

## CKC Storytelling workshop

### Storytelling guide

Stories can move, and most importantly mobilize people to take action, so you want to make sure your story is designed to achieve a specific action or objective.

#### 1. Define your "Why" statement.

Your "Why" statement is your purpose and your reason to exist as an organization. Your purpose is not *what* you do or *how* you do it, but rather *why* you do it. Your "Why"(purpose), reflects the true value of your organization. It's not about you, and how different you are but rather it's about the difference you make. All the stories you tell must stem from and reinforce why you do what you do.

Use the "Golden Circle" below to help you distinguish from the *what* and *how* and craft your "Why" statement.

## The Golden Circle – Simon Sinek

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## 2. Understanding your audience.

The more you know your audience, the more relevant and effective your stories can be. Define who your audience is and what they are looking for.

For each of your main audiences, answer the following questions:

1. Who is your audience?
2. What are their motivations?
3. What are their emotional barriers?
4. What practical barriers may be in the way?
5. What are their perceptions about (your organization, the cause, people you serve, etc.)?
6. What are their key interests?

The goal is for your stories to genuinely reflect your purpose and attract the audience see themselves reflected in your stories. Your audience should see their values, the life they want to build reflected in your stories.

## 3. Define your objective

Define the objective you want to achieve and select the right story to tell that will motivate your audience to take the actions you want.

To help you do that **fill out the blank**:

"I want to tell a story about \_\_\_\_\_. So that \_\_\_\_\_[action]\_\_\_\_\_."

Examples:

"I want to tell a story about a client, so potential funders can see the value we provide."

"I want to tell a story about how our organization started, so I can help others understand the need that exists."

"I want to tell a story about our vision as an organization so I can inspire others to help us achieve it."

## 4. Elements of a good story

To be effective, make sure you:

- Write the way you speak – real + genuine
- Connect through emotion (values, interests, motivations)
- Get rid of jargon
- Not a sales pitch (add that after)
- Give enough details – place the audience in the story
- Trust your audience will arrive at the right conclusion

## 5. Creating a draft

The best way to start is to just put your ideas down. It's ok if you're not sure where to begin or what to include. These exercises can help.

Here are a few different ways you can start shaping up your story. You can do one or more of these exercises:

### 1. Hit Record

Record yourself, either video or voice only, telling your story. You can transcribe it into text after. This is a great way to make sure your story sounds genuine, has a more conversational tone and you're likely not to use as much jargon either.

Even if you don't have your story totally figured out just start talking and try to get all the points you think are important and relevant. Speak naturally and from your heart as if you're talking with a friend. Just let the words roll out. Try not to restrict yourself at this point for length of time.

Listen to your recording. I know this can be hard for some people, but it's a great way to pick up on both aspects of the story as well as on how you're delivering it. When you listen to yourself tell the story you'll notice parts of the story that may be missing, or that can be removed, etc.

## 2. Post-it!

Grab post-it notes and start writing your ideas on them. One idea per post-it note. You're just writing the main point you want to make, or an aspect of the story you feel it's important to tell.

Start with how the story will start, what will be the "intro", what are some of the "main points" you feel you need to tell to make the story impactful and engage in an emotional level. What are the challenges the protagonist went through, and how are you going to end the story.

Once you write each main point/thought on a post-it note, grab all the notes and stick them up on a wall. Physically see what your story could look like. Re-arrange the notes, changing some of the main points around, take out what you don't think is as relevant or add more thoughts or points as you see fit.

You might know how to end but not how to start, or you may have some main points but not all or too many main points. Once you see the story on the wall and it's starting to take shape, it's easier to see what's missing, what's not as relevant or what needs to be moved around.

This can also be a good exercise to do if you have more than one story to tell. The exercise can help you see which story may be the best one to tell for each audience.

Now practice telling your story guided by the Post it notes structure you created.

## 3. The Bar exam

Grab a few friends or colleagues and tell your story over drinks at a bar or coffee at a coffee shop. The simple act of telling your story out loud out of the office, or boardroom, at a setting that is more relaxing can help you better shape your story.

Don't over think it. Simply tell your story and invite feedback to make your story stronger. Ideally, you will tell your story to some people who is not familiar with the organization or subject matter. Invite as much feedback as possible.

# marca strategy

You can ask:

- What was most memorable?
- What moved you?
- Was the story compelling?
- What do you think of the organization after hearing the story?
- Would you do what was asked of you/call to action?
- What do you have questions about?

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