

# Horizons

Commissioner Conference 2023



**Girlguiding**  
London and  
South East England

# Storytelling with Impact

## Aim and Outcome

**Aim:** to equip commissioners to use storytelling as a tool when reaching out to others to tell them about Girlguiding

**Outcome:** commissioners will feel equipped to use storytelling methods when communicating with a range of audiences

# Storytelling with Impact

## Objectives:

By the end of the workshop, commissioners will have had the opportunity to:

- understand the three-stages of storytelling
- experience an effective story
- consider how to use story-telling tools
- practise telling an effective story

# Storytelling with Impact

The power of a story



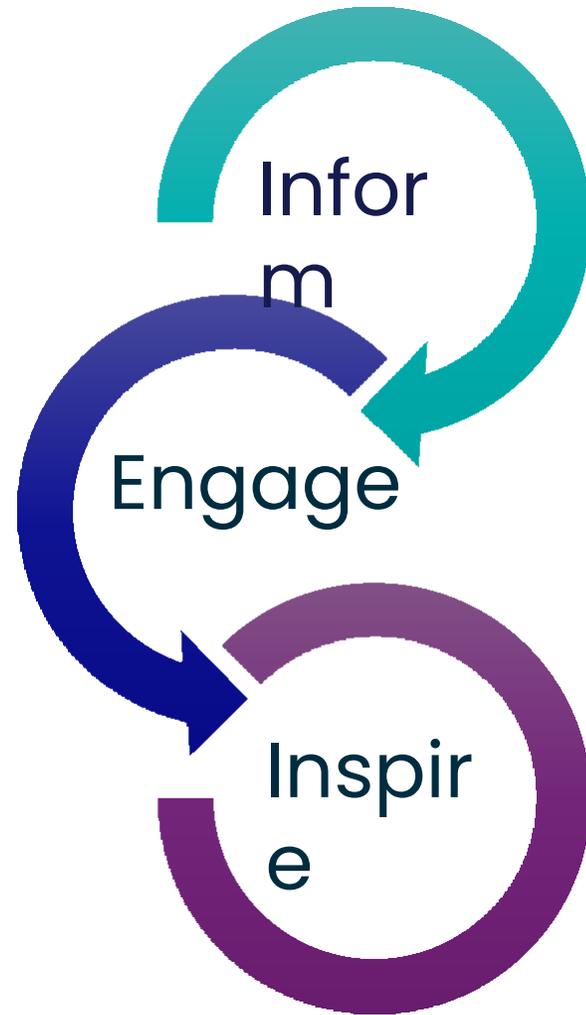
# Storytelling with Impact

Which meaningful stories are imprinted on your mind?



# Storytelling with Impact

Framework for storytelling

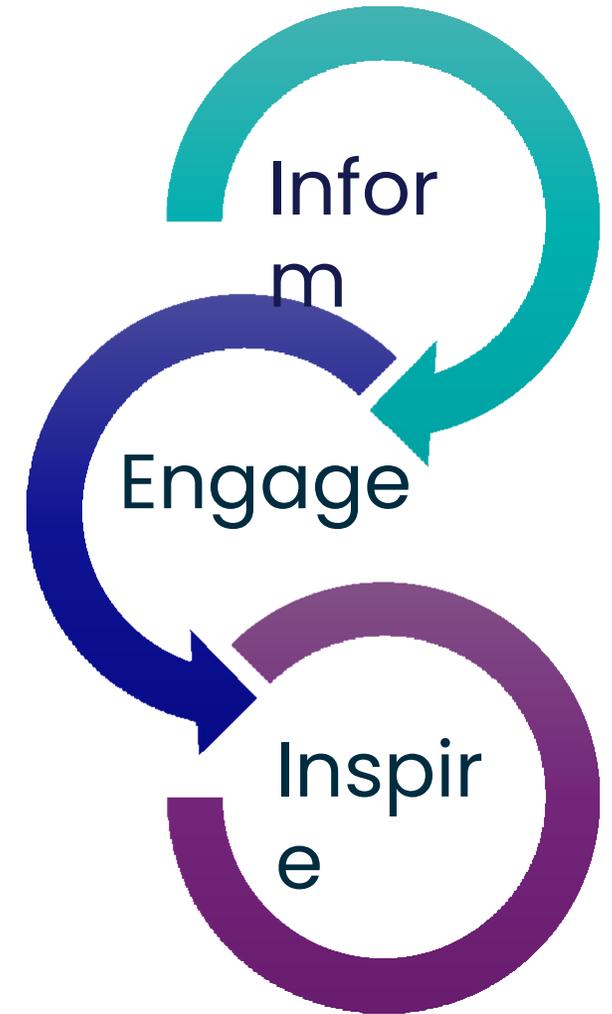


# Storytelling with Impact

## Framework for storytelling:

### INFORM

- What is the purpose of the story?
- What are you trying to achieve?
- Are you trying to: influence / persuade?
- How will you inspire people to come on the journey with you, and to stay?
- What new awareness can your story bring?

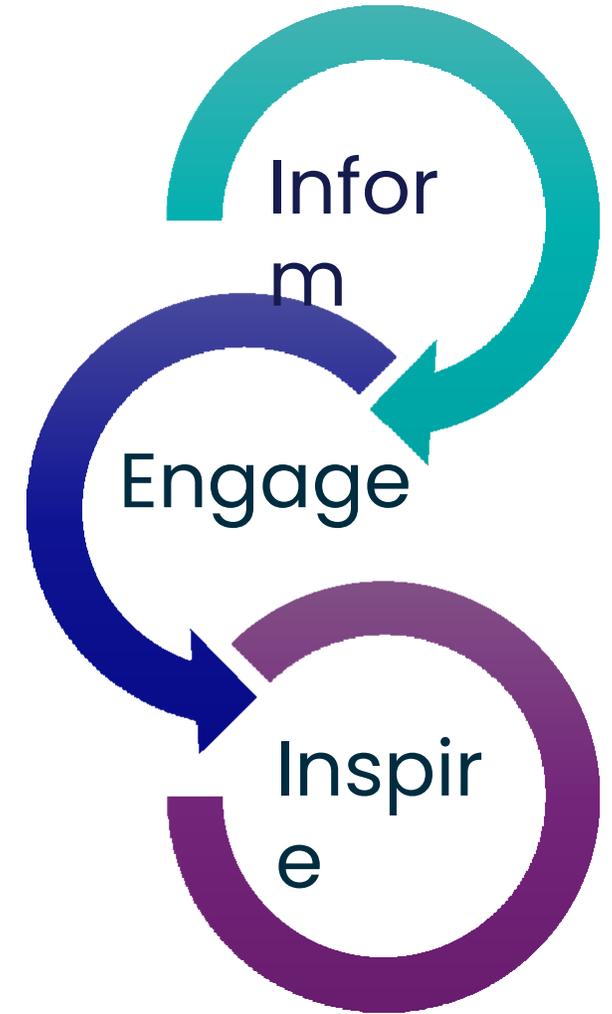


# Storytelling with Impact

Framework for storytelling:

## ENGAGE

- How do you now grab their attention?
- How do you engage them emotionally?
- How can you avoid using jargon?

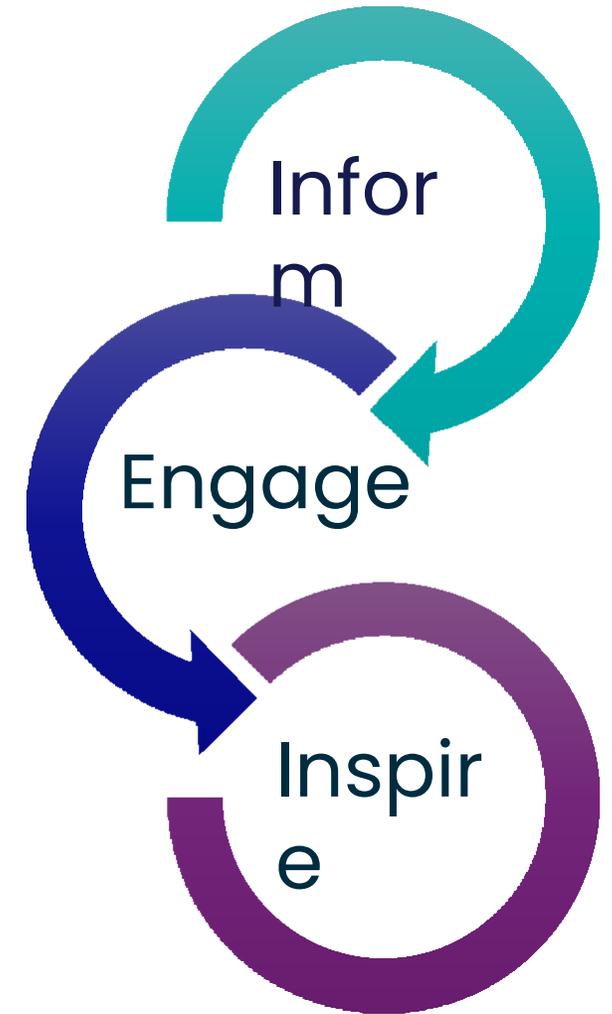


# Storytelling with Impact

## Framework for storytelling:

### INSPIRE

- How can you make your story relevant to this particular audience?
- Are you clear on your call to action?
- How can you enable people to embrace your call to action?



# Storytelling with Impact

Trying it out



# Storytelling with Impact

## Real-life, helpful examples



You are in urgent need of more volunteers in your area.

You find yourself in an elevator with the Head of Student Engagement at the local college.



You are planning to run a large-scale camp in your area. You are in need of funding to keep the event accessible.

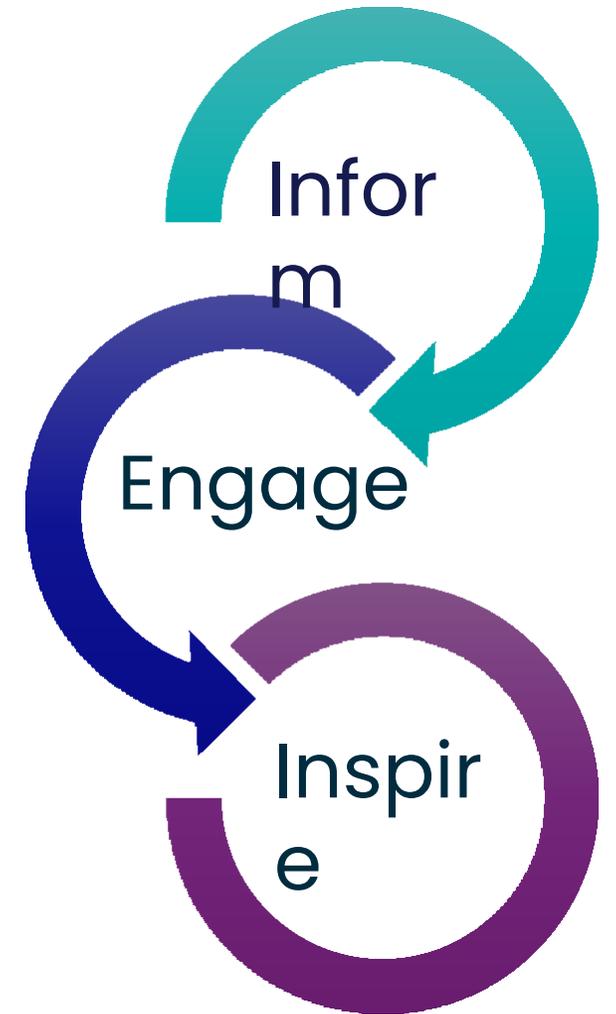
You are at a networking event and coincide with the Grants Officer for a local charitable trust.

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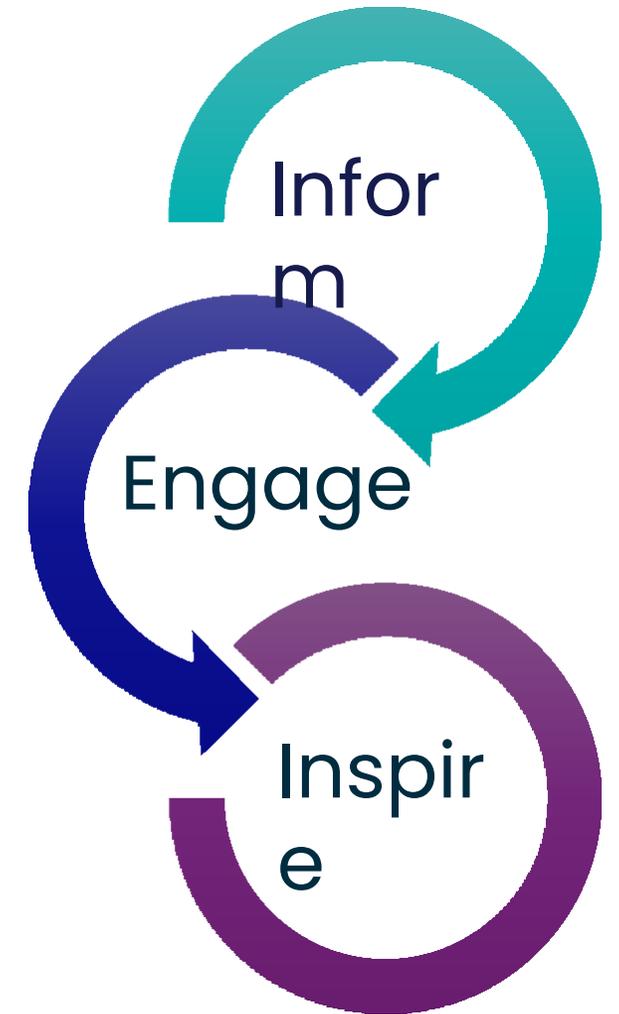


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## Real-life, helpful examples

You are planning to run a large-scale camp in your area. You are in need of funding to keep the event accessible.

You are at a networking event and coincide with the Grants Officer for a local charitable trust.



# Reflect

How are you feeling about using storytelling as a tool?



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**Thank you!**