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CHARITABLE TRUST

Building a Legacy of Community
Grantmaking since 1998

Storytelling

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The Power of Storytelling

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A Story is...

- A narrative form that documents change. It's not a speech, sermon, lecture or report, although those narrative forms use stories.
- A unit that documents change and represents a perfect form for those of us who are in the change business.
- Your organization's "narrative capital." Treat stories like other forms of capital: develop them, preserve them, grow them, share them.

A Story is...

- Based on concrete moments in time, utilizing images and senses that listeners can “see.” What people can “see,” they can feel, and what they can feel, they can act on.
- Something that mirrors life, a story has a beginning, middle and end.
- Something that is shared face to face, in real time and, ideally, makes a difference in someone’s life.

Story structure

- Start with talking since that is the basis for communication.
- Resist the urge to write. When you think you have a story, talk it out first.
- Two structures you can use:

The five Ps:

1. People
2. Place
3. Problem
4. Progress
5. Point

How something came to be:

- How it was before
- How things changed – over time or in a moment
- How things are now
- What it means (or why it matters)

How do you create narrative capital for your organization?



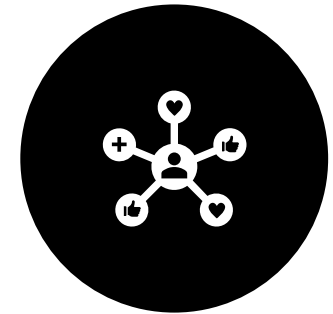
COMMIT TO DEVELOPING
AND SHARING STORIES



ALLOW YOURSELF TO TALK
BEFORE YOU WRITE



DON'T MAKE IT HARDER
THAN IT IS



KNOW THE VALUES THAT YOUR
STORIES CONTAIN AND
LEVERAGE THOSE VALUES TO
ADAPT EXISTING STORIES TO
NEW CONTEXTS