

Worksheet: Developing a Plan for Storytelling

Now that you have a sense of the different ways to approach storytelling for sustainability, take a moment to make a plan for what you could do next.

PICK AN APPROACH

As a sustainability change agent, your time is limited. Pick one approach that you can commit to trialing over the next year:

- Capture stories about employees, senior leaders, or other stakeholders and share them broadly throughout your organization
- Integrate stories into onboarding activities
- Invest in storytelling training
- Integrate stories into everyday operations
- Other (if you know of a different approach you would like to try)

IDENTIFY PARTNERS

Is there anyone whose support you need to make this happen? What will you need from them? These may be other people on your sustainability team or people in HR or Communications. It could also be someone who could facilitate a storytelling training exercise, or a senior leader you want to engage as a storyteller as a part of new employee onboarding.

CONSIDER YOUR RESOURCE NEEDS

What resources would you need to make this happen? Do you have access to these resources? Could you get them?

MAKE A PLAN

What steps can you take to make this happen...

In the next month...

In the next three months...

In the next six months and beyond...

ASSESS OUTCOMES

What does success look like? What do you hope will be different as a result of your investment in storytelling?

How can you assess whether or not this change has occurred?

For example, if you selected Capturing and Crafting you might track the response to your stories (i.e. do people read the stories, do they respond by sharing their own stories, do the stories lead people to come forward with new ideas). For Investing in Training or Integrating into Onboarding you may choose to follow-up with some of the people who attended these sessions and ask them to describe what they remember most from the sessions.