

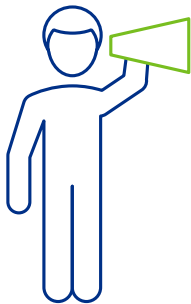


# YOU'VE GOT A STORY TO TELL



## CHANGE INSPIRES STORIES – STORIES INSPIRE CHANGE

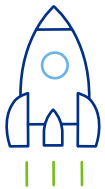
Storytelling is a powerful tool that helps communities understand and appreciate your partnership's impact. By reaching those who support your initiative, you can build up more of the support and resources needed to change minds and build on your success.



## LEARN WHAT TO SAY AND HOW TO SAY IT

There are many narratives behind each individual story. The challenge is crafting a simple description that reflects the impact you make in a visual, emotional and logical way. Effective storytelling offers many benefits:

- Simplifies complexities
- Changes points of view
- Builds trust
- Secures resources
- Educates
- Aligns people and teams



## STAND UP AND STAND OUT, BUT DON'T STAND STILL

Presentation is vital to your success. But it's not enough to simply share your story. It's important to continuously engage and gain support from your audience.



## A GREAT STORY IS IMPOSSIBLE TO IGNORE

Effective storytelling does more than engage people outside of your partnership; it can help refine your own strategic plan and improve team culture.

