Economic Storytelling
Storytelling Principles

- Understand subject matter and be able to give examples in vivid detail.

- Create interest!
  - Better: create a gap in understanding that someone is compelled to fill.

- Use words that belong to your audience.
  - “...jargon masks real meaning. People use it as a substitute for thinking...clearly about...the direction that they want to give.” (Chatman, UCal)

- Make answer compelling enough to share with someone else.
The Challenges behind Euro Challenge

**Macroeconomics Focus**

- High Unemployment
- Slow Growth
- Fiscal Policy & Growth
- Promoting Investment
- Single Monetary System
- Banking Union & Financial Stability

**Social Studies Focus**

- Globalization (Micro and SS)
- Demographics & Aging

**TIP:** Easier to incorporate into a social studies class but requires some additional time on macroeconomics to ensure you do well in competition.

**TIP:** Easier to ensure you cover all the competition’s requirements but is more economics driven.
Macroeconomics Focus

- **High Unemployment**
  - “Lagging” indicator
  - Labor Force “participation”

- **Slow Growth**
  - Long-run “average growth” rate
  - “Real GDP growth rate” of economic partners
  - Components of GDP formula

- **Fiscal Policy & Growth**
  - “Government spending” in GDP formula
  - “Government bonds” (sovereign debt)
  - Relationship between “Investment” and economic growth

- **Promoting Investment**
  - All items under Fiscal Policy above
  - Different types of investment (Residential, Government, Commercial)

- **Single Monetary System**
  - The positive and negative of not having control of own credit & money supply
  - “Transaction costs” lowered
  - Monetary vs. fiscal policy
  - Current ECB policy (if chosen as challenge)

- **Banking Union & Financial Stability**
  - “Credit Spreads” as an indicator
  - “Sovereign Debt”
  - EU and EBC current mechanisms
  - Risk of “Runs”
  - ECB policy of purchasing bonds
Cheat Sheet – What to Know?

Social Studies Focus

- Globalization
  - “Trade” and “comparative advantage”

- Demographics & Aging
  - “Labor” market and “social welfare” costs
    - Demographics of “labor market”
    - Emigration vs. immigration
  - “Productivity”
  - “Fiscal” health of country vs EU standards
What “Economics” should you consider analyzing at first pass?

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<thead>
<tr>
<th>Look at the EU’s</th>
<th>Look at your countries’</th>
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<tbody>
<tr>
<td>- GDP (incl. growth rates)</td>
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<td>- Inflation</td>
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<td>- Unemployment</td>
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<td>- Labor situation</td>
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<td>- ECB policy rate</td>
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<td>- Trade situation</td>
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<td>- Value of Euro</td>
<td>- Banking</td>
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Feel free to contact me at:

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