Change Starts With Your Own Story
1-0: IDENTIFY OBJECTIVES

Your story begins with reflecting on why you want to share your story. What is your end goal? Why do you feel called to share your story?

PERSONAL OBJECTIVES:
What would you like to gain from sharing a story?

KEY ACTION STATEMENT:
I WANT TO SHARE A STORY ABOUT...

STORYTELLING EXPERIENCE:
We all are storytellers. When was the last time you shared a story about the work you do? What was that story about?

SO THAT I CAN...

THE BEST STORYTELLERS:
Who are the best storytellers you know and/or have heard? Why?
2-0: IDENTIFY YOUR AUDIENCE

Who is your audience? This question is crucial. You need to develop a deep sense of empathy for your audience in order to know how to best share a story with them.

**WHO IS YOUR AUDIENCE?**
Remember: get specific. Who is the target audience that needs to hear your story?

**LISTEN TO YOUR AUDIENCE**
When and where do you have opportunities to listen to your audience?

**WHAT DO THEY CARE ABOUT?**
What are your audience’s priorities, objectives, values, and/or key motivations?

**WHAT IS YOUR CALL TO ACTION?**
What is the specific action you want your audience to take? What is your objective?
**3-0: STORY-STORMING**

Empathy, the ability to understand the world from someone else's point of view, requires social and cultural awareness. However, self awareness is just as important. This reflection activity will help you to start this journey to better understand how to work with and for the community you want to serve.

Describe the community you work with in three sentences or less.

Tell us about a time you felt proud or motivated because of something you saw/witnessed in your work community.

**MAIN CHARACTERS PART 1:** Who are the people that are part of your story (colleagues, family, friends, strangers, etc.)?

Tell us about a time you saw/witnessed someone overcoming a challenge in your work community.

**MAIN CHARACTERS PART 2:** Describe them. What’s unique about them? What do they do?

What do you appreciate the most about the community you work with?

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**KEY ACTION STATEMENT:**

I WANT TO SHARE A STORY ABOUT ..........................................................

SO THAT I CAN ...........................................................................................

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**The Storyteller Toolkit**
Designed by www.storytellersforchange.org
3-1: THE BLUE PRINT

This activity will help you create your story blueprint. Reflect on the following questions and write your answers on post-its.

<table>
<thead>
<tr>
<th>KEY QUESTIONS</th>
<th>KEY MOMENTS</th>
<th>KEY MOMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHALLENGE: What is the challenge you are working to tackle? What is a personal challenge you have faced in this journey?</td>
<td>1. Introduction</td>
<td>2. Challenge</td>
</tr>
<tr>
<td>CHOICE: What are the choices you had to make in response to this challenge? What values and/or experiences helped you to overcome this challenge?</td>
<td>3. Challenge</td>
<td>4. Choice</td>
</tr>
<tr>
<td>CLOSING How can others get involved? What is your final call to action/message?</td>
<td>7. Change</td>
<td>8. Closing</td>
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**4-0: GET FEEDBACK**

This is your opportunity to give feedback and get feedback.

Find a small group (2 to 4 people) and take turns sharing and listening stories. After each person shares their story take a moment to provide them with feedback. Use the following questions to guide your conversation:

<table>
<thead>
<tr>
<th>Question</th>
<th>Question</th>
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<tbody>
<tr>
<td>What was most memorable about the story?</td>
<td>Did you hear/follow the Challenge, Choice, Change story arc?</td>
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<td>What do you have questions about?</td>
<td>What in your opinion was the big idea of the story? Did the story have a clear call to action?</td>
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<td>What parts of the story moved or motivated you?</td>
<td>ACTION ITEM: Now that you got feedback consider the following question: How will you change and strengthen your story?</td>
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5-0: YOUR STORY

Your storyteller journey began with reflecting why you want to share your story and what calls you to do the work you do. Now it’s time to channel that energy into engaging your audience with your Challenge/Choice/Change Narrative. Use the space bellow to write the main points of the story you want to share.

Introduction

Challenge

Choice

Change

Closing / Call to Action

TIPS FOR STORY IMPACT

- Make it personal
- Get emotional
- Use reflection
- Make it visual
- Take a pause
- Remind Us About Your “Why”
- Find a Champion
- Share a Quote
- Stay Motivated

UNDERSTAND THE NARRATIVE TO CHANGE THE STORY
YOU HAVE A STORY TO TELL

ABOUT LUIS ORTEGA

Luis Ortega is professional storyteller, TEDx speaker, social entrepreneur, and founder and director at Storytellers for Change (S4C).

Over the last eleven years, Luis has been featured as a keynote and presenter at over 1,000 schools, colleges, and community events across the nation. Luis storytelling is primarily grounded on sharing counter narratives to discuss racial equity, empathy, and inclusion.

Luis founded S4C with the mission to inspire youth and educators to share their stories for positive social change. Over the years, S4C has extended its work to provide organizations with tools and consulting services to harness the power of narrative. Some of Luis’s clients include the Bill & Melinda Gates Foundation, the University of Washington, the Washington Dental Service Foundation, and the School-Based Health Alliance.

Luis is a board member at Eastside Pathways, the backbone organization of a collective impact effort to close the opportunity gap in Bellevue, WA, and serves as Co-Chair of the City of Seattle’s Immigrant and Refugee Commission.

When Luis is not traveling, he enjoys writing, reading, and spending as much time as he can in the beautiful outdoors of the Pacific Northwest.

"Stories communicate our values through the language of the heart, our emotions. And it is what we feel – our hopes, our dreams, our values – not simply what we know that can inspire us with the courage to act."

- Marshall Ganz