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.