



## Storytelling “Big Idea”

### Exercise #2

#### THOUGHT STARTERS

- *Refer to Exercise #1.*
- *How is your organization different? What do you want your organization to be known for?*
- *How do your clients start and finish with your organization’s program or services? What difference is your organization making?*

#### THE BIG IDEA

- *List words, visuals/pictures, statistics, metaphors, movies or stories that connect with your organization’s mission/programs. List synonyms.*

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**PARTNER COMMENTS/SUGGESTIONS**

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