



# Virtual Storytelling Lab

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SUZANNE SMITH, MBA  
suzanne@socialimpactarchitects.com

# Concept

## VIRTUAL STORYTELLING LAB



### OVERALL GOAL

Create a team-based approach to storytelling.



### TIMELINE

April-May 2020



### OBJECTIVES

- Leverage downtime to learn more about storytelling science to not only create better storytelling around initiatives, but also assist individuals with elevator pitches.
- Conduct training sessions to create a common vocabulary around marketing and communications.
- Pitch new storytelling ideas with the group to optimize stories being told.



# Timeline

WEEK	Topic	Activities	Homework
April 13 <sup>th</sup>	<b>Introduction</b>	<ul style="list-style-type: none"> <li>■ Introduce storytelling as a key nonprofit concept &amp; e-learning as a new tool for applied learning.</li> </ul>	<ul style="list-style-type: none"> <li>■ Watch Chapters 1 &amp; 2.</li> <li>■ Take pre-assessment.</li> </ul>
April 20 <sup>th</sup>	<b>The Why</b>	<ul style="list-style-type: none"> <li>■ Conduct debrief based on applied learning – <i>What is going well at XYZ org? What could be improved?</i></li> </ul>	<ul style="list-style-type: none"> <li>■ Watch Chapter 3.</li> <li>■ Conduct “Create, Collaborate &amp; Critique” with Peer(s).</li> <li>■ Conduct “Big Idea Party” with group or alone.</li> </ul>
April 27 <sup>th</sup>	<b>The What</b>	<ul style="list-style-type: none"> <li>■ Conduct group sharing session of outline &amp; big idea for feedback.</li> </ul>	<ul style="list-style-type: none"> <li>■ Watch Chapters 4 &amp; 5.</li> <li>■ Rethink stories told based on “Hollywood” approach.</li> <li>■ Take post-assessment.</li> </ul>
May 4 <sup>th</sup>	<b>The How</b> <b>Conclusion</b>	<ul style="list-style-type: none"> <li>■ Conduct debrief based on applied learning – <i>Do we have a storytelling culture? What more can we be doing to improve our collective storytelling ability?</i></li> <li>■ Share feedback on e-learning and how it could be applied in the future.</li> </ul>	<ul style="list-style-type: none"> <li>■ TBD</li> </ul>