





Creating a Compelling Narrative


Articulating the Impact of Your Organization

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Agenda

-  What and why of storytelling
-  Audience matters
-  Storytelling components and options
-  Practice

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What is Storytelling?

Using fact and narrative (an account of events) to communicate something

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Why Storytelling

Powerful means to influence,
teach, inspire

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Audience

Shift your perspective from
organization to cause

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<h3>Organization Focused</h3> <ul style="list-style-type: none"> • What's the problem? <ul style="list-style-type: none"> – Our organization doesn't have enough money to do what we want. • What's the solution? <ul style="list-style-type: none"> – Give us more money! • What's the result? <ul style="list-style-type: none"> – We remain operational! 	<h3>Cause Focused</h3> <ul style="list-style-type: none"> • What's the problem? <ul style="list-style-type: none"> – An explicit community need. • What's the solution? <ul style="list-style-type: none"> – The evidence-based programs and services. • What's the result? <ul style="list-style-type: none"> – The community is impacted.
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Practice: Need



- 5 minutes each brainstorm with your group: **What are some of the needs in your community? Your organization?**
 - How do you know these are needs? What's the evidence?

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Practice: Audience



- Same small groups
- Consider the following audiences and what they might most care about in what you brainstormed (e.g., organization focus or cause focus?)
 - Government of Alberta grant programs
 - Corporate sponsors
 - Media
 - Citizens and community members

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Problem Statements

- Also called issues statements, needs assessments, situation, opportunity
- What need, issue, or opportunity is your project, program, or organization trying to address?
 - What needs to change and why?
 - What is the community problem, issue or opportunity that my organization, project or program attempts to solve or address?

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Problem Statement Examples

- ABC School needs to hire a safety officer to police and protect it's students.
Incorrect example.
- Over the past year there has been a 65% increase in crime and violence towards students in ABC School.
Correct example

The problem statement needs to describe why you need a safety officer.

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Practice: Problem Statement



- Same small groups
- Take one of the needs you identified and taking a cause-focused approach, craft a problem statement.
 - Hint: ask 'why' five times to see if you've really gotten at the core problem, need, or issue.

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Practice 2: Problem Statement



- Same small groups
- Take another of the needs you identified and taking an organization-focused approach, craft a problem statement.
 - Hint: ask 'why' five times to see if you've really gotten at the core problem, need, or issue your organization mobilized around.

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Writing for Audience

- Who most easily identifies with your work? How do they identify and where would they see a story?
- What are your organization values? Ethos? Who does it speak to?
 - Can you evolve it for a larger audience?
- Why was your organization founded?
- What unique approach or knowledge do you have?

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Story Components

Elements and emotions

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Three Elements of Great Stories



Character



Desire




Conflict

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Emotions

Stories mobilize emotions of action to overcome emotions that inhibit us from action.


ACTION INHIBITORS		ACTION MOTIVATORS
inertia	← OVERCOMES →	urgency
apathy	← OVERCOMES →	anger
fear	← OVERCOMES →	hope
isolation	← OVERCOMES →	solidarity
self-doubt	← OVERCOMES →	Y.C.M.A.D.


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Practice: Story Brainstorming



- Work in small groups or on your own
- Take one of the needs you identified and taking a cause-focused approach, craft a problem statement.
 - Hint: ask 'why' five times to see if you've really gotten at the core problem, need, or issue.

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Questions?

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References

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- <https://www.forbes.com/sites/nickmorgan/2015/04/14/what-storytelling-is-and-is-not/#157d42d31722>
- <https://www.harvardbusiness.org/what-makes-storytelling-so-effective-for-learning/>