



STORYTELLING*

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.