



By Brown.Miller Communications

The California Endowment in Oakland  
March 11, 2026

## 2026 Persuasive Narrative Series Workshop Agenda

9:00 am – 9:30 am	Registration & Light breakfast (provided)
9:30 am – 10:00 am	<b>Welcome and Introductions</b>
10:00 am – 11:00 am	<b>Overview</b>
	What is a Persuasive Narrative and how does it work?
11:00 am – 12:00 pm	<b>Building Your Persuasive Narrative</b>
	<b>Workshop Exercise 1: What's Your Story?</b> <ul style="list-style-type: none"> <li>• Audience</li> <li>• Desired Outcome</li> <li>• Personal Story based on clinical experience</li> </ul>
12:00 pm – 1:00 pm	Lunch (provided)
1:00 pm – 3:00 pm	<b>Building Your Persuasive Narrative</b>
	Review and Discuss Personal Stories
	<b>Workshop Exercise 2: Story Development</b> Narrative Story <ul style="list-style-type: none"> <li>• Problem</li> <li>• Resolution</li> <li>• Call to Action</li> </ul>
	Packaging Your Story
3:00 pm – 3:30 pm	<b>Closing &amp; Evaluation</b>
	Next Steps: Meeting on March 26 via Zoom, 12:00 pm – 1:30 pm