



## Storytelling Training

Telling stories may sound like a straightforward project—after all, you’re likely to have dozens of personal stories about the issues on which you work. There are, however, important up-front considerations that will save time and energy and ensure that the stories you tell reinforce your strategic communication goals!

### Step 1: Get the Facts

#### Pre-Story Planning

What is the story you are trying to tell (subject/theme/situation) and the message/lesson you are hoping to convey?	
Who is your target audience?	
What is the ideal format and length?	

### Step 2: Interview Yourself

Collect Information—What, When, Who, How and Why.

#### How Do You Fit Into This Story?

Who are you?	
What do you care about?	
Why does the thing you care about matter to your family/community?	

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Who Are You Telling the Story To?	
What does this person/organization care about?	
Why do they need to hear the story?	
How or why will this story impact them?	
What Is the Goal of the Story?	
Are you trying to change minds? Solve a problem? Teach?	
What Are the Details?	
Where/when did it take place?	
Who are the people involved?	
What are your key messages and frames (those ideas/messages you want to emphasize vs. those you may want to omit)?	
What Is/When Was the Moment Where a Conflict, Issue, Or Change Occurred?	
What was the trigger (the moment when an action began)?	
How did the trigger affect the people in the story?	
What was the outcome of the conflict, issue, or change?	
What changed and why?	
What happened to the people in the story?	
How did the outcome affect others?	
What are the lasting impacts?	



## What Is The Story's Takeaway Or Ask?

What action do you want to take place as a result of you telling your story?

What visual(s) could be used when telling the story?

### Step 3: Practice Telling Your Story

Practice telling your story using the following outline:

My name is \_\_\_\_\_ and I **(HOW DO YOU FIT INTO THIS STORY?)** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**(WHAT IS THE STORY YOU ARE TRYING TO TELL—SUBJECT/THEME/SITUATION?)** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**(WHAT ARE THE DETAILS?),** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**(WHAT IS/WHEN WAS THE MOMENT WHERE A CONFLICT, ISSUE, OR CHANGE OCCURRED?),** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Because of that, **(WHAT WAS THE OUTCOME OF THE CONFLICT, ISSUE, OR CHANGE?)** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

This is important because **(WHAT IS THE STORY'S TAKEAWAY OR ASK?)** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

