Presenting Your Case

How to present our case with maximum impact?

Being prepared is key!

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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

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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
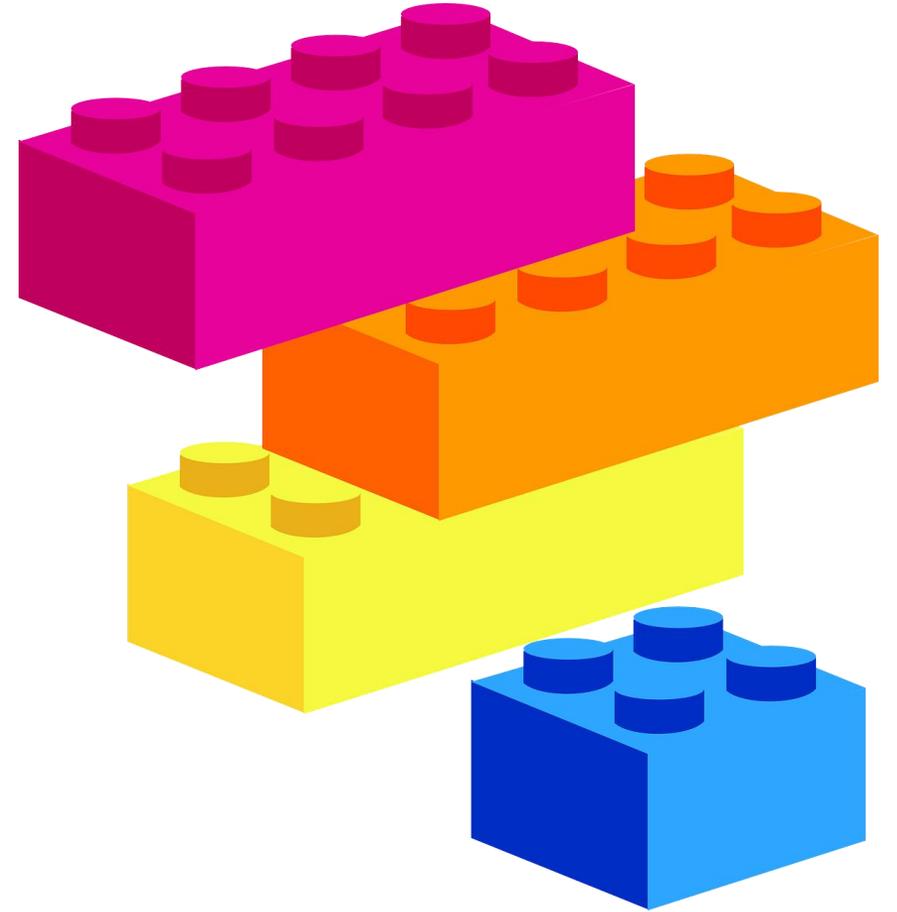
Remember to Consider…

- Who is your audience?
  - What interests them?
  - What will motivate them?
  - Can they be grouped by priorities/interests?
  - Tailor your message
- Be aware of barriers
  - What might be stopping the org from engaging with DP?
  - Are the barriers financial? Cultural? Administrative? Due to a lack of awareness?
- What form should your advocacy take?

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Three ways to frame your advocacy
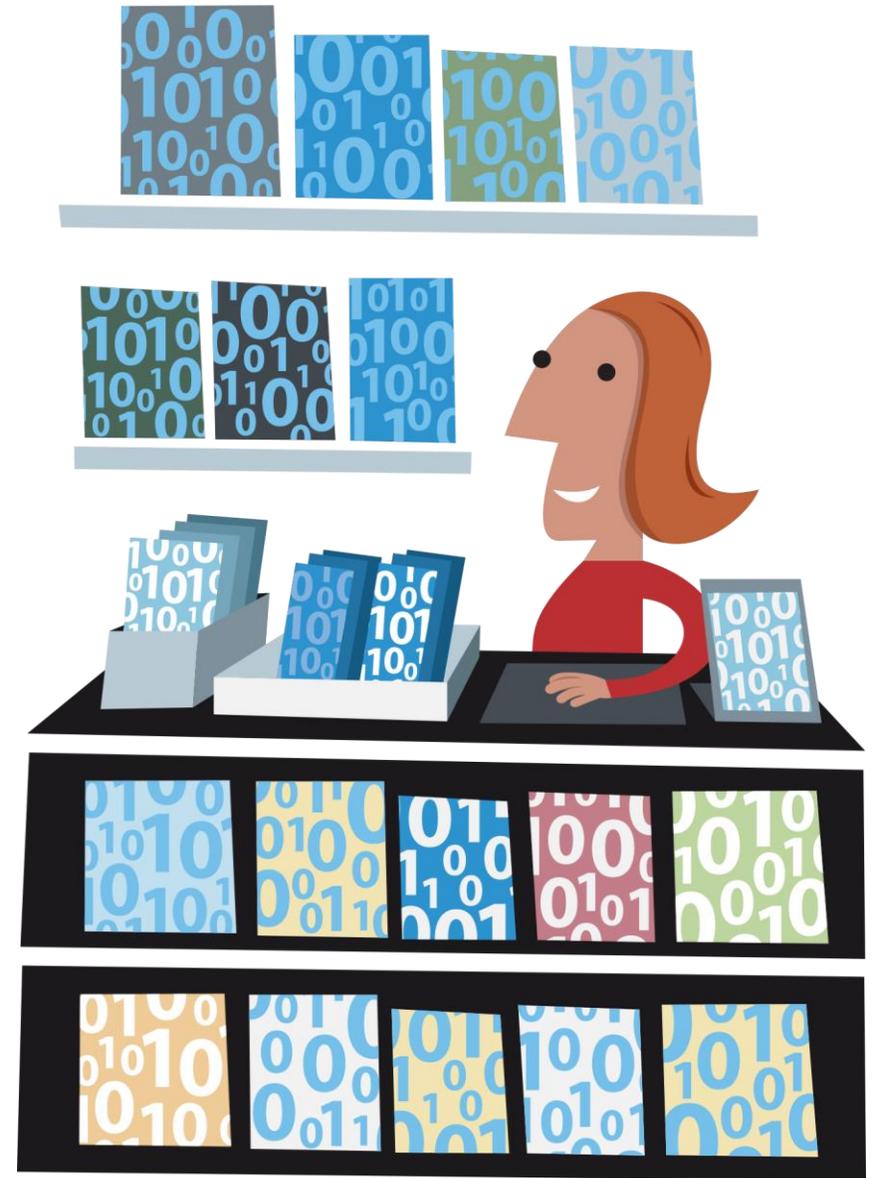
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Let's Use an Example...

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.

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Audience, Barriers, Format…

- Advocacy needed for more than one audience
  - Colleagues in other departments e.g. IT
  - Senior management
  - Funding bodies
- Barriers will include:
  - Lack of engagement due to competing priorities
  - Limited knowledge of digital preservation
  - Limited resources available
  - Difficulty in securing time to make a case
- Different formats of advocacy:
  - Blog/Twitter/WDPD
  - Elevator pitch
  - Presentation
  - High-level plan

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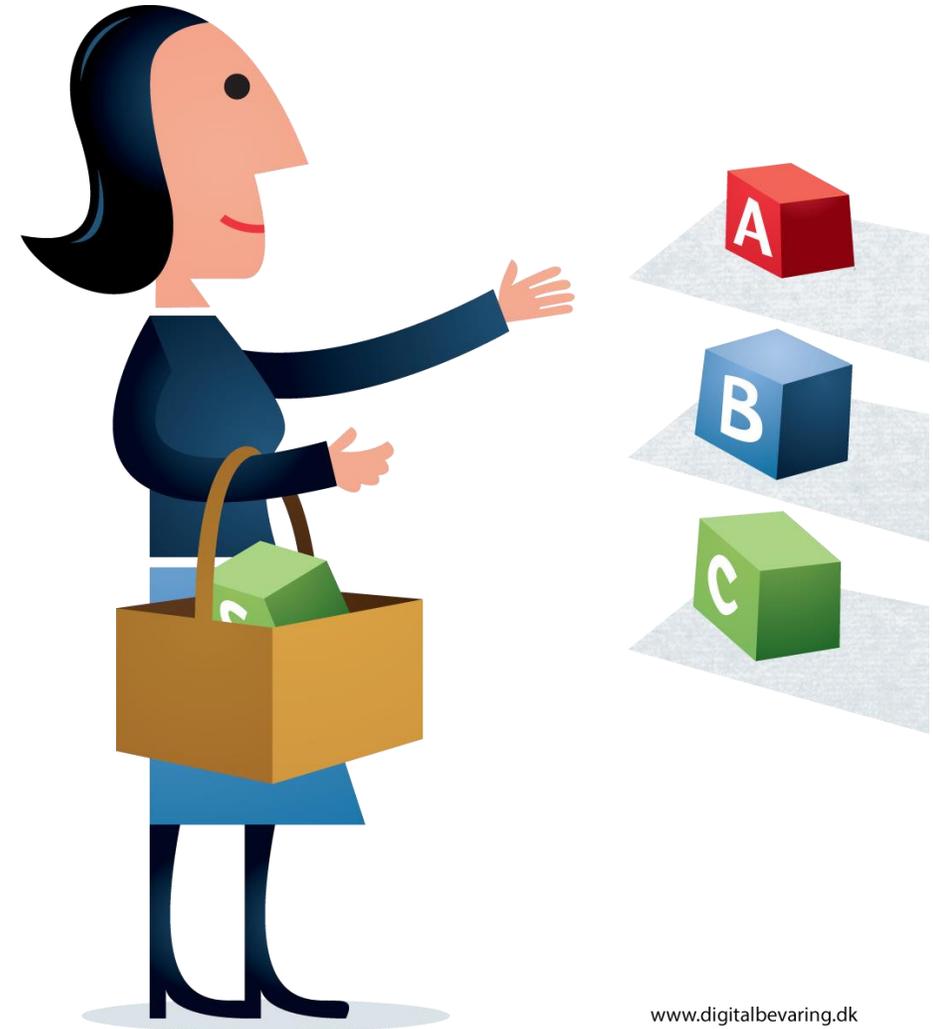
Storytelling

- 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

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Storytelling: Example

Beginning:
- Give a brief intro to the collection and donor
  - Highlight why it should be preserved, provide info on their significant works and links to the local community

Middle:
- Tell the story of how digital preservation will allow access to this unique collection
  - Explain the importance of some key DP steps and benefits they bring, e.g. storage and integrity checking maintain authenticity ensuring a reliable resource for research

End:
- Describe a "happy ending" of the collection in use
- 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.

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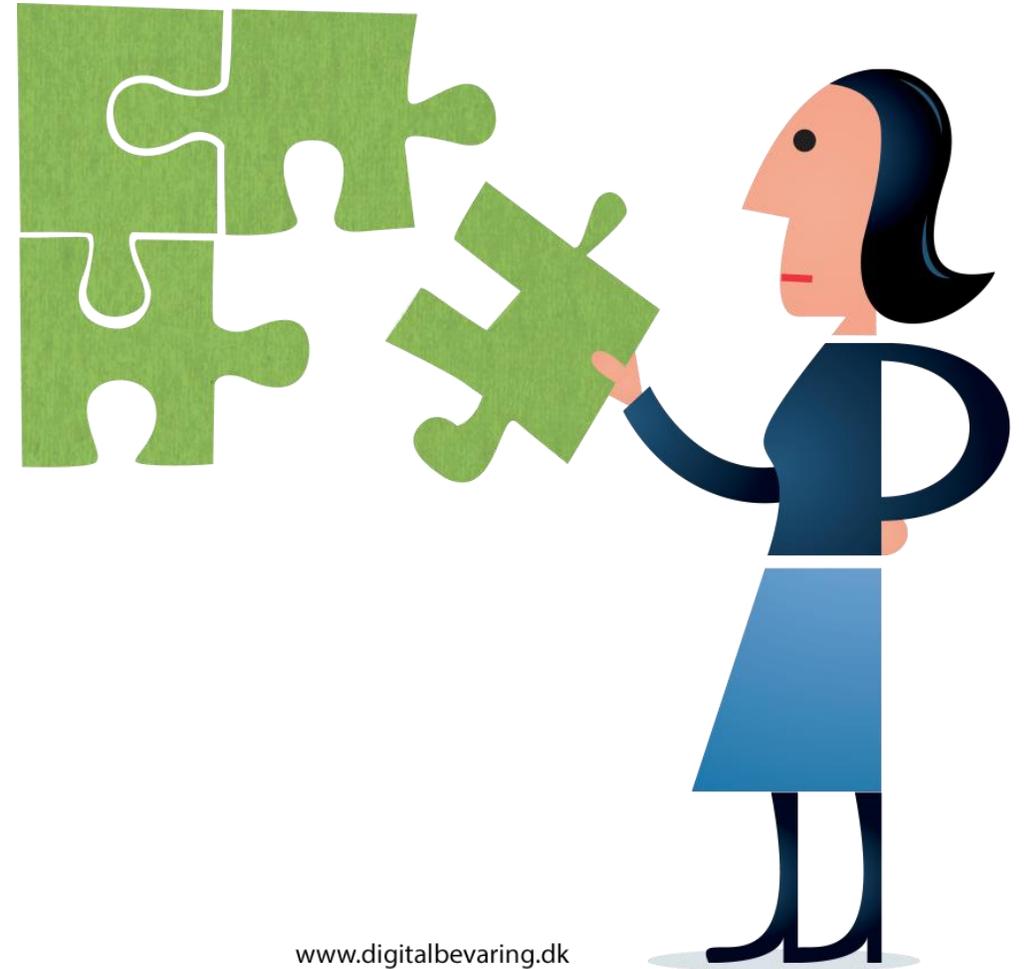
# Head, Heart and Hand: Example

Heart:

- 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

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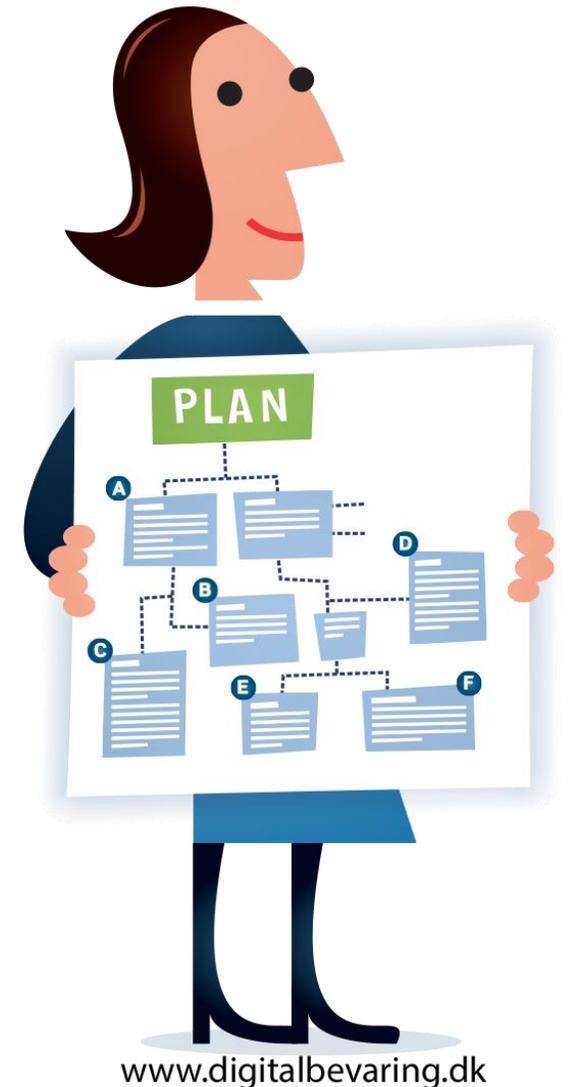
The Golden Circle

- **What** – Can expect audience to know what the org does
- **How** – Many will know how it is done
- **Why** – Most don't think about why it's done
  - More inspiring
  - Drives behaviour, appeals to decision-making part of brain
  - "People don't buy what you do, they buy why you do it"
- Message: Why → How → What

GOLDEN CIRCLE

WHY? HOW? WHAT?

WHY DO YOU DO WHAT YOU DO? WHAT'S THE PURPOSE?

HOW DO YOU DO WHAT YOU DO?

WHAT DO YOU DO?

IDEA: SIMON SINEK
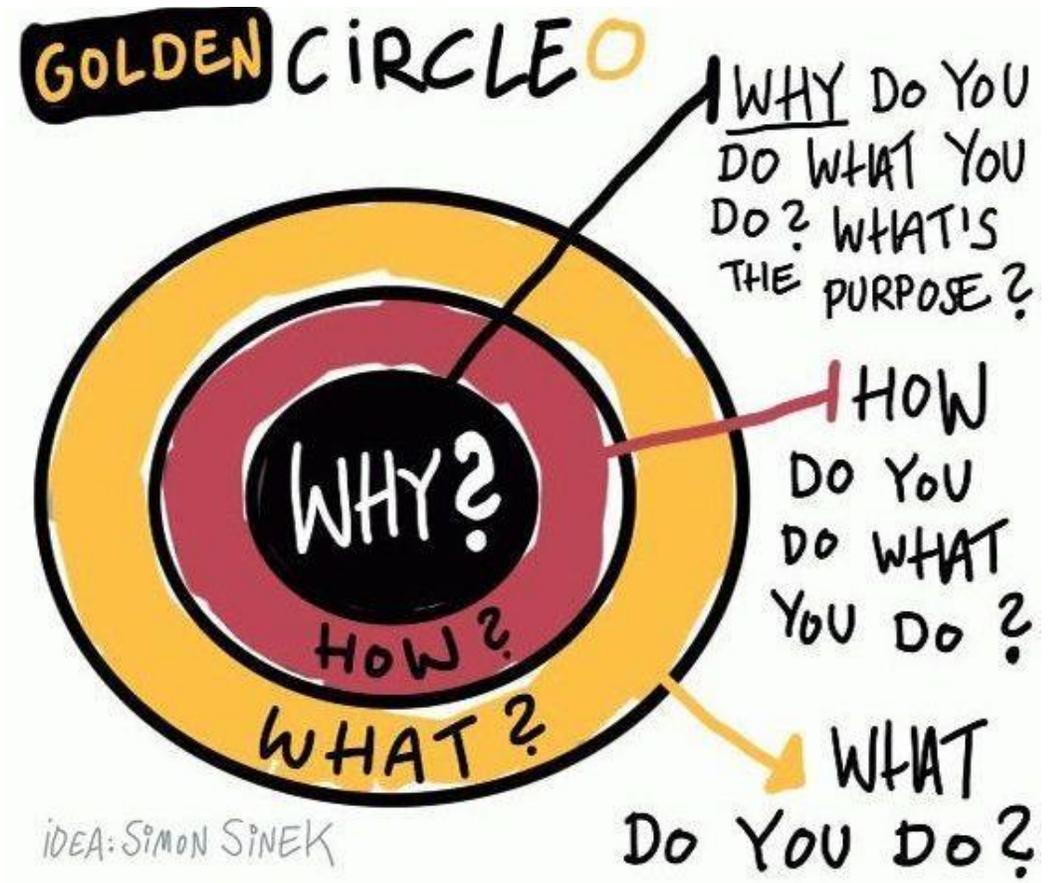
The Golden Circle: Example

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

A few more tips to help…

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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

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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

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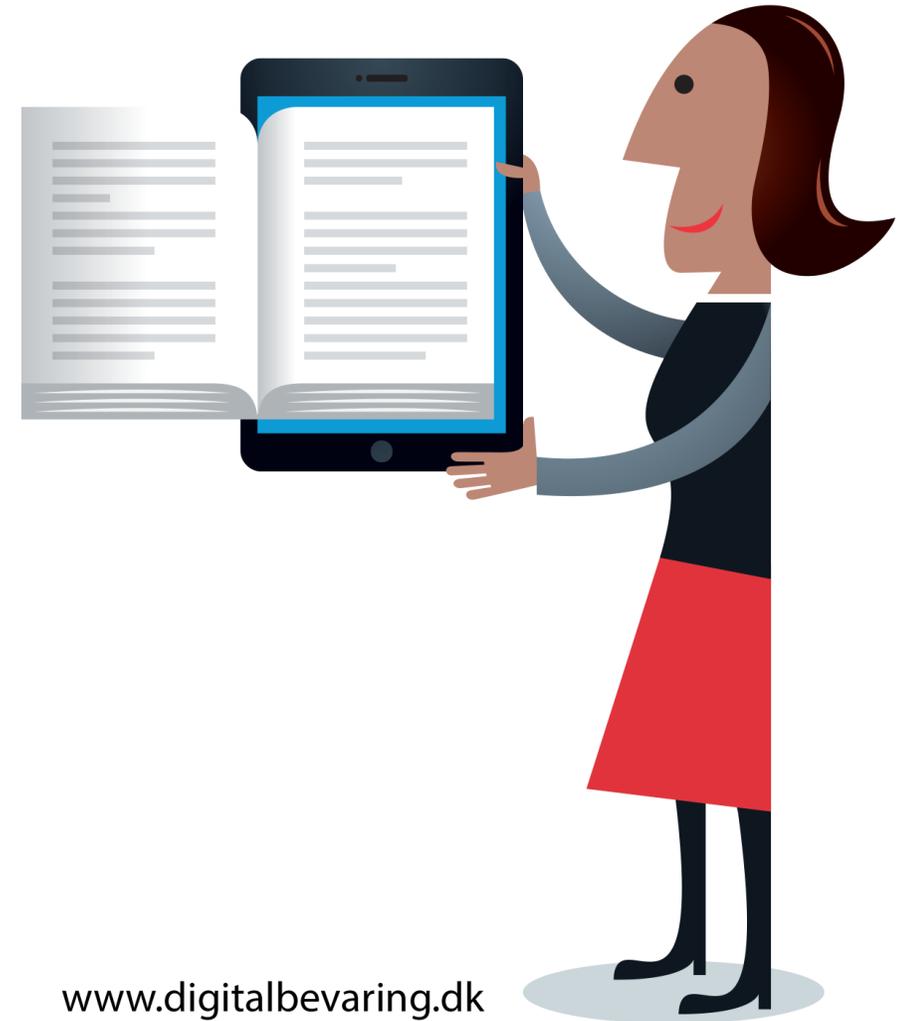
Developing an Elevator Pitch

- 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 – people average 125-150 words per minutes when talking

- Get feedback from colleagues