

Storytelling Culture Self-Assessment Tool

USE THIS WORKSHEET TO IDENTIFY AND RATE KEY AREAS OF SUCCESS AS WELL AS THOSE THAT NEED IMPROVEMENT IN REGARDS TO YOUR ORGANIZATION'S STORYTELLING CULTURE AND READINESS.

CAPACITY			
			
Staff meets at regular intervals (weekly, monthly) to share and discuss stories.			
Storytelling is incorporated into at least one staff member's core job duties.			
The staff member(s) tasked with storytelling possess necessary skills in writing, editing, production and/or visuals and video (if applicable).			
Staff storytellers seek out professional development opportunities to expand their skills when necessary.			
There is a dedicated amount within the annual communications budget for producing stories (including upkeep of software/hardware or retaining external support).			
There is an organized system for storing collected assets and completed stories in a way that allows staff to easily access them.			
If collection and production are handled by different departments/staff there is an organized system for transferring this information from one to the other.			
Effort is made to track the impact of storytelling, as a way to enable more sustainable investment.			
TOTALS			