

# TAP in to STORYTELLING



The image shows the rear of a blue van parked on a street. The word "STORY" is written in large, white, bold, sans-serif capital letters across the back door. The van is positioned in the foreground, and the background shows a residential street with houses, trees, and a cloudy sky. A semi-transparent blue box is overlaid on the bottom half of the image, containing white text.

**STORY**

**Q: Who tells the stories in your organisation?**





**IN THIS HOUSE, WE BELIEVE:**

**BLACK LIVES MATTER**

**WOMEN'S RIGHTS ARE HUMAN RIGHTS**

**NO HUMAN IS ILLEGAL**

**SCIENCE IS REAL**

**LOVE IS LOVE**

**KINDNESS IS EVERYTHING**

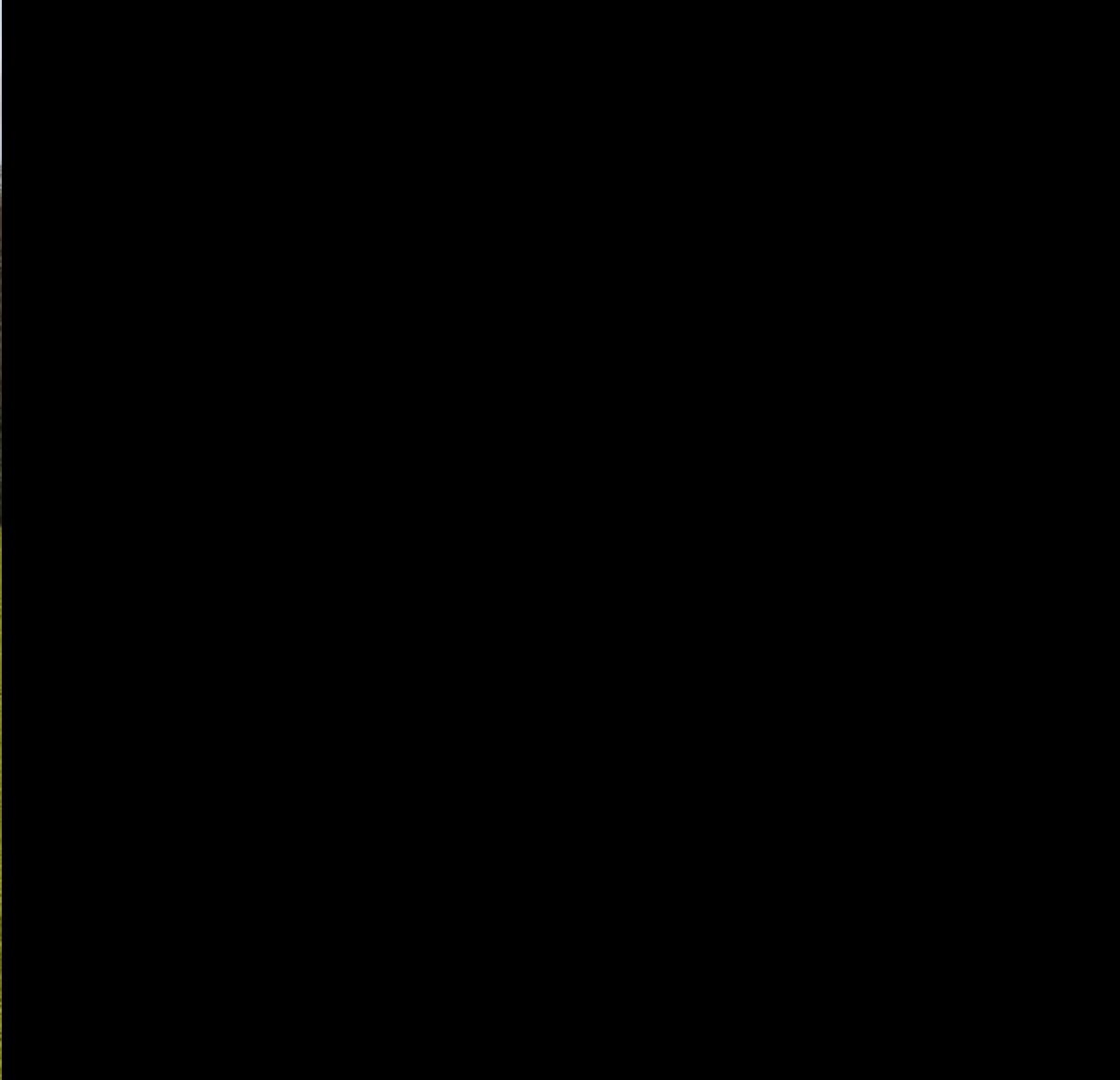
Handwritten text at the bottom of the sign, including a URL: [www.wplowater.org](http://www.wplowater.org)



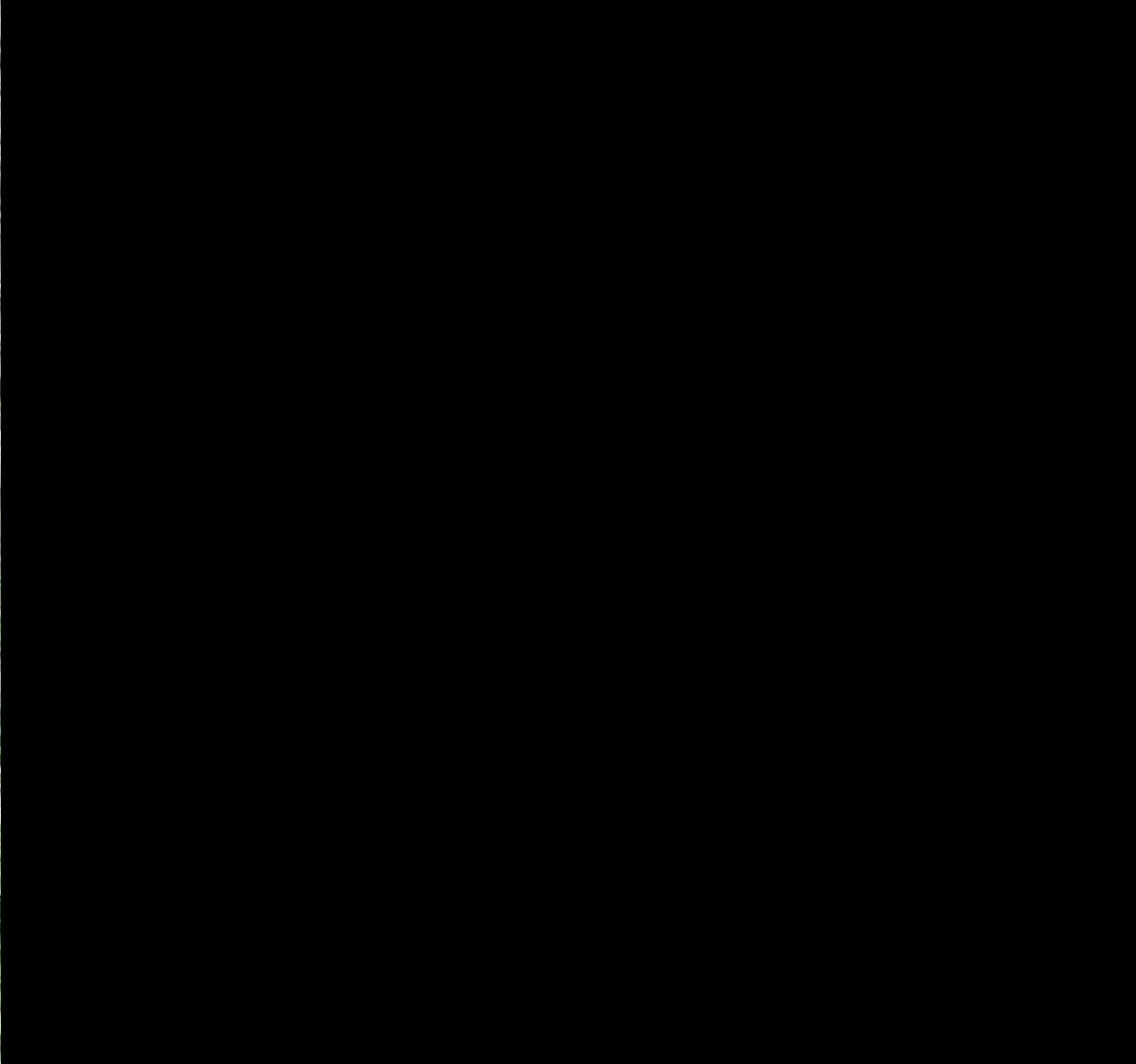
What story have you told recently?

Why did you tell it?

What impact did it have?







How do I tell a story?

# STORYCENTER

LISTEN DEEPLY.. TELL STORIES

- Own the insight
- Own the emotion
- Find the moment

# ELEMENTS OF A GREAT STORY

via Donald Miller's StoryBrand



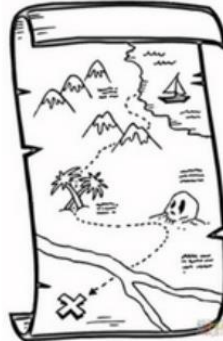
A Character



With a Problem



Meets a Guide



Who Gives Them  
A Plan

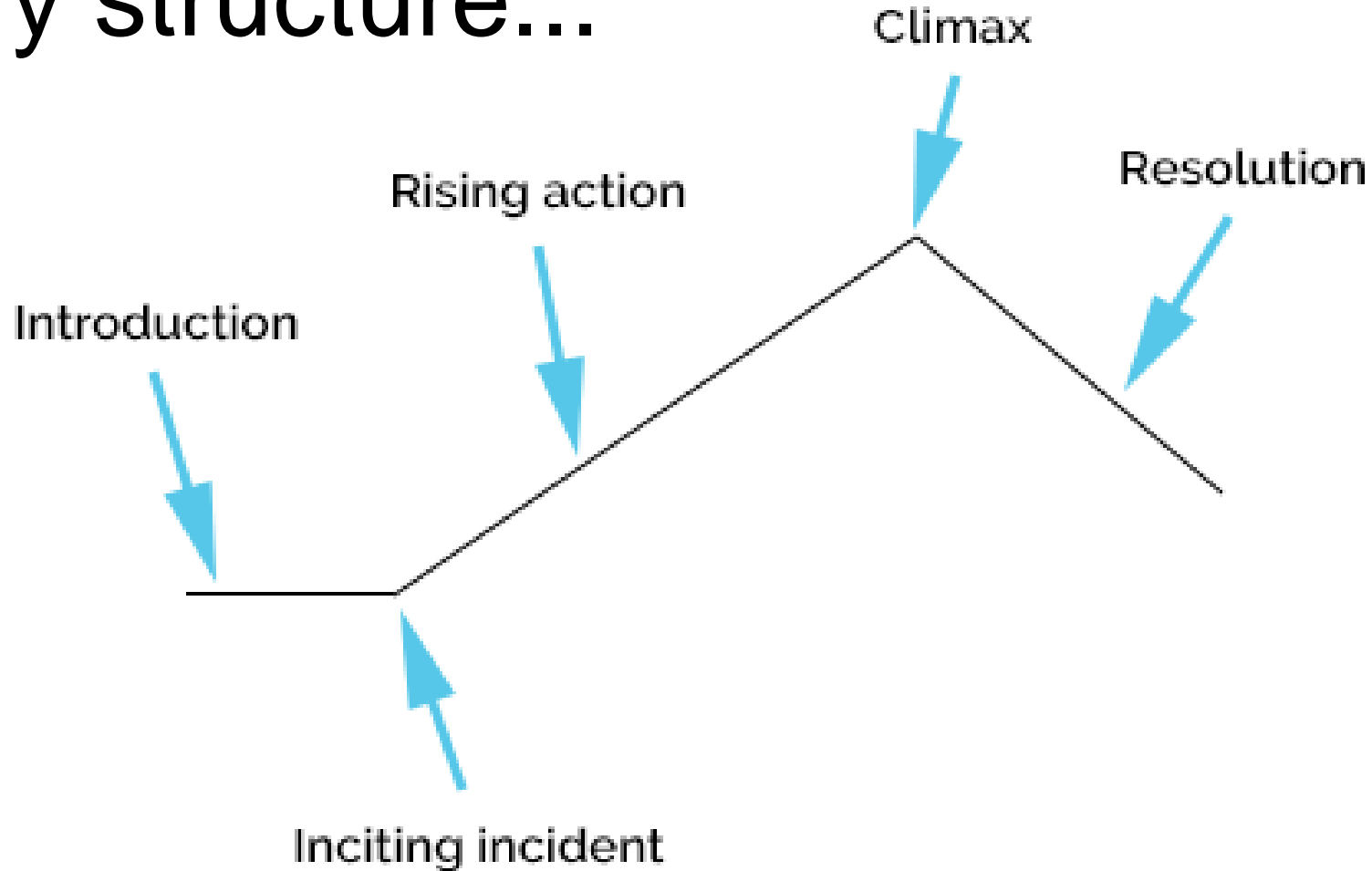


That Calls Them  
to Action



That Results in  
Failure or Success

# Story structure...





Stories change lives

A person wearing a black long-sleeved shirt and a dark cap is seen from the chest up, carrying a large, full black plastic bin bag. They are standing in a doorway, with a brick wall on the left and green foliage on the right. The scene is dimly lit, suggesting an indoor or shaded outdoor environment.

# Life Goes Inside™

**No child should carry their life in a bin bag.**

**Helping Children in Care Carry Their Lives with Dignity**

When it comes to storytelling...

what do you think matters?



What stories will you tell next?

Hilary Phillips



**cygnus** extra