

Hands-On Workshop: Telling Your Story

Thursday morning 10:30 a.m. – 12:30 p.m.

Organizations with a social mission need to articulate the value they provide and the impact they make to the community they serve, and to other stakeholders including funders. This is challenging for local data intermediaries, who may have impact indirectly through changing people's minds about an issue or putting the right information in the hands of decisionmakers and other actors who can change policy, programs, and investments. It's also difficult to describe impact in a fast and clear way that honors the complexity of the issue and the multiple partners involved in the work. Narrative storytelling is an approach that data intermediaries can use to demonstrate their value, and work through these challenges. Storytelling can showcase the significant role that data intermediaries play in an accessible way and create understanding among community partners, funders, and other stakeholders of the importance of their efforts.

The purpose of this session is to teach participants how to use narrative storytelling to communicate about the work that they do and the impact that it has.

This session will be led by [Scott Whitehair](#), an international storyteller, instructor, and producer from Chicago, IL. He is experienced in running workshops for nonprofit and corporate sectors to teach organizations and leaders to convey the stories that are important to them. Past clients include RW Baird, Price Waterhouse Cooper, Blue Cross Blue Shield, Johnson & Johnson, Boston's Children's Hospital, Chicago Cares, and United Way. In 2016 and 2017, he was a featured presenter at The Woodmark Summit, a symposium of 26 children's hospitals from across North America. He has worked with a wide range of aspiring storytellers including a Fortune 500 CEO, professional speakers, construction workers, and high school students.

After an introduction to storytelling, the workshop will offer instructive portions where Scott will introduce important concepts on telling compelling stories, both written and orally, as well as offer multiple opportunities for participants to try out these concepts during story sessions with a partner or small group. Topics to be covered will include:

- The structure and timing of stories
- The role of storytelling in engagement—why, when, and how
- The transformation of data and numbers into stories with humanity
- The telling of the larger story of the work through a smaller anecdote

Resources:

"The Ultimate Guide to Nonprofit Storytelling (30+ Tips)" <https://donorbox.org/nonprofit-blog/nonprofit-storytelling-guide/>

"The 22 rules of storytelling, according to Pixar" <https://io9.gizmodo.com/the-22-rules-of-storytelling-according-to-pixar-5916970>

A number of articles on storytelling from Doug Lipman:
www.storydynamics.com/articles1.html

Lead with a Story: A Guide to Crafting Business Narratives That Captivate, Convince, and Inspire by Paul Smith available at <https://www.amazon.com/Lead-Story-Crafting-Narratives-Captivate/dp/0814420303>

