



Telling Your Story – Page 1

1. Plan

What story do you *want* to tell?

What story do you *need* to tell?

2. Act



Focus on the Why

Why this story?

What are the key, top-line takeaways or messages of the story that need to shine through?

What do you need/want to have happen as a result of telling this story?



Use Data Effectively

What data do you have readily accessible to you?

What data do you need additional support in accessing?

What does the data show?



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2. Act (continued)



Tailor to Fit Your Audience

Who is your audience?

What does your audience care about?

What parts of the story should you focus on, based on your audience?



Get Personal

What “hook” can help capture and keep your audience’s attention?

What qualitative anecdotes can help support your quantitative analysis?



Choose Format(s) Carefully

What primary format will you use to share this story?

What secondary, tertiary, etc. formats should you also consider?

Do you need to partner with anyone to create these formats?





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Draft/Sketch Out the Beginnings of Your Story

3. Evaluate

How will you measure the impact of sharing your story?

