

THE LEADERSHIP LAB: TELLING YOUR STORY GUIDED JOURNALING



NONPROFITS ARE IN THE BUSINESS OF INSPIRING ACTION THROUGH CONNECTION. A COMPELLING STORY DOESN'T JUST COMMUNICATE; IT TRANSFORMS SUPPORTERS INTO PARTNERS. WHEN YOU TELL STORIES THAT RESONATE, PEOPLE DON'T JUST HEAR YOUR MESSAGE, THEY FEEL IT.

dive deeper

THINK ABOUT A STORY (PERSONAL OR PROFESSIONAL) THAT MOVED YOU TO ACT.

- WHAT MADE THIS STORY POWERFUL?
- HOW DID IT CONNECT EMOTION TO MEANING?
- WHAT DID IT ASK OF YOU?

CONSIDER THE STORIES YOUR ORGANIZATION TELLS MOST OFTEN.

- WHAT THEMES SHOW UP REPEATEDLY?
- WHOSE VOICES ARE AMPLIFIED AND WHOSE ARE MISSING?
- WHAT PARTS OF YOUR MISSION FEEL HARDEST TO PUT INTO WORDS?

NONPROFIT STORYTELLING INVOLVES REAL PEOPLE AND REAL LIVES.

- HOW DO POWER, CONSENT, AND DIGNITY SHOW UP IN YOUR STORYTELLING?
- WHERE MIGHT GOOD INTENTIONS STILL CAUSE HARM?
- WHAT VALUES SHOULD GUIDE YOUR STORYTELLING DECISIONS?

AS A LEADER:

- WHAT STORY ARE YOU TELLING ABOUT YOUR ORGANIZATION RIGHT NOW?
- IS IT ROOTED MORE IN URGENCY OR IN HOPE?
- HOW ALIGNED DOES IT FEEL WITH YOUR VALUES?