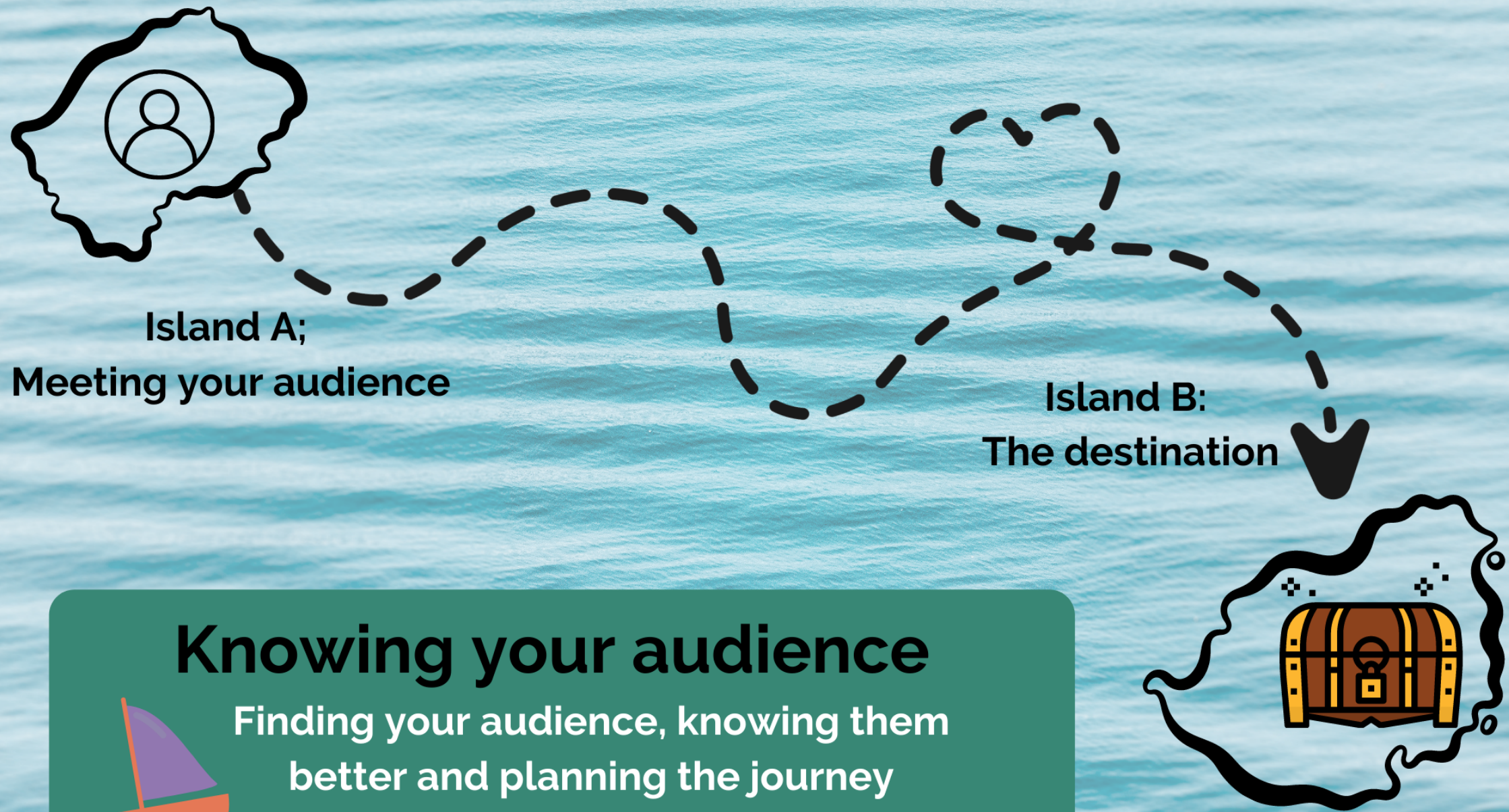


# Story-telling for engagement

Navigating the waters of narrative to tell  
the story of your organisation.







# 1d. Persona

What are the **hopes and dreams** of your audience?

e.g. Alison wants to create meaningful social change in her community. She hopes for widespread engagement from the people most affected by decisions. She wants a sense of connection from those she works with and a sense of purpose in her work.

What does your audience **fear**?

e.g. Alison is afraid of making mistakes. She's afraid of her work not having a big enough impact and of funding running out for her organisation if she doesn't find the right way to talk about her work with other people.

## 3a. Exploring plot and conflict



- Every good story has a beginning, middle and end. This could be something simple, like telling the history of an organisation: how it started, what happened next, what's happening now.
- Most good stories have some engaging conflict along the way – something that needs to be solved – and a resolution of that conflict.
- Conflict here doesn't need to be literal. It could be simply the difference between what we have and what we want, the difference between the status quo and what your organisation envisions and works towards.
- The beginning of the story is Island A.
- The middle is the journey we're taking our audience on.
- The end is Island B.