Using Storytelling to Share Your Program Successes
Webinar Key Points

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Webinar Recording

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Key Points

■ Build a bank of stories tailored to key audiences that you can draw from at any time. Include written stories with photos, videos, and versions to be told at meetings.
  - File your stories by topic and by audience:
    o Stories about participants, staff, employers/partners.
    o Stories that resonate with employers, funders, the community.
  - Have different kinds of stories for different needs and highlight the return on investment.

■ Before you start developing your story, identify your audience and the message you want to deliver.
  - Everything you write should flow from these two items.

■ Focus on the people involved and have a main character that people can identify with.

■ Include details of where and when the story happened.

■ Have a clear moral and a reason for your audience to listen to help them see how they fit in.

■ Clearly identify what your character wants to do or how they want to change.

■ Let your characters speak for themselves by using direct quotes.

■ Keep it short to keep your audience engaged.
Use a hook for your opener.
- Think about your audience and make the hook relevant to them.
- Have your staff help develop the hooks.
- Example: Do you believe that gratitude and optimism can overcome any obstacle?

Make them wonder about what happens next.

Include interesting details while not overwhelming them. A single telling detail can become the heart of the story.
- What detail can you provide that people will remember and what impact will that detail have on them?

Use language that your audience can relate to and tailor the terminology to your audience to help them connect with your story.

Stir up emotion. Touch an emotional chord.

Set the stage, describe the scene, and let the listener picture themselves in it.
- Allow your audience to feel what your character is feeling and become more connected to your story.
- Include photos in written stories and include your main character in videos. If possible, use shots that show where they came from and the struggles they face, not just a talking head.

Good stories have a moment of truth that reflects what your character achieved or learned. When listeners hear it they recognize it very quickly.

After you have written or told your story, or prepared a video storyboard, reflect on these questions:
- Does it have a hook or an attention-getter? Is it effective?
- Does the point you are trying to make stand out?
- Does it have the right details in it (ones that paint a picture without overwhelming the listener)?
- Is there a message of interest to your audience?
- Will they understand what they're supposed to get from the story?
- Get feedback from your colleagues, participants, and partners before you finalize your story and deliver it to the outside world.

If you're making a presentation to a decision maker, a potential funder, consider these three phases:
- Start with a brief story to get their attention and have the facts ready to answer their questions.
− During the body of the presentation, make your main points, supported by data.
− In the third part of your presentation, repeat what you said in the first part in summary and make the pitch for what you want.
  o Example: Now that you’ve heard our story and the facts, do we have your support for the project that we want to initiate?

Resources

■ **Storytelling Resources**
  − Resource list developed for the webinar.
  − Several of the documents listed provide great templates to help you develop your stories.

■ **Tips for Developing and Sharing Success Stories**
  − Tip sheet developed for the Youth CareerConnect Grantees.

■ **Using Storytelling to Share Your Program Successes Webinar Recording**

■ **NPR Story Corps** is a great place to listen to compelling stories for format.

■ **The Goodman Center** (Andy Goodman) is hired by national policymakers and corporations to help them better tell their story. An excerpt from his keynote presentation on storytelling is posted on their website.