



Learn to  
Change  
the World

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**We Have a Story to Tell:  
Empowering Communities to Tell  
Their Stories of Impact**  
Thursday, March 27, 2025

# CONTENTS



| **Community Builder**

| **The Power of Storytelling**

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| **Community Showcase**

# EdRedesign & Storytelling

- Share stories of progress, growth, and positive impact
- Amplify community voices
- Scale & sustain Success Planning initiatives
- Acquire funding, resources, and support
- Advocate for policy change



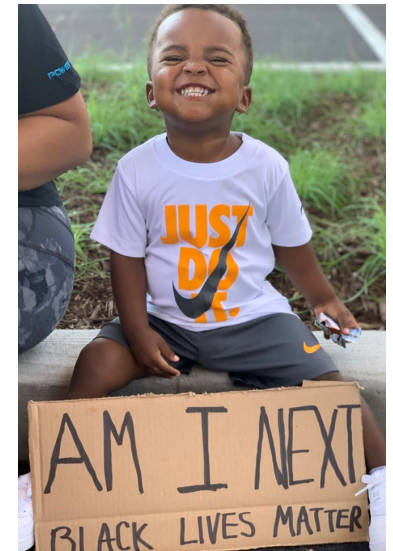


## My Why



**Chris Shelton**  
Cross-Sector Leadership Advisor  
EdRedesign Lab  
Ed.L.D. Resident

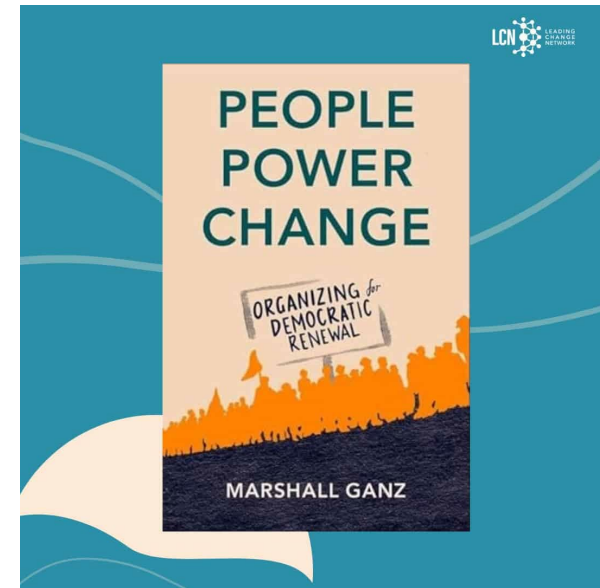
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# Storytelling Prizes

Storytelling is relational work. It requires active participation and engagement, especially in the virtual space.

Every time you participate in the chat, we will enter your name in the drawing to win a copy of Marshall Ganz's new book, *People, Power, Change!*



# Community Builder:

## Who is the caring adult behind your story?

In the chat:

Who was the caring adult that played an important role in your life. This person may have impacted your childhood or emerged in your adult life. In a few words, how did that person positively influence your life story?



# Community Commitments

- Be Fully Present – avoid distractions and stay engaged
- Listen to Understand – assume positive intentions
- Honor Confidentiality – the stories stay here, and the learning can leave
- Be a Croissant not a Doughnut - remain open-minded
- Step Up, Step Back – be mindful of your airtime
- Stick to Protocol – trust the process and lean into the activities
- Honor Time- start and end on time; commitment to equity
- Accept Nonclosure- this is just the beginning of your storytelling journey
- Other Suggestions?

# The Power of Storytelling

- Communicate, connect, make sense of the world
- Showcase assets, strengths, progress of a community
- Engage communities in complex social issues that drive changes in beliefs and behavior
- Unite people to create new social movements
- Motivate people to answer a call to action
- Reclaim power by writing your own narratives & countering false stories





# Problem of Practice

How do we support **communities** to more effectively tell their stories of impact and amplify the progress they have made towards broader systems and policy change?

## STORYTELLING



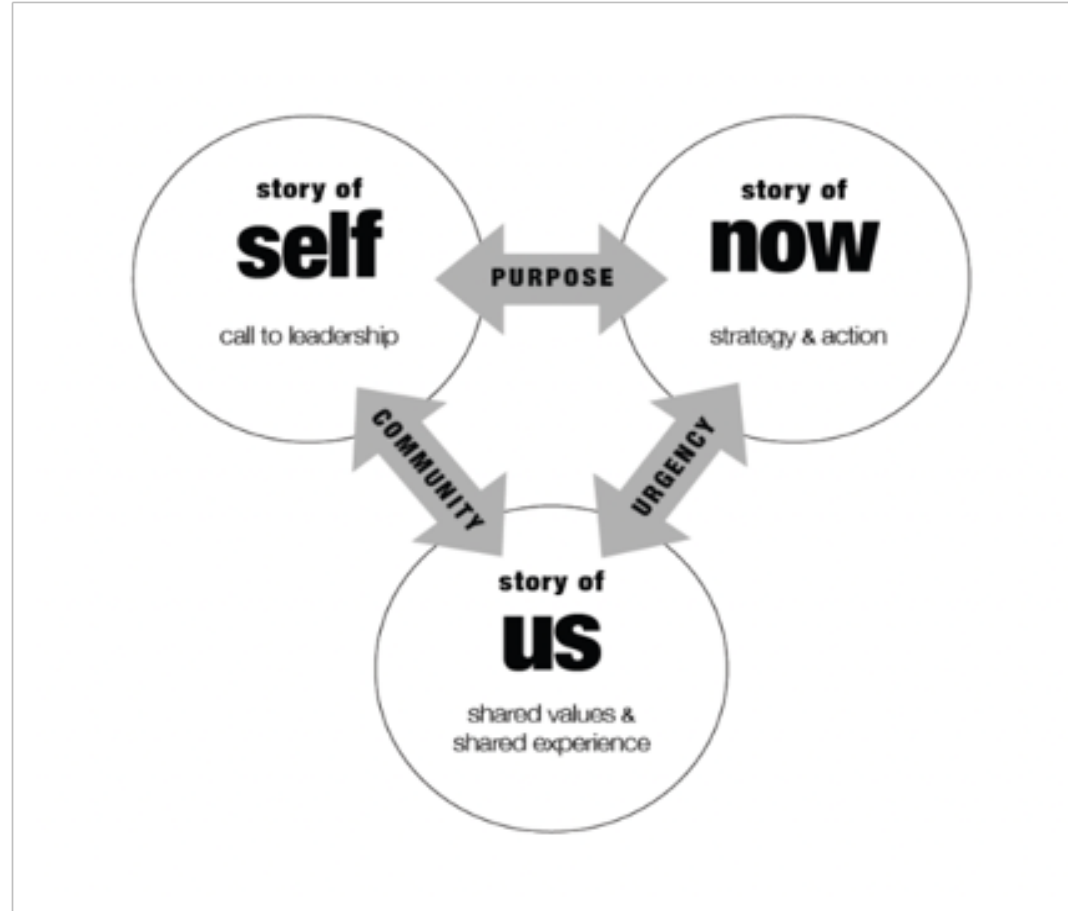
# Storytelling Signature Pilot Program

- 3 Institute for Success Planning Community of Practice Communities
  - Chelsea, MA, Dayton, OH, Orlando, FL
- 3 Coaching Sessions (1 hour each)
  - Learned Adapted Public Narrative Framework
  - Explored ways to elevate the voices of children, youth, and families
  - Learned how to build a robust storytelling culture
- 1-on-1 Coaching
- Developed Success Planning Initiative Origin Stories

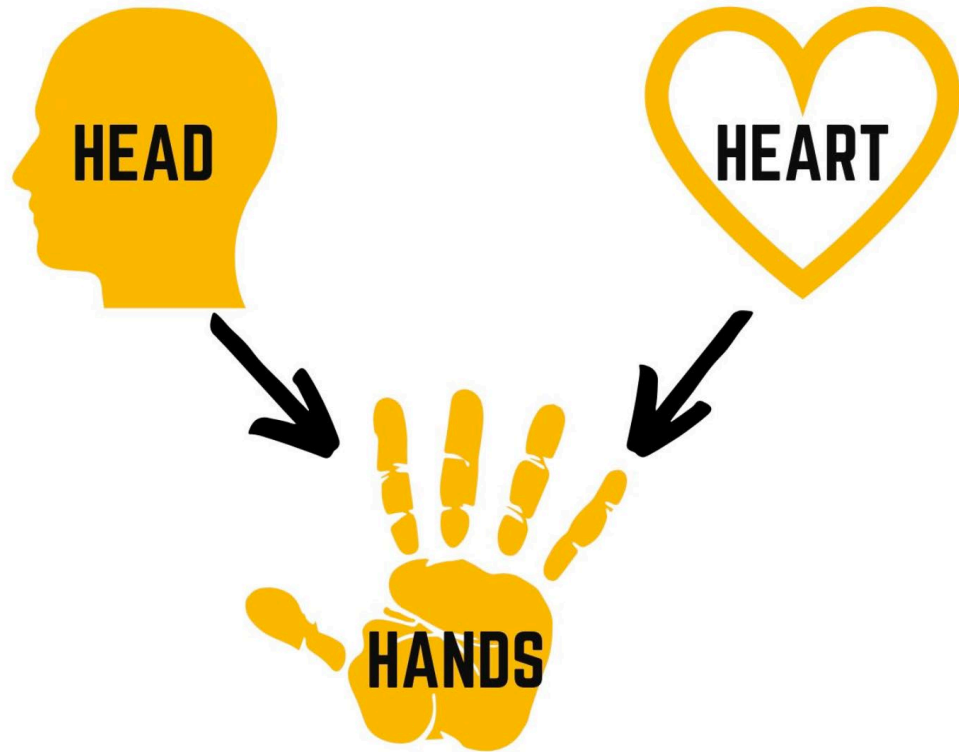


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# The Public Narrative Framework

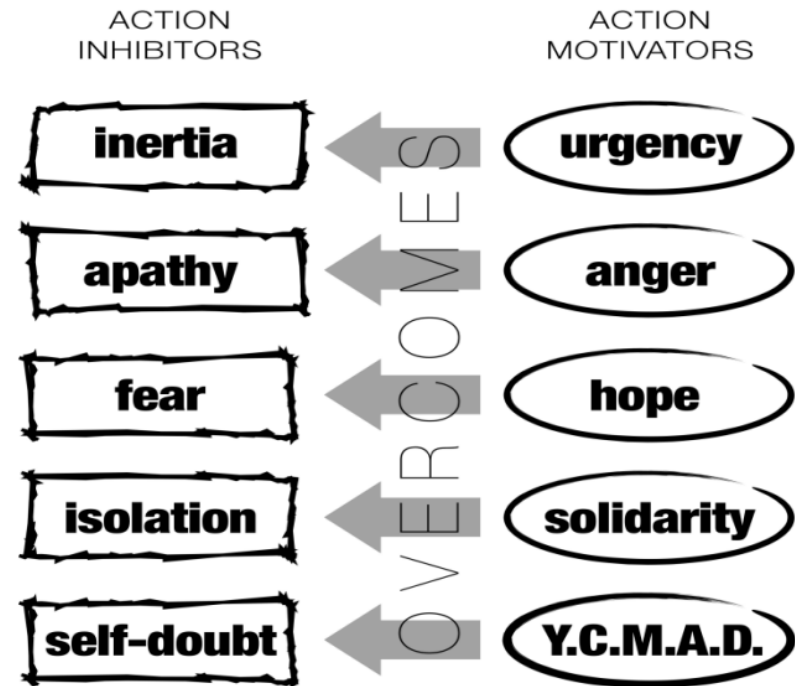
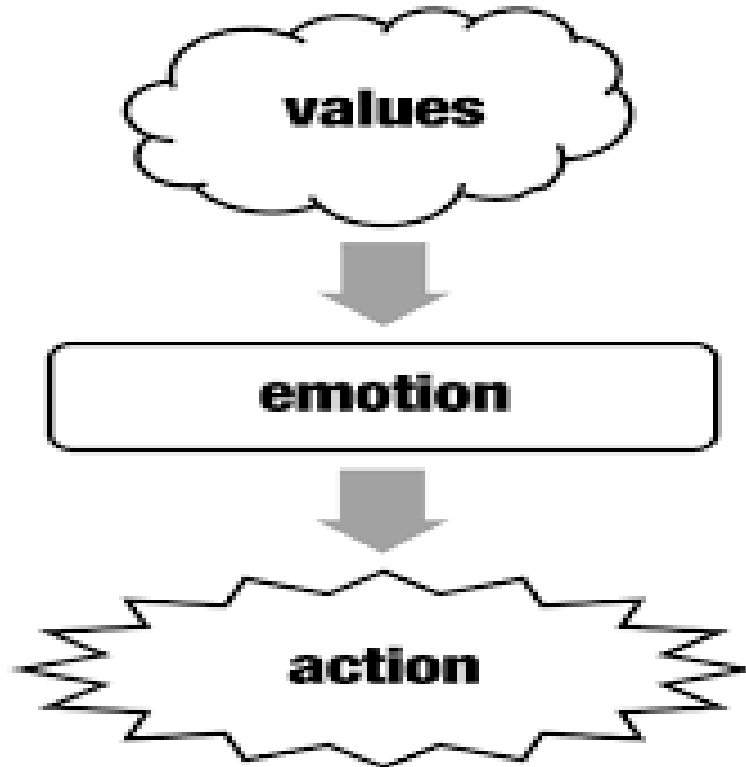


# Storytelling Through Public Narrative

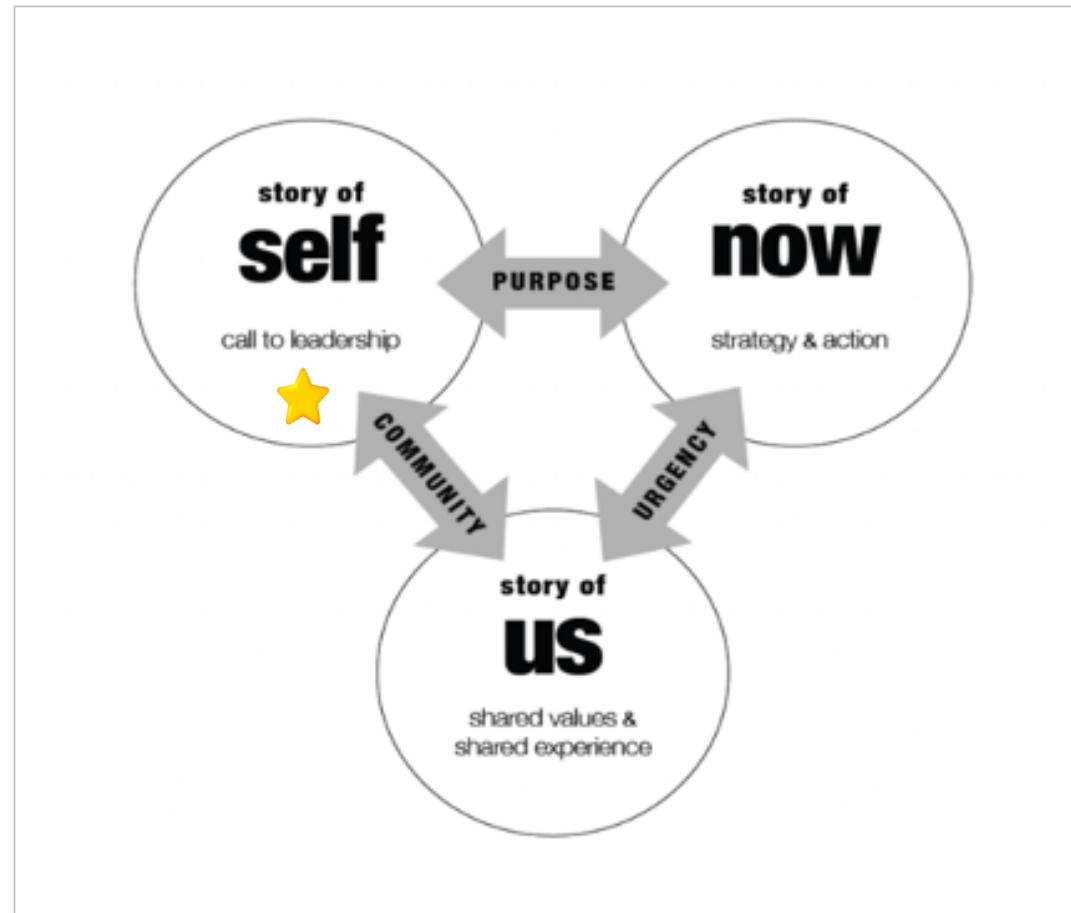


- **Heart:** The emotional resources that can be mobilized to respond mindfully, such as hope, empathy, and self-worth.
- **Head:** The strategic thinking that can be used to devise plans.
- **Hands:** The action that results from engaging the heart and head.

# The Power of Public Narrative



# The Story of Self



# The Story of Self

- Why were you called to do this work?
- Why were you called to leadership?
- Why do you care?
- What values motivate you to act?

# The Collective Public Narrative

## Adapted Marshall Ganz's Public Narrative Framework

- Created the "Story of the Collective"
- Developed the Framework for the Success Planning Origin Story

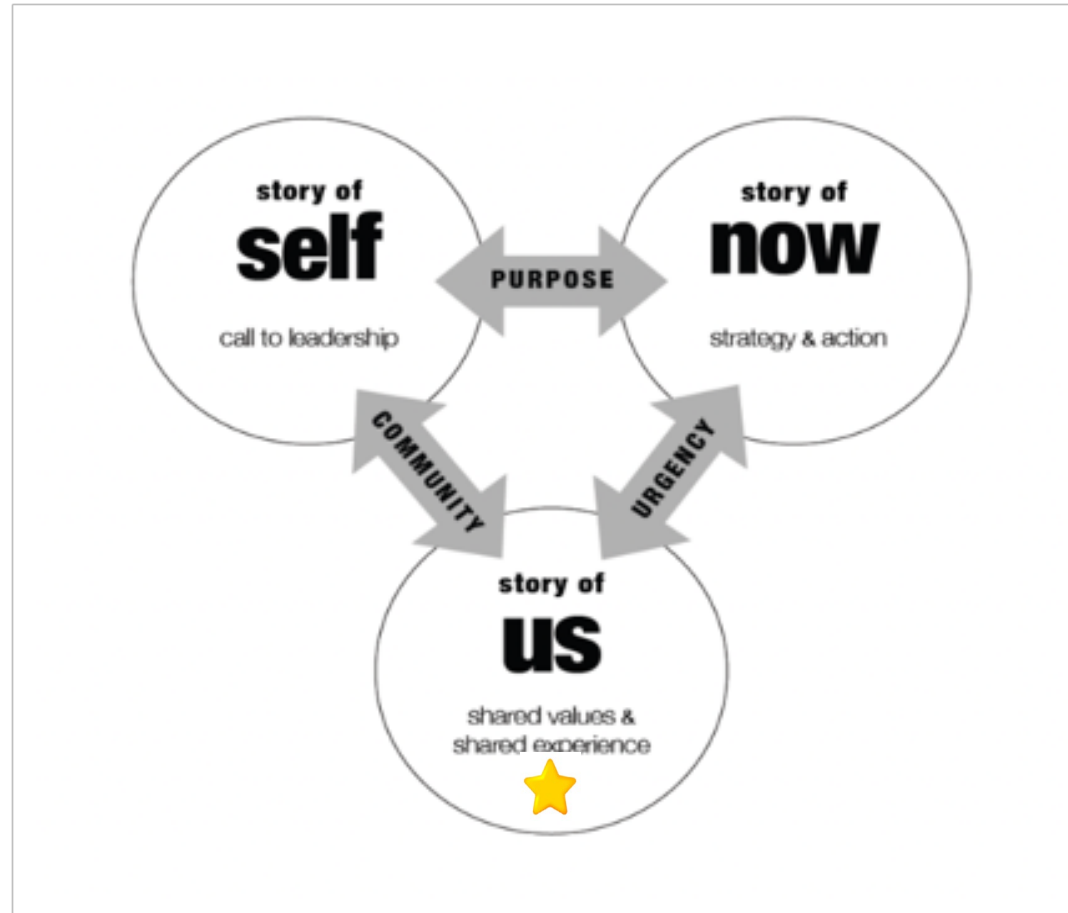




# The Story of The Collective

- Why was your community motivated to engage in Success Planning?
- What challenge(s) did you face in your community that made you decide to engage in Success Planning?
- What key choice points put your community on the path to engage in Success Planning?
- What stories can you tell about the choice points related to Success Planning?

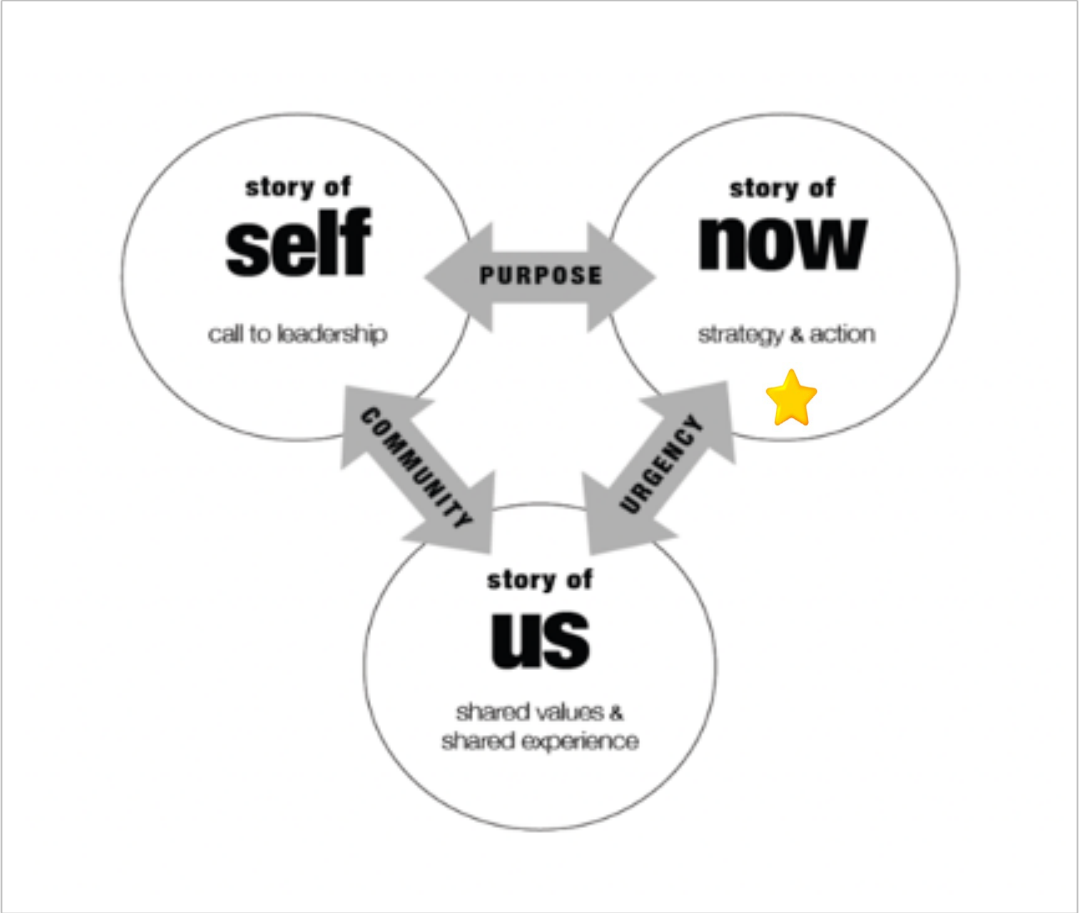
# Story of Us



# Story of Us

- Who is the "Us" -- your audience?
- What shared values exist between your community and the audience?
- What matters to the audience?
- What experiences have you shared?
- What story moments can you use to demonstrate the shared values of the "Us"?
  - A physical reaction often helps you know that you shared a moment (laughing, crying, etc.)

# Story of Now

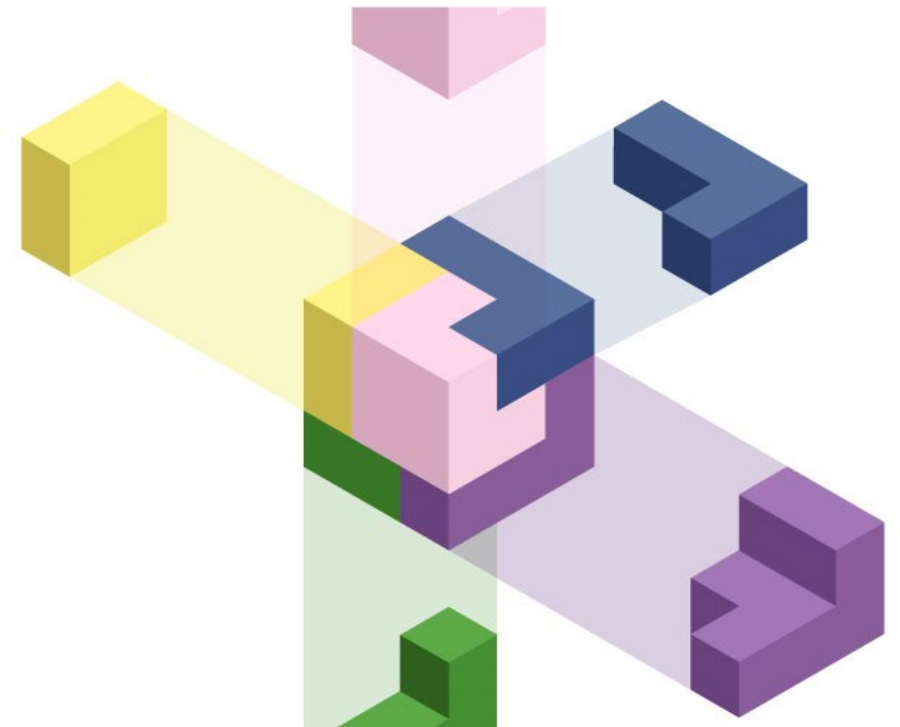


# Story of Now

- The Call to Action
- Create the "fierce urgency of now"
- What story moments can you use to evoke urgency and/or anger in your "Us"?
- What choice are you asking the "Us" to make?
- State a clear, specific, and strategic ask

# Key Elements

1. A specific **Moment** with details
2. Challenge or Dilemma
3. Choice/Decision
4. The Outcome: Values and Hope



# Modeling a Moment

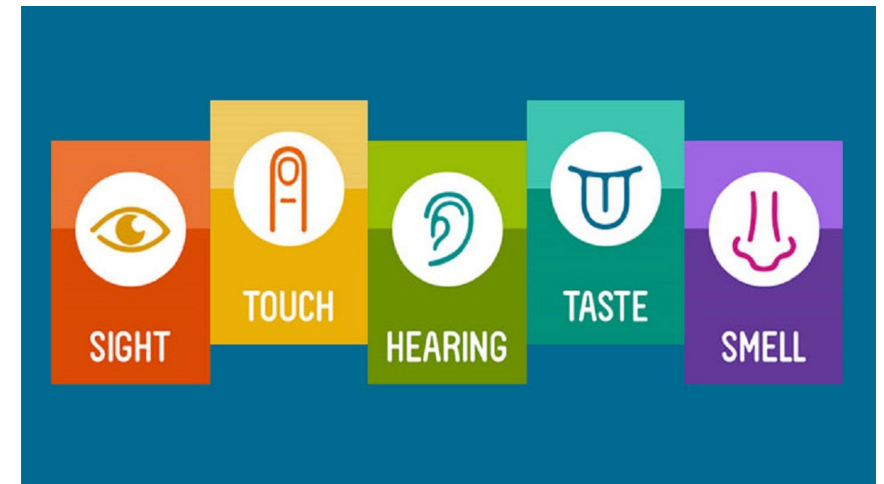


- Be specific and use vivid details
  - What sounds did you hear?
  - What did you smell?
  - How did you feel?
  - What textures were present?

# Sharing A Moment Activity

Think about the caring adult you identified in the community builder. Try to remember a specific moment where that person helped you in your life.

- Describe the moment you had with your caring adult in the chat.
  - Use your 5 senses to bring us into the moment.
  - Describe the setting.
  - State what was said.



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# Storytelling Toolkit

## Co-creation & Collaboration

- Survey on what community's need to share their stories
  - 43 survey responses
- Created a Minimum Viable Product (MVP)
- Shared the MVP with the Community for Feedback
- Implemented Feedback into the toolkit



# Storytelling Toolkit

- Tools and resources to develop a storytelling strategy
- Overview of key storytelling frameworks
- Strategy to create a robust culture of storytelling throughout your organization
- Tips on combining data, visuals, and narratives to engage the audience
- The importance of family engagement and creating trust with children, youth, and families
- Resources on elevating the voices of children, youth, and families
- Resources on how to use storytelling to explain complex ideas



# Storytelling Strategy Worksheet

Define Your Audience		
Who is your audience?	What are their current goals or strategy?	What do they value? What values do you share?
<p><b>Examples</b></p> <ul style="list-style-type: none"> <li>•Funders/Investors</li> <li>•Donors/Philanthropists</li> <li>•Policy Makers/ Legislators</li> <li>•Parents &amp; Family Members</li> <li>•Media/Journalists</li> <li>•Community Partners/Community Based Organizations</li> <li>•Advocacy Groups</li> <li>•Regulatory Bodies</li> </ul>	<p><b>Considerations</b></p> <ul style="list-style-type: none"> <li>•Determine your audience’s organizational goals and strategy</li> <li>•Align elements of the audience’s goals and strategy into your story so they can see the alignment between your work</li> </ul> <p>(<i>Note</i>: only do this to the extent you can maintain the authenticity of your organization and its values)</p>	<p><b>Examples</b></p> <ul style="list-style-type: none"> <li>•Equity</li> <li>•Impact</li> <li>•Growth</li> <li>•Sustainability</li> <li>•Justice</li> <li>•Community</li> <li>•Efficiency</li> <li>•Accountability</li> <li>•Trust</li> <li>•Legacy</li> <li>•Empathy</li> <li>•Collaboration</li> <li>•Culture of Data</li> </ul>
<p><b>Defining Your Audience Example</b></p> <ul style="list-style-type: none"> <li>•Audience: Policy Makers/Legislators</li> <li>•Goals/Strategy: Promote research-based strategies that create more equitable outcomes for children with a heavy emphasis on data</li> <li>•Values: equity, data, sustainability, efficiency</li> </ul>		

# Story Repository

- Capture Stories for Future Reference
- Form includes pertinent information:
  - Type of Story
    - Positive Impact
    - A Learning Experience
  - Story Content Topics
    - Graduation
    - Academic Growth
    - Medical Support
  - Overview of the Story
  - Artifacts (upload)



## Success Planning Story Repository

Our community, especially our navigators, are doing amazing work with children, youth, and families. It is important that we capture this work, including any inspiring stories that result from these relationships. If you have a success story with a student or family, or a story that we can grow from, we ask that you document it in the repository. Please also attach any picture or artifacts that the student or family shares with you after obtaining their permission.

[christan.shelton@gmail.com](mailto:christan.shelton@gmail.com) [Switch account](#) 

The name, email, and photo associated with your Google account will be recorded when you upload files and submit this form

\* Indicates required question

**Navigator's Name \***

Your answer \_\_\_\_\_

# Institute for Success Planning Community Showcase



# Community Showcase: Omega CDC



# Community Showcase: Chelsea Public Schools



# Community Showcase: City of Orlando

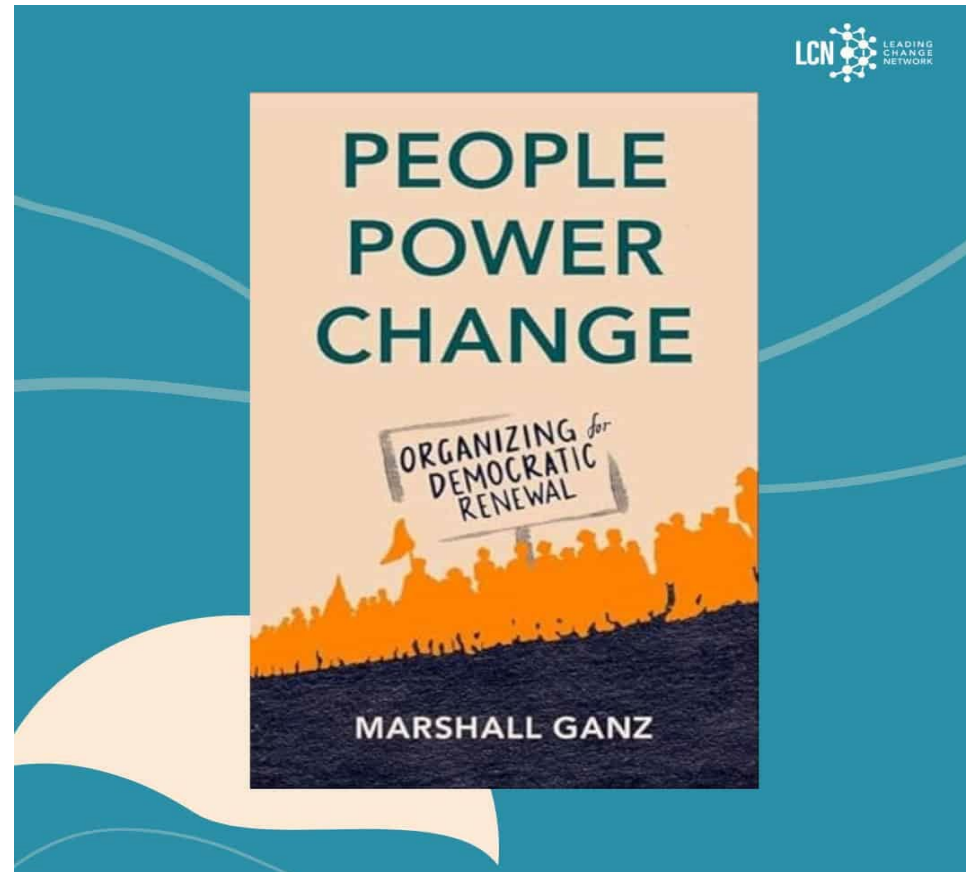


## PARRAMORE KIDZ ZONE (PKZ)





# Storytelling Prize Winners



# Closing Thoughts

- We are all storytellers
- Storytelling is not about perfection
- Build your storytelling muscle by practicing
- Reclaim your power and tell your own story before someone else tells it for you in a way that you do not approve
- Be on the lookout for more resources to support you in your storytelling practice



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# Gratitude

Thank you for being part of the Virtual Learning Series!

- Pilot Communities
  - Dayton, OH
  - Chelsea, MA
  - Orlando, FL
- EdRedesign Team
- Everyone joining us today!



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