

# Storytelling Workshop

October 19th and 20th

## Description and Agenda

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Stories are at the foundation of our communications. Stories spark the emotions. People use stories to make sense of things, and they learn from stories. If stories are well crafted and well-delivered, they can impact the funding, the partnerships of the organizations, engage the hearts and minds of the different audiences (activists, employees, sponsors etc.) The Storytelling for Change workshop will help participants (changemakers, social entrepreneurs, leaders) become better storytellers, building their presentation skills and drawing out engagement and enthusiasm they never knew were there. The highly interactive sessions will help explore what stories are, how they work, and how making them retellable will hold together presentations, events, campaigns and organizations.

### Benefits:

1. Connect with your audiences as never before
2. Translate insights from your own life into clear, compelling stories
3. Build respect and support within your team, while cultivating an environment of learning
4. Craft messages that will be remembered tomorrow

### What you'll learn

1. What a story is, how it works, and how to make it retellable – including „the art of the twist“
2. How to develop a „quiver“ of stories that you love to tell
3. How to anchor your stories in mind and memory through sensory details
4. How to shape your stories for various audiences and various media

### The teaching team:

#### **Maike Gosch, storytelling and strategic communication expert**

After a career in law, she worked for several years as a script writer and editor for TV series and movies. She consults NGOs, foundations, creative and social businesses and companies in communication, strategy and storytelling (among others: Transparency International, amnesty international, WWF, Stiftung Mercator, BMW Stiftung Herbert Quandt, Hamburg Kreativgesellschaft, startsocial!). She is a lecturer on Storytelling at the Akademie für Publizistik in Hamburg and at the University of Bremen. In 2012, she was awarded the "Kultur- and Kreativpilotenpreis Deutschland" as one of Germany's most innovative creative businesses for her consultancy Story4good. More info: [www.story4good.com](http://www.story4good.com)

## **Attila Mong, journalist**

After a long career as an investigative journalist in Hungary and finishing the prestigious [John S. Knight Journalism Fellowships Program at Stanford University](#), he currently works with the Ashoka Foundation in Berlin as a Storyteller-in-Residence to improve the storytelling skills of social enterprises in Europe. He is an award-winning (Pulitzer Memorial Prize 2004, Göbölös József prize 2003) investigative journalist who uncovered banking scandals, corruption, white collar crime. In 2011 he joined an innovative social enterprise: Atlatzo.hu is a non-profit investigative journalism site focusing on transparency. He worked in print, radio, TV online, trained journalists, authored several books. He also works as a storytelling consultant for non-profit organizations. More info twitter [@attilamong](#) and website: [attilamong.weebly.com](#)

## **Agenda**

### **Part 1:**

Lecture: **Introduction to Storytelling**

- What is Storytelling?
- Storytelling and Campaigning
- Storytelling and Equality
- Best Practice Examples
- Discussion/Q&A

*Coffee Break*

### **Part 2: Morning Session, ca. 2.5 hours**

Possible content:

- **Question Time:** Collect questions from the group and cluster: What are your communication challenges? What and to what aim do you want to communicate? Who do you need to convince? Smaller groups work together and pick one challenge.
- **Short Intro:** Understanding the Other Side: Advocatus Diaboli Exercise: How do your opponents think?
- **Group work I:** Break down into your groups again. Develop a presentation against your topic/agenda. What are the narratives behind it? What are the emotions underpinning this narrative?
- **Presentation to the whole group:** Present your results to the group with feedback from the trainers and the other participants.

### **Part 3: Afternoon Session, ca. 3 hours**

Possible content

- **Short Intro:** How to determine a Communication Goal, define Target Groups, and develop a Story.
- **Group work II:** Break down into small groups again.

- **Define your communication goals:** What do you want to achieve with your communication?
- **Develop 1-3 target groups for your communication:** Who do you want to reach? Who do you need to influence? Whose attitude do you want to change?
- And then develop one story for each of the target groups you have defined.
- **Presentation to the whole group:** Present your results to the group with feedback from the trainers and the other participants.