

# Worksheet: Crafting a Story

Use the following questions to think through a sustainability story you are thinking about sharing with others in your organization.

Who are the main characters in your story? What details can you share to show what they have in common with your audience?

What challenge are they facing?

How can you show how your organization supported them? What is your organization enabling?

What choices were they facing? What are the different ways they could respond to the challenge you described above?

What do they decide to do? Why?

What is the meaning of the story that you're interested in highlighting? What are the main lessons or morals? What might others take away from the story?

How might you subtly convey this without giving it away? What pieces of the story are essential to delivering this message?