

# Presenting Your Case



Digital**Preservation**Coalition



# DP can be Hard to Explain!

- I dread the question “what do you do for work?” in social situations!
- Must be prepared for any opportunity to sell DP
- Being clear and confident makes an impact
- Worth putting a bit of time into crafting your story
  - Important to leave the jargon behind



# Where to Start?

Begin with 3 basic building blocks:

1. A clear goal

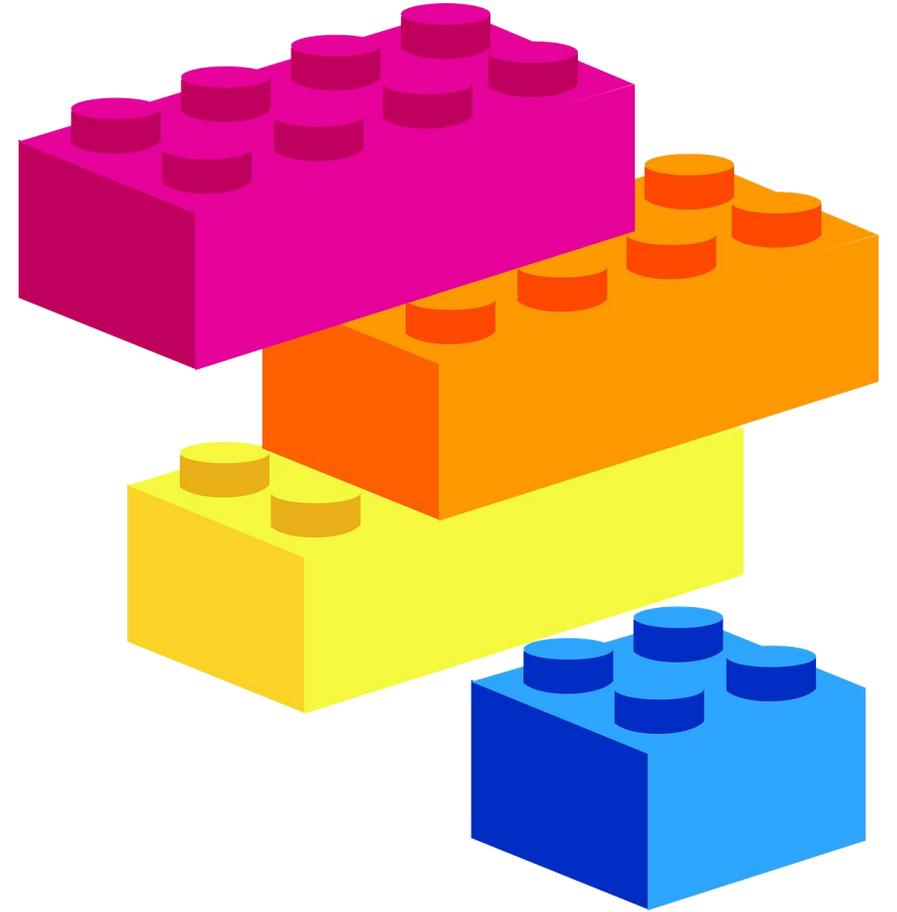
- What do you want? (be as specific as possible)

2. A story/hook/emotional connection

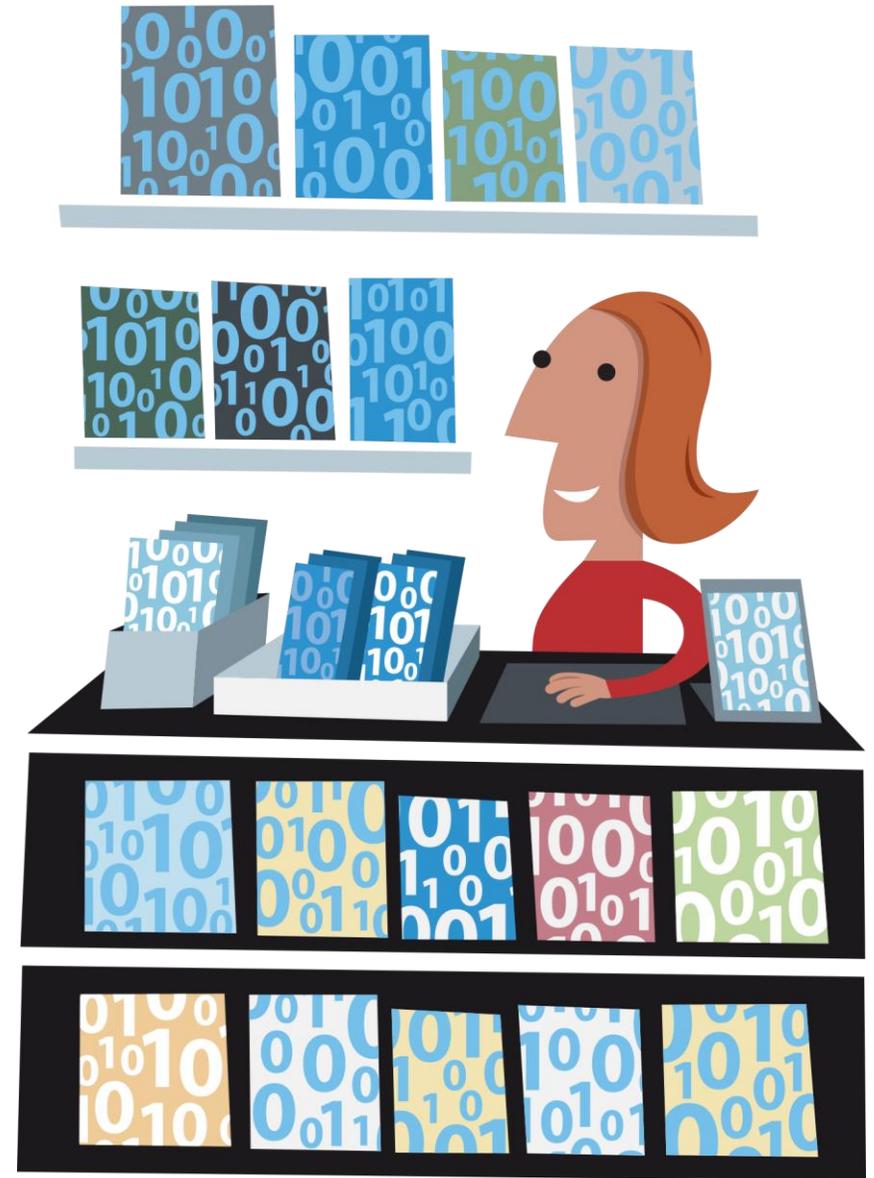
- Why should the listener should care?

3. A call to action

- Something the listener can do to help



# three ways to frame your advocacy



[www.digitalbevaring.dk](http://www.digitalbevaring.dk)

# Let's Use an Example...

*An archivist at a small local authority archive is looking to establish a new digital preservation programme. As well as council records, the archive also collects the records from notable local residents, voluntary organisations, and a wide range of local community groups.*

*They've recently been offered the records of a well-known local journalist, author, and activist, who was involved with a number of local community groups. The offer includes her laptop and several external hard drives which contain the research and drafts for everything she wrote in the last 20 years, as well as records of her community work, and a large collection of digital photography.*



# Storytelling

- Stories speak to the human condition
- A story brings data/facts to life
- Story must be compelling and authentic
- Decision-making an emotionally driven process
- Personalising can lead to greater buy-in
- A good story has:
  - A personal challenge
  - A (potential) conquest/triumph
  - Relevance, as well as an emotional connection
  - An anchor to time and place



# Storytelling: Example

## Beginning:

- Give a brief intro to the collection and donor
  - Highlight why it should be preserved, note their significant works and links to the local community

## Middle:

- Tell the story of how the collection would be preserved in the context of a simple DP workflow
  - Explain the importance of each step and the benefits it brings, e.g. storage and integrity checking maintains authenticity ensuring a reliable resource for research

## End:

- Describe a “happy ending”
  - Detail how the listener can help



# Head, Heart and Hand

- **Heart:** Establish rapport and seek empathy with your listener.
- **Head:** Offer supportive evidence to prove need.
- **Hand:** Remember to ask your listener to take action.



# Head, Heart and Hand: Example

## Heart:

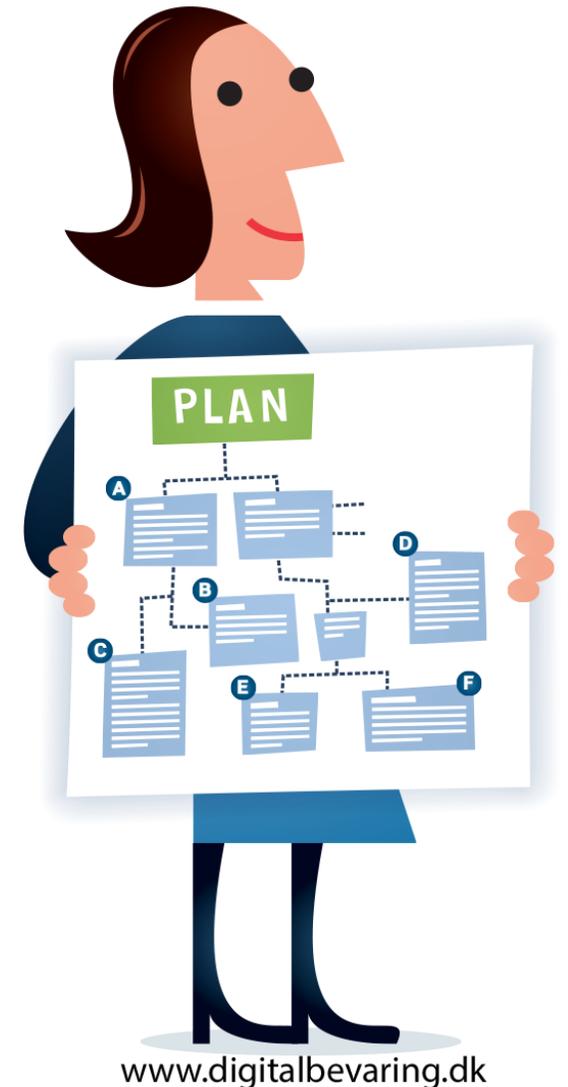
- Ascertain what they know about the donor
- Find a hook that interests them in the collection e.g. written works, community activities, or technical challenge

## Head:

- Explain gaps in current DP capabilities
- Describe risks: e.g. reputational
- Highlight potential benefits: e.g. attracting new users, opportunity for funding

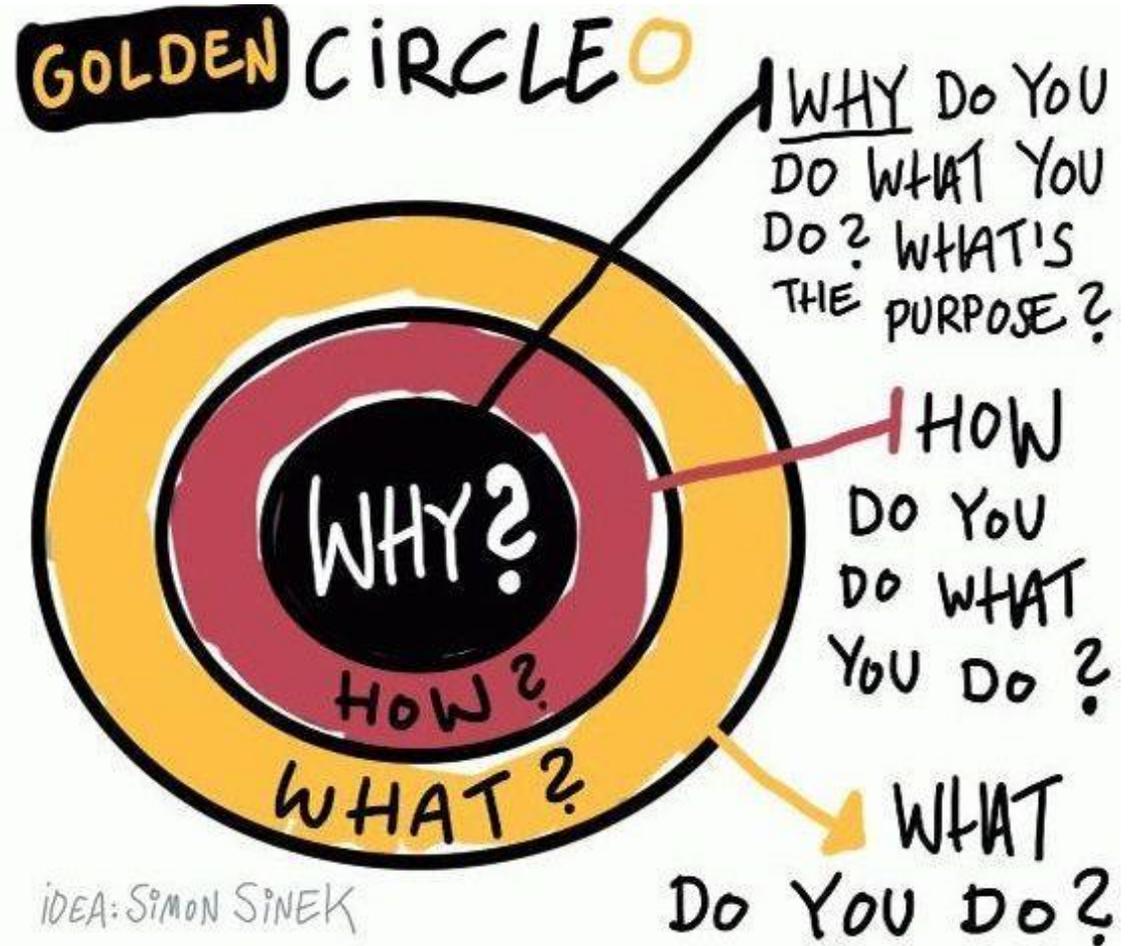
## Hand:

- Be clear on what you want them to do: e.g. support a business case, help with planning, provide technical advice



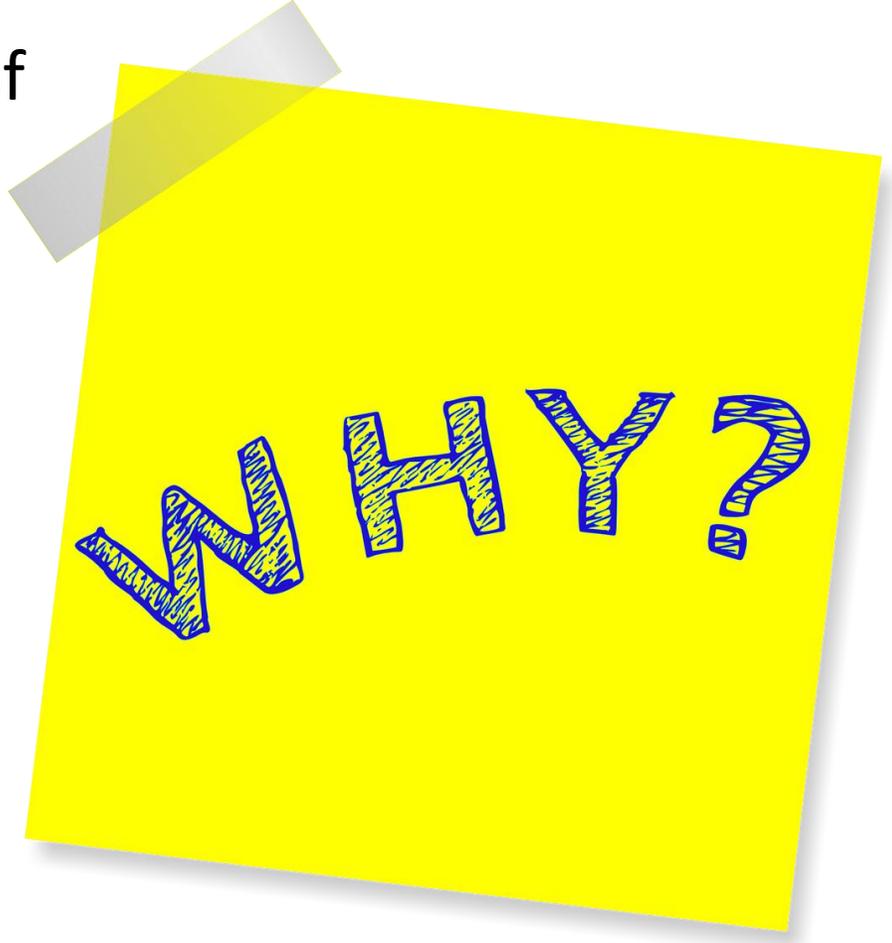
# The Golden Circle

- What – Execs know what the org does
- How – Most know how it is done
- Why – Most don't think about why it's done.
  - More than money!
  - Influences behaviour
  - Inspires action



# The Golden Circle: Example

- What – Describe the collection in the context of the organisation's aims
  - Providing a historical record of the local area, supporting communities
- How – Introduce digital preservation
  - How it facilitates achieving those aims
  - What are the key goals
- Why – Emphasise the benefits that will be accrued
  - Funding opportunities, profile raising, new users, resources for local community outreach



WHY?

some more tips  
to help...



# When Preparing Your Case....

- Don't go straight for the hard sell
- Don't over invest in a single argument
- Have different options prepared in case you need to compromise
- Ask for advice/input from key stakeholders
- Manage expectations, focus on realistic small wins
- Be aware that advocacy is a(n often long) process



# When Presenting....

- Positivity and confidence help sell your case
  - We all feel imposter syndrome so fake it if you need to!
- Practice ahead of time
- Remember to include verbal and visual elements
- Be prepared but also know what questions still need answered
- Be ready to switch tack

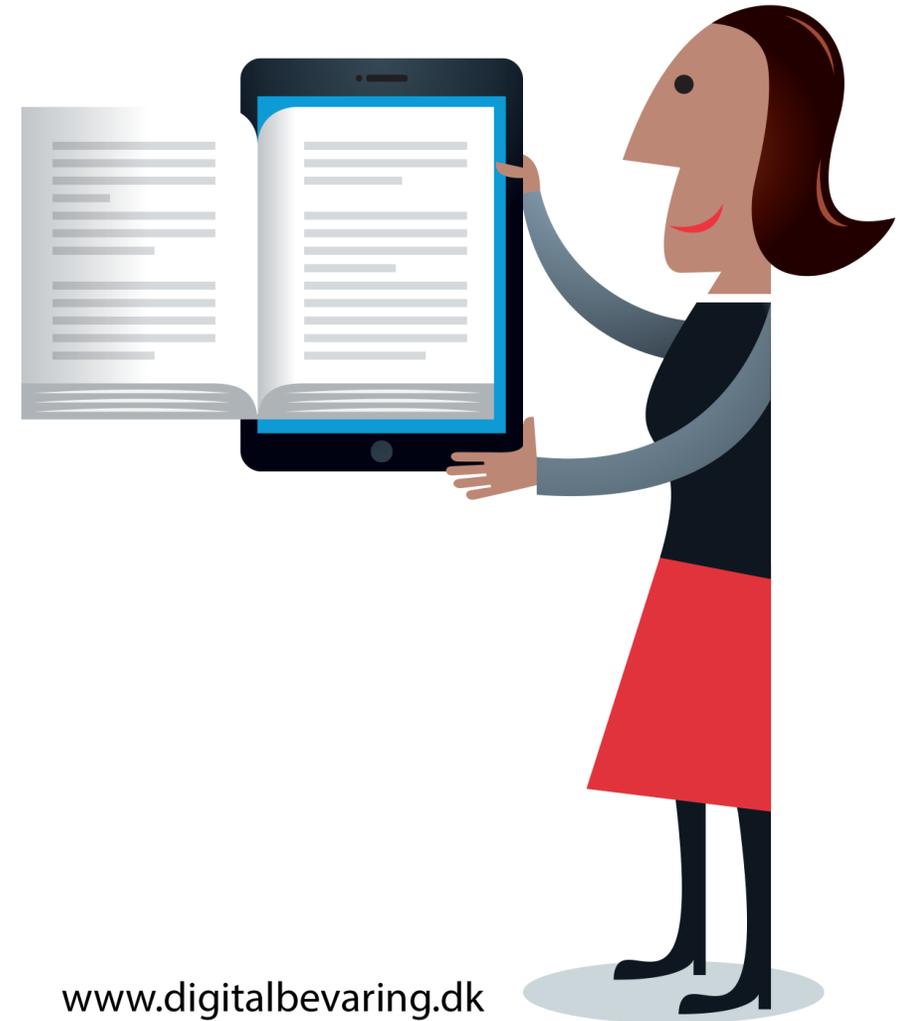


a key tool:  
the elevator pitch



# What is an Elevator Pitch?

- A super short ‘impromptu’ presentation
  - 30 seconds to 2 minutes
- Ready for any advocacy opportunity
- Should have:
  - A clear goal
  - A story
  - An emotional connection
  - A call to action



# Developing an Elevator Pitch

- Consider using one of the three formats covered earlier to give structure
- Be clear on what you want to achieve
  - Start with a short list of key points
  - Identify where they link to your organisation's mission statement/vision/main aims
- Avoid jargon/specialist terms where possible
- Keep it snappy – the average person averages 125-150 words per minutes when talking
- Get feedback from colleagues



# our practical exercise



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# Exercise: Advocacy First Steps

1. Identify c. 5 key aims for your DP work
2. Find c. 5 reasons why your organisation should support these aims
  - Consider how they will support your org's vision/aims
  - What benefits will DP bring?
  - Use the Executive Guide to help
3. Develop an elevator pitch that makes the case for at least one of these aims
  - Try using one of the structures discussed earlier
  - Be clear on who you are aiming it at

