

01

Craft Your Story: Storytelling Exercise Worksheet

The Story Arc

🔍 **Beginning (Set the scene):** Who are you? What's the context?

🔍 **Conflict (The challenge):** What problem, barrier, or need are you addressing?

🔍 **Resolution (The impact):** What changed because of your actions or your organization's work?

Mini-Exercise

Step 1 – Choose Your Focus

Think of a real moment or example that highlights the impact of your organization's work.

0 A client story

0 A community success

Step 2 – Fill in the Story Arc

Beginning (2–3 sentences):

Set the scene. Introduce the person, place, or situation.



Conflict (2–3 sentences):

What was the problem, challenge, or need?



Resolution (2–3 sentences):

How did your organization or leadership make a difference? What's the impact?



Step 3 – Refine & Share

*Condense your story into a **30-second version** (about 80 words).*

Practice sharing with a partner at your table.

Focus on clarity, purpose, and authenticity.

Pro-Tip Box

- ✓ **Use plain language.**
- ✓ **Keep it human-centered (real people, not just stats).**
- ✓ **Always tie back to your mission or values.**