

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.

MINDSET/APPRECIATION

			
Belief in the value of storytelling and support for its use is uniform throughout the organization, from top to bottom.			
Staff are encouraged to share stories internally and externally.			
Staff feel confident in their abilities to share stories that illustrate the organization's mission.			
Stories are in alignment with the mission and collectively create a cohesive picture of the organization.			
Stories are regularly incorporated into a majority of organizational communications, whether spoken, in print or digitally.			
When stories are successful in leading to increased awareness, funds, etc., these successes are shared internally with staff.			
Staff are regularly encouraged to develop their storytelling skills through professional development and/or adoption of new technology.			
Planning to collect and share stories is incorporated into organization and communication/development goals.			
TOTALS			