

# Storytelling Guide

Storytelling is not only a tool but a skill that everyone should master. Having the ability to effectively tell stories will help you attract audiences, improve your marketing strategy, allow you to connect with people on an emotional level, and more.

## Other Benefits of Storytelling:

- Encourages and improves engagement
- A way to retain youth at your business or organization



## Past, Present, and Future

Frame your story in a way that gives your audience a glimpse of your progression and growth.

### Describe the Progression of Your Project Goals

- Where did you start out? How do you and your colleagues envision your future together at your organization?
- What is the potential for growth in this organization? For existing and new workers?
  - What supports, tools and resources do you have access to?

### Other Questions to Think About:

- When you set out on the path you are currently on, what did you plan to do? How has that changed?
- If your organization or business has a mission statement or collective goal, how has it changed over the years?



## Challenges and Achievements

As you are telling the story of your progression and growth, highlight your challenges and achievements.

### Describe Challenges

- Talk about how you overcame a challenge and the lessons you learned from the experience
- Talk about the career path set you set out on and how different/similar it is to the path you are on right now

### Guiding Questions

- Have you had any failures that, in the long run, improved your career?
- Who (or what) were the supports you had at hand to overcome those challenges?

### Describe Achievements

- Talk about an accomplishment that you are most proud of
- Talk about a time where you went above and beyond at your organization
- Describe a goal you set for yourself and achieved, and how you did it
- Highlight and give credit to your personal and professional heroes - the people who have helped you along the way

### Guiding Questions

- What did you learn about yourself after achieving these milestones?

# Tips for Developing the Story

- ➔ Describe your challenges and achievements in five or ten sentences
- ➔ Determine where you want to share this story. Story length is often determined by the platform you are sharing it on
  - (ex. an Instagram story might consist of 40 words but a blog post could be 150 words)
- ➔ Record yourself speaking your written script and play it back to check for story flow and continuity
- ➔ Does your story answer the question; "Why would someone want to do this career or job?"
- ➔ Keep in mind your growth and progression. Your story should have a beginning, middle and end
- ➔ Evaluate your story for the relevance of the content to the audience you are trying to reach
- ➔ Stories should elicit some emotional response. Will your story make someone laugh? Cry? Will it intrigue your reader or listener and spark a desire to know more?

## Example of a Story:

[Include a fun title here]

A fun way to add emphasis to your story is by adding a title and image!



I always thought I wanted to be a lawyer. I worked tirelessly towards this goal and was eventually accepted into my first choice law school. By year two, I knew that law school wasn't for me. The strenuous schedule and competitive culture affected my mental health. At the beginning of my third year, I made one of the hardest decisions I've ever had to make. I dropped out. I felt like a complete failure for leaving behind this thing I had worked so hard for.

After moving back to my hometown, I worked odd jobs while trying to figure out what I really wanted to do, until a good friend suggested that I enroll in an illustration program at Seneca College. I had always been talented at drawing but assumed that it was only a passion, and not something that could become a career.

I am now finishing up my last semester of a creative diploma, and about to start a competitive internship with a leading game development company, finally doing what I love. Without the support of my friends and family, I never would have been brave enough to leave my life at law school, and to choose this path.

[Click here for more storytelling resources and examples!](#)