

GREEN MOBILITY AMBASSADORS: STORY OF SELF WORKSHEET



From Marshall Ganz:

Stories not only teach us how to act – they inspire us to act. Stories communicate our values through the language of the heart, our emotions. By telling our personal stories of challenges we have faced, choices we have made, and what we learned from the outcomes, we can inspire others and share our own wisdom.

Because stories allow us to express our values not as abstract principles, but as lived experience, they have the power to move others.

Sample Issues:

City Council is considering a bikeway project in your business district, the Toll Authority is considering a bike path on the Bay Bridge, your City Council is considering a Vision Zero program, etc

Who is your audience?	Why do they care?

STORY OF SELF WORKSHEET



Story of Self	Story of us	Story of Now
My values, my experience, why I do what I do	Our shared values, our shared experience	Transforms the present into a moment of challenge, hope, and choice
What personal experience motivates you to action?	What values, experiences, or aspirations of your community will you appeal to?	What urgent challenge do you hope to inspire others to engage on?



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