TELLING THE STATE LIBRARY STORY

With Data & Storytelling

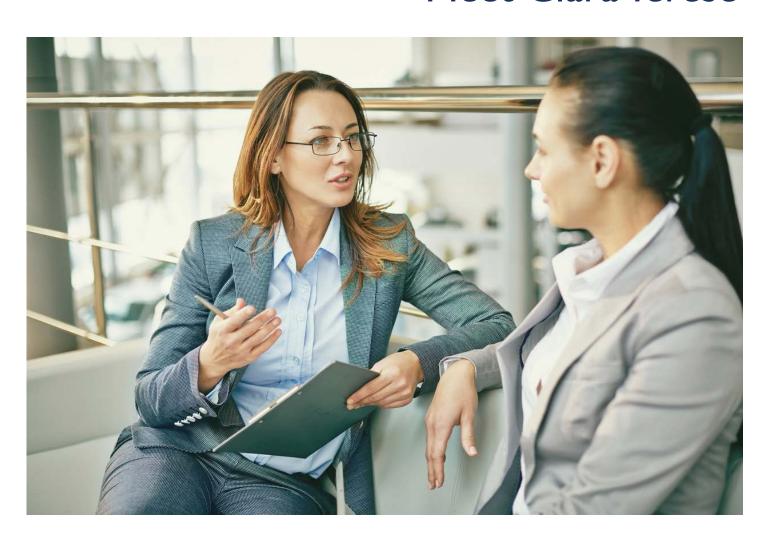


OUTCOMES

- Understanding of story structure & value
- Added skill in storytelling using data
- Strategies for leveraging self-reported data to articulate impact

Meet Hazel

Meet Clara Terese





How to know your life's purpose in 5 minutes.

Adam Leipzig

https://www.youtube.com/watch?v=vVsXO9brK7M

MR. LEIPZIG'S LIST

- I. Who you are.
- 2. What you do.
- 3. Who you do it for.
- 4. What they want or need.
- 5. What benefit they gain because of your work.

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ACTIVITY I, PART I – SELECT AN IMPACT STATEMENT

- 1. P. 5 Review statements of impact.
- 2. Put a check mark on one that resonates for you. (If none of these resonates, jot down your own. Avoid wordsmithing for now.)
- 3. Think about how to introduce yourself with this statement.

ACTIVITY I, PART II: SHAREYOUR IMPACT STATEMENT

- I. At your table, introduce yourself with your impact statement.
- 2. Listen to other's statements and introductions.

Clara Terese's Story



STORY STRUCTURE – PAGE 6

- I. Real person
- 2. Their problem
- 3. Library/state library intervention
- 4. Happy ending
- 5. Big number/output + state library connection
- 6. Impact phrase (benefit to others)

WHY STORIES WITH DATA WORK

Person > Crisis > Solution

- OxytocinBonding, empathy
- CortisolAttention getting
- DopamineEmotional charge

Large Output Data

- More than single instance
- Prefrontal Cortex
 - Executive functions
 - Decision-making
 - Problem-solving
 - Long-term goals

ACTIVITY 2: CONSTRUCTING & PRACTICING YOUR STORY

- 1. Consider a service you offer and an individual who benefited from it.
- 2. Write your story using the playbook diagram on p. 6.
- 3. In a partner, tell your stories to each other.
 - a) Remember to start with your impact statement and end with your impact statement.
 - b) Be concise less than 60 seconds.
- 4. Revise as needed.
- 5. Tell it again. (more concise and direct)

ACTIVITY 3: USE COMMENTS TO CONSTRUCT STORIES

- 1. Review one of the four comment areas in the playbook.
- 2. Consider which comment might translate to a compelling story.
- 3. Discuss your story idea (from the comments) in your triad
- 4. In your group, describe how you can and/or could collect stories and comments.

STRATEGY REVIEW

Your Stakeholders	Your Impact	Your Stories

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Questions?

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