

PURPOSEFUL STORYTELLING

before creation, spend time defining a story's purpose

A. PASSION PROMPT

STEP 1: BRAINSTORM: Quickly jot down a few key priority project, programs or initiatives your organization or team has prioritized this year. When done, circle one that you'd like to create a story about.

B. STORY STRATEGY + PLAN OF ACTION

STEP 2: DETERMINE: What action do you want to drive for that priority project determined in the previous step? _____

STEP 3: STRATEGIZE: Who's the target audience(s) that you want to take that desired action? _____

STEP 4: CONSIDER: What emotion(s) is going to lead that audience to that particular action? _____

STEP 5: CHOOSE: Which channel(s) should this story be told on to reach the targeted audience? _____

STEP 6: EVALUATE: What does attainable success look like for your story?

C. STORY PURPOSE STATEMENT - PUTTING IT ALL TOGETHER

We plan to create a story about _____.
(story about what priority project/program)

The purpose of this story is to _____ among _____,
(action)
(target audience), through viewing/reading/hearing a story on

_____. The story will be considered successful if
(channel)

_____.
(evaluation method - remember, what's realistic for one story to do)