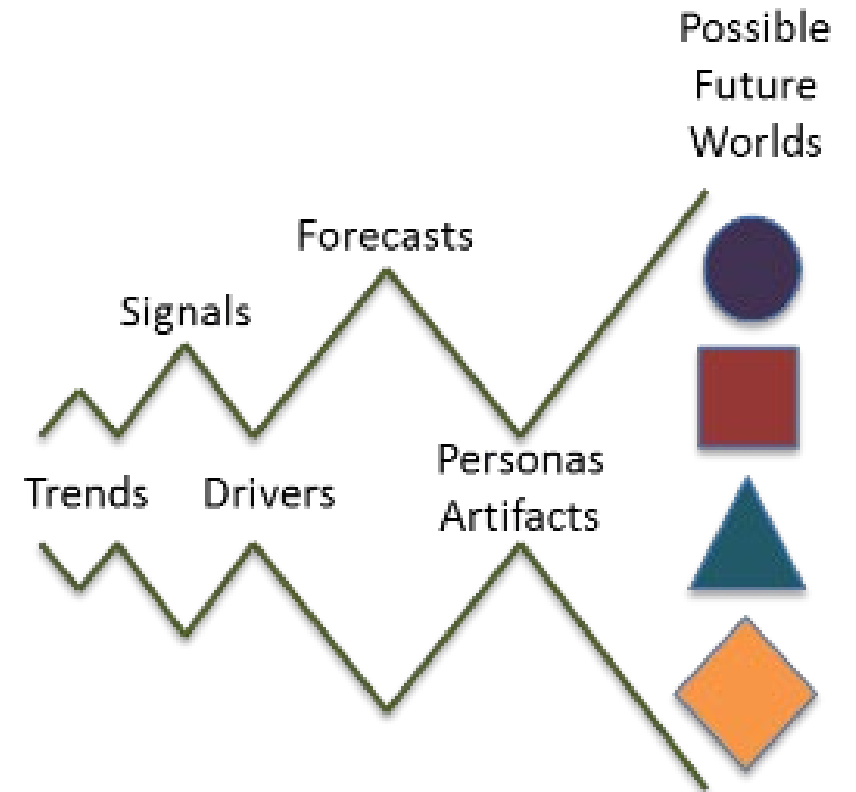




DESIGN THINKING



FUTURES THINKING





Onwards



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Thank You!

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Questions?

Bonus Materials

- *Imaginable* by Jane McGonigal
- *Unreasonable Hospitality* by Will Guidara
- *Ideaflow* by Jeremy Utey
- *How to Tell a Story* by The Moth
- *Influence is Your Super Power* by Zoe Chance
- *Humor Seriously* by Jennifer Aaker
- *Get it Done* by Ayelet Fishbach
- *Peak* by Anders Ericsson
- *Your Brain on Art* by Ivy Ross



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Join Us at the 2023 Annual International Conference October 5 – 7 in Minneapolis!

CULTIVATING
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ADRP ANNUAL INTERNATIONAL CONFERENCE

Minneapolis
2023

