

Telling Our Stories: Learning to Brag a Bit

Presented by:

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Introduction

City Institute

Locally: City Institute provides a deeper understanding of Detroit so its residents and stakeholders can be better equipped to shape an equitable and thriving city.

Globally: City Institute helps other cities learn how to tell their stories in order to attract and retain talent, engage and inspire residents, promote small businesses, and build thriving and equitable communities.

Expanding on the work of **Detroit Experience Factory (DXF)** which educated locals and visitors about the people, places and projects in Detroit taking 150,000 people on experiential tours between 2006 and 2021.

World Class Museums



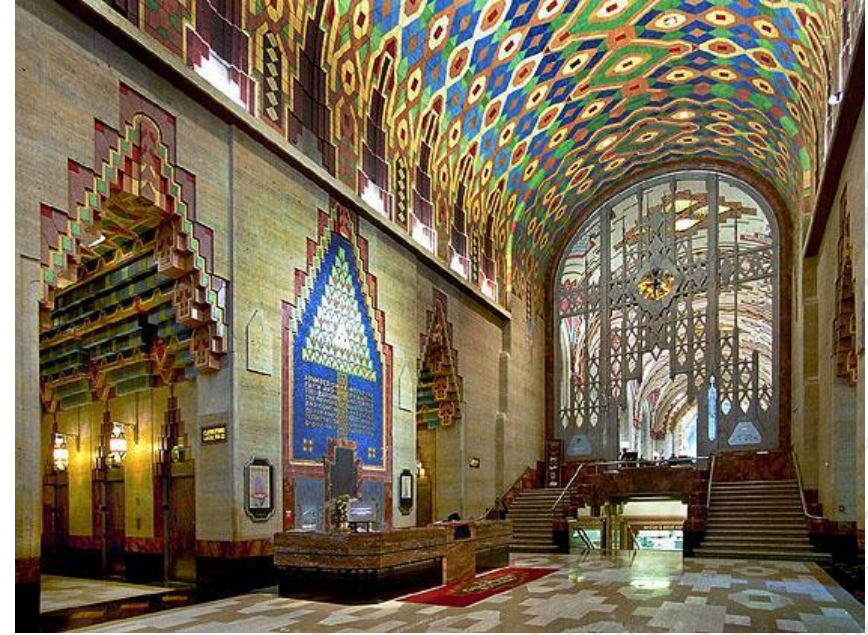
Professional Sports



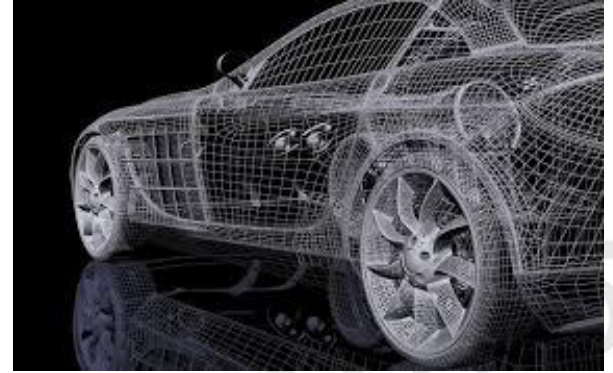
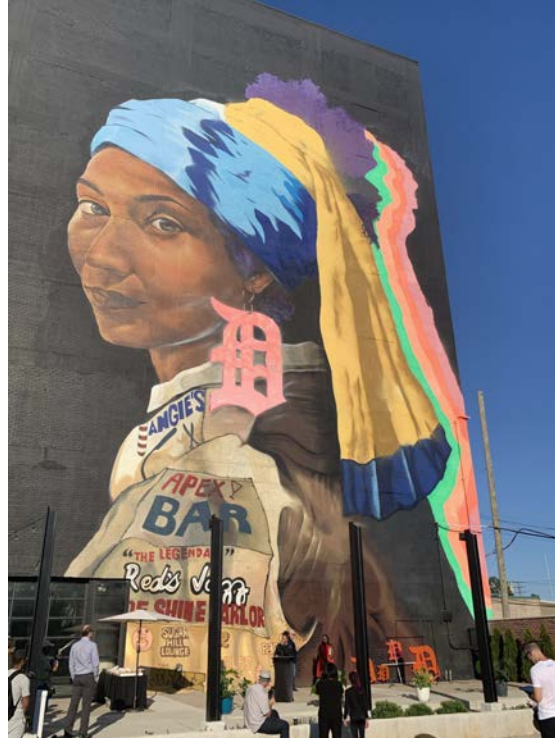
2nd Largest Theater District in U.S.



World-Renowned Architecture



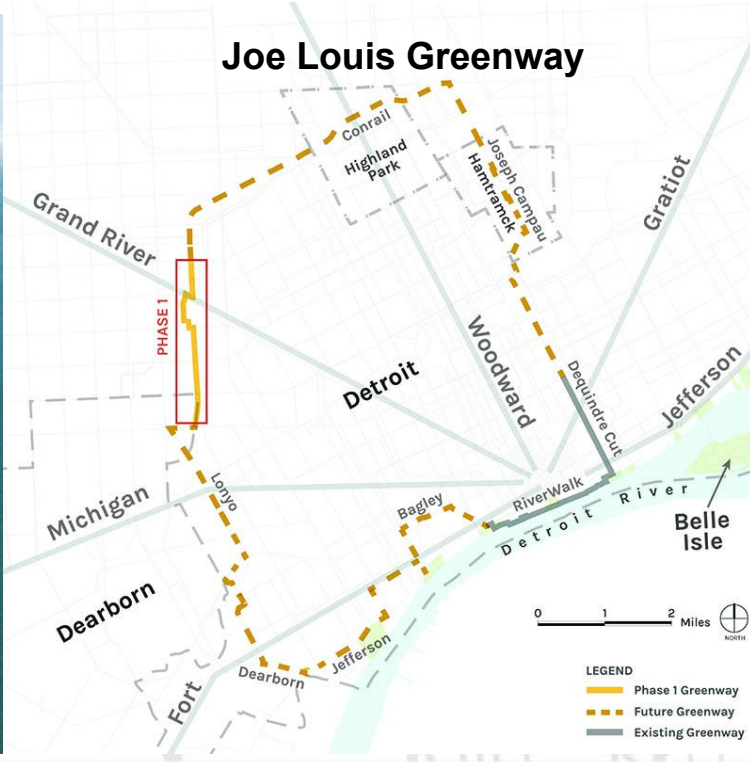
UNESCO City of Design



Parks and Public Spaces



Upcoming Projects



Coming in 2024



Investment in Education



Good Cakes and Bakes



Baobab Fare



Spot Lite Detroit



-DETROIT-

**IS BIG ENOUGH
TO MATTER IN THE WORLD
AND SMALL ENOUGH
FOR **YOU** TO MATTER IN IT.**

Tell Your Community's Story

Telling the story of your place can build civic pride, promote small businesses and attract & retain residents. The more people understand and appreciate where they live and work, the more likely they are to feel connected to their community.

Important Steps

Objectives

Defining the Purpose

- Define what you hope to achieve with your stories
- Think about who you need to reach and what you want to say to them

Challenging Assumptions

- Address misconceptions and open people's minds to your community

Uncovering the Stories

- Identify stories big and small
- Build the future on the most valuable aspects of who you are

Logistics & Next Steps

- Discover the right style of storytelling to begin with
- Plan next steps for utilizing community storytelling

More Tips on Utilizing Community Storytelling

1. Give them Something They Can't Google
2. The Power of “I”
3. Connection to the Value Proposition



**TO LOVE ONE'S CITY
AND HAVE A PART IN ITS
ADVANCEMENT
AND IMPROVEMENT
IS THE HIGHEST PRIVILEGE AND
DUTY OF A CITIZEN.**

- DANIEL BURNHAM

Stay in Touch:

- Check out our Sought-After City Program, our resources page, book a tour, or invite me to speak at

www.thecityinstitute.com

- Connect with me on LinkedIn - Jeanette Pierce
- Download are guide: 8 Ways to Attract & Retain Talent—>
- Spread the word: Michigan is the place to be!
- Follow us on Facebook, Instagram, LinkedIn

