



# The Power of Storytelling

Alberta Council for Global Cooperation (ACGC)

February 28 & March 1, 2014



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## WORKSHOP AGENDA

<b>9am</b>	<b>Introductions</b>
	<b>Why Stories Matter - Stories Are What We Are</b>
	<b>Story Foundations</b>
<b>10:30am</b>	<b>Break</b>
	<b>Stories for Social Justice and Change</b>
<b>12 noon</b>	<b>*LUNCH*</b>
<b>1pm</b>	<b>Limits, Risk and Possibility of Story</b>
	<b>The Power and 'Curiosity' of Public Narrative</b>
	<b>Creating Your Organizational Story</b>
<b>2:30pm</b>	<b>Break</b>
	<b>Our Stories for Change</b>
	<b>Moving from Narrative to Engagement – Advocacy + Policy</b>
<b>4pm</b>	<b>Evaluation and Concluding Perspectives</b> <i>Ideas have hands and feet...</i>

# Introductions – The Power of Story

Source - see Pattie LaCroix for more ideas of storied introductions like this one

## 2 minute interview

Find a partner and tell the story that answers the question: “Knowing that stories are vital to your organization, why are you here?”

## The one minute story NAME/TITLE/ IMAGE or SYMBOL

Select an image, prepare to introduce your partner

Name:

The story title:

This image represents their story because...

**\*Post your image /symbol on the wall with their name on top, title on the bottom. Be ready to introduce each other.**

# Story Essentials

## Preparation – Start with Outcomes:

1. What outcomes do you want to achieve by telling the story?
2. Who is the intended audience?
3. What are the biggest barriers to achieving your outcomes?
4. What 3 ideas do you want your audience to remember?
5. What type of image or drama can you use to communicate your ideas?

## Think about Your Audience:

1. Who are they?
2. What gets them excited?
3. What's the best "match" – visual, audio, tactile, evidence/stats/facts? Social Media? Text or newsletter? Likes, dislikes...
4. Identify Barriers, Brainstorm solutions

## Focus on Key Messages:

1. Write them down
2. What will you do to achieve your intended outcomes?

## Choose a Memorable 'Story':

1. What will have the greatest impact?
2. Highlights drama, tension, or connection
3. Consider people, setting, (cast and characters)

## Choose Your Stage/Platform:

1. What is the best way to share your story to be sure your message is clear?
2. How can you present your story to your audience to meet your outcomes?

## Be Authentic:

1. Play to your strengths and the tone or learning/receiving style of your audience.
2. But...it's ok to take some risks.

## Evaluate: *How will you measure success?*

# The Power and 'Curiosity' of Public Narrative

Each group has an example on their table. As you read or view your example, note ideas that capture your attention.

**What is most *memorable*?**

## In your group

**DISCUSS** your shared reflections

What did you see? What did you hear?

What do you imagine the tellers **HOPED** you would see/hear?

What was the intended **response**?

What key message will you take away?

**RECORD** your observations on flipchat

**BE READY** to report back to the whole group

# Creating Your Organizational Story

## **PART I:**

Each member of the group shares a “Snapshot moment”  
Others just listen...

**What did you HEAR?**

**What did you FEEL?**

**As you listen to others, what was your response?**

**Head: What are you thinking about?**

**Heart: What is your emotional response?**

**Hands: So what? Now what is to be done?**

## **PART II DISCUSS:**

- What does this tell us about our own organizational stories?
- What do we value?
- How do we want to shape our own stories?

## **PART III - In your group- Start shaping!**

**CHOOSE** one story to tell to the whole group

- What do you want others to *see*? What do you want them to hear?
- How do you **HOPE** they will **feel**?
- What is the intended **response**?
- What key message will they take away?

**As a group, note 3 key messages you hope they will recall:**

- 1.
- 2.
- 3.

**RECORD** - 4 simple observations- “The best types of stories...”

**PRACTICE** – a *3 minute Story* “***This us, at our best!***”

**THINK** - *How do we impact change through these stories?*

**BE READY** to share your story and observations with the whole group

# Storytelling Resources:

Centre for Digital Story Telling - <http://storycenter.org/>

National Coalition for Dialogue and Deliberation - <http://ncdd.org/>

Digital Story Telling Toronto -<http://storycentre.wordpress.com/>

Photovoice - <http://www.photovoice.org/>

Photosensitive- <http://www.photosensitive.com/>

Storybird- <https://storybird.com/>

Animoto- <http://animoto.com/>

<http://pfa-blog.com/home/the-abcs-of-non-profit-storytelling/>

<http://www.cbc.ca/news/canada/hamilton/news/how-twitter-shook-up-city-hall-dissecting-the-dialogue-partners-backlash-1.1304678>

<http://www.mailoutinteractive.com/Industry/View.aspx?id=539976&print=1&q=697454559&qz=f60e9e>

<http://nonprofitroundtable.org/blog/766-5-nonprofit-myths>

<http://jezebel.com/where-the-olds-arent-the-best-social-media-platforms-1517719623>

<http://www.pinterest.com/akwconsulting/nonprofit-storytelling/>

<http://www.oxfam.ca/grow>

<http://www.techsoupcanada.ca/en/community/blog/3-great-examples-of-digital-storytelling-at-work>

<http://www.hongkiat.com/blog/50-informative-and-well-designed-infographics/>

<http://philanthropy.com/blogs/innovation/nonprofit-data-visualization-a-gallery/667/2011disastersinfographic>

<http://www.causevox.com/blog/9-examples-of-video-storytelling-for-online-fundraising-campaigns/>

Innocente- <http://www.pastemagazine.com/articles/2013/02/innocente-becomes-first-kickstarter-funded-film-to.html>

SKILLS Society Stories VW Tea van:-: <http://projectcitizenship.com/>