

# Creating a Compelling Narrative

## Articulating the Impact of Your Organization

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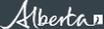
## Agenda

-  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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### Organization Focused

- What's the problem?
  - Our organization doesn't have enough money to do what we want.
- What's the solution?
  - Give us more money!
- What's the result?
  - We remain operational!

### Cause Focused

- What's the problem?
  - An explicit community need.
- What's the solution?
  - The evidence-based programs and services.
- What's the result?
  - 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
<b>inertia</b>	← OVERCOMES →	<b>urgency</b>
<b>apathy</b>	← OVERCOMES →	<b>anger</b>
<b>fear</b>	← OVERCOMES →	<b>hope</b>
<b>isolation</b>	← OVERCOMES →	<b>solidarity</b>
<b>self-doubt</b>	← OVERCOMES →	<b>Y.C.M.A.D.</b>

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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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