

**Alberta Council for Environmental Education - September 24, 2019 - Workshop
Storytelling based on work of Andy Goodman of the Goodman Centre and Free Range
Thinking - for those in the business of 'world changing'**

Resources:

Video: Andy Goodman <https://www.youtube.com/watch?v=Eb4i5nCBEaQ>

Book: Storytelling as Best Practice - <https://www.thegoodmancenter.com/resources/>
PDF from Volunteer Alberta -

<http://volunteeralberta.ab.ca/wp-content/uploads/2015/11/Stories-Worth-Telling.pdf>

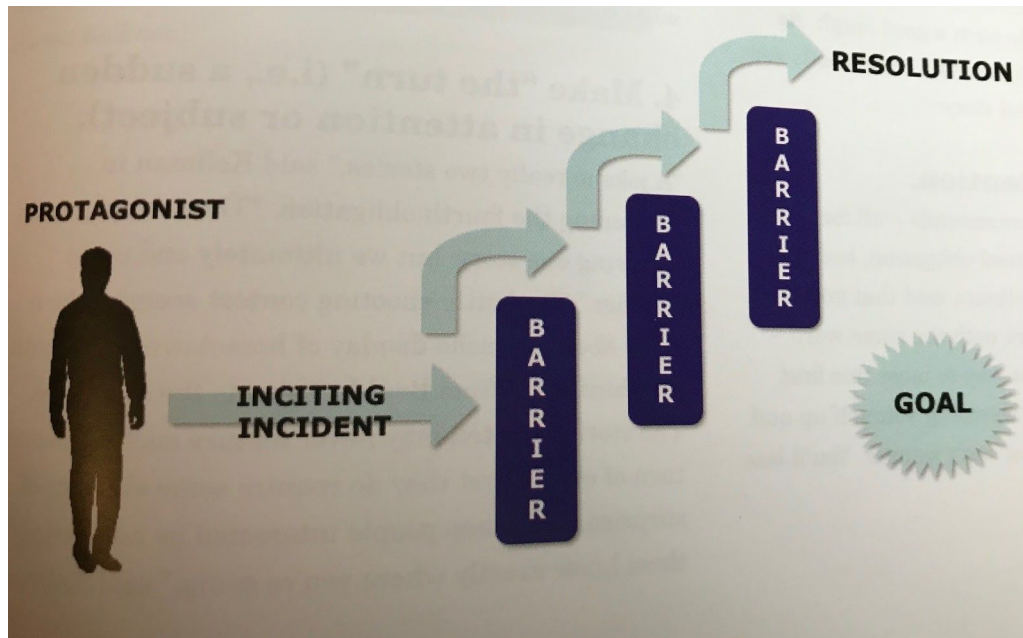
Video: Kurt Vonnegut - <https://www.youtube.com/watch?v=oP3c1h8v2ZQ>

Developing Your Story

This should align with your Evaluation Framework.

1. Look at your outcomes and impact statement - what do these tell you about your impact?
2. Why are you collecting the story (e.g. share success, advocate for change, persuade, motivate, inform)? What do you want someone to do after reading or watching your story?
3. How will it be used (e.g. internally, funders/donors, community, marketing)? Who is the audience?
4. What are the key pieces of your story (from the work you are doing - the process)?
5. What story do you have to tell about the impact?

Developing Your Story continued



1. Who is the protagonist or leading character? Andy is very clear, this should never be your organization. Who are you following in the story?
2. What do they want? What is the inciting incident?
3. What are the barriers (what stands in the way)?
4. What is the resolution (what is done to solve the problem)?
5. What is the goal (what does the story mean)?
6. What is the curve of your story?