WHAT IS STORYTELLING?
A purposeful use of narrative that describes a practical outcome and is meant as a trigger for individuals, communities, or organizations to consider future action.

STORYTELLING MAY INCLUDE

» reference to original source, if story is being re-told.
» context to set the scene.
» people involved.
» challenge that triggered the intervention/action.
» description of intervention/action.
» results and lessons learned.
» images and objects.

USE IT TO

» share and capture tacit knowledge.
» support deep understanding.
» draw and focus attention on a topic.
» enable knowledge sharing.

HOW TO USE IT

» Use relevant visual hooks when you are sharing a story to capture the audience's attention.
» Create a solid narrative, with beginning, middle, and end. Keep in mind that the beginning and the end are critical -- they are what tend to stay with the audience.
» Make sure the key message or inspiration for action comes through.
» Use true stories and keep the story simple so that you don’t overwhelm the audience.

* Storytelling is often sequenced with the anecdote circle activity when the goal of the exchange is to elicit multiple experiences based on a theme.