

STORYTELLING RESOURCES

Storytelling is an ideal way to show the mission of your healthcare organization in action and to connect with and motivate others.

The following resources will help you build better stories.



High Impact Storytelling Tips

- **Emotion Trumps Reason:** Behavioral economics shows *people do not behave rationally; rather people behave irrationally in predictable ways.* Our emotional and intuitive right brain helps us make initial decisions, so it's important to make an emotional connection first.
- **The Power of One:** Research shows people are more likely to respond to individuals than groups, so stories need to revolve around a single individual others can connect with on a very basic human level.
- **Focus on the Benefits:** While *features* interest a very slim audience, your community *really* wants how a program's *benefits* impact people.
- **Happy Endings Are Not Required:** Most real life stories do not resolve themselves neatly. Unfinished or unresolved stories keep people involved.
- **Be Relatable:** Context stories to help people understand another's plight.
- **Be Specific:** Give people a very specific and understandable call to action.
- **Be authentic:** Be genuine, credible, trustworthy and REAL.
- **Create a Consistent Brand Experience:** Storytelling is part of building an experience of your brand. This means there is a need for consistency of messaging, voice and style across all communication channels.

Storytelling Resources

Telling Tales in *Harvard Business Review* by Stephen Denning

The Art of Storytelling by John Walsh

The Story Factor by Annette Simmons

The Power of Personal Storytelling by Jack Maguire

Leader's Guide to Storytelling by Stephen Denning

Improving Your Storytelling by Doug Lipman

Resonance by Nancy Duarte

Storytelling as Best Practice by Andy Goodman

Healthcare Philanthropy by Betsy Chapin Taylor



For Additional Information

For free downloads, videos and additional information on mission storytelling, building a resonant case for support for your healthcare organization or forging synergy between healthcare marketing and healthcare philanthropy, please visit www.thirdsectorstrategy.com/storytelling or contact us at 855-877-4332.