

Powerful Storytelling

Holly Parker

Asset Building Coalition
June 26, 2008



Why write a report?

The obvious answers:

- Document work: accomplishments, challenges and lessons learned
- Raise awareness of problems and solutions
- Build and sustain support – financial, political, etc.
- Make the case for what we do



Why tell a story?

The less-obvious answers:

- Stories bring the abstract to life
- People care about stories, not charts
- People remember stories, not reports
- Telling the story sheds new light on old ways



What makes a story powerful?

Stories don't tell, they show.

Good stories are:

- Personal
- Clear
- Honest
- Emotionally stirring

What makes **this** story powerful?

How do we tell the asset-building story?

What do we want to be sure to capture?

What elements are key to describing
asset-building in Michigan?

Send us your stories!

- Holly Parker
- hparker@skilledwork.org
- Phone: 734.769.2900 x219
- Web: www.skilledwork.org



Two Video Examples

Here is a video illustrating the difference between a traditional report and a brief digital story:

<http://vimeo.com/956361>

Here is an example of how one organization combined outreach, explanation of asset building & success stories:

<http://youtube.com/watch?v=sg980nM-raE>

