



CREATE GOOD (STORIES)

Presented by Kenia Thompson



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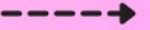
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MASTER COMMUNICATOR



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TV Host | Branding | Social Media | Communication Planning
Coaching | Educator | Visual Storyteller | Empathic Communicator

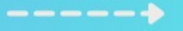




BREAKING THE SILENCE

Silence inflicts pain without visible bruising



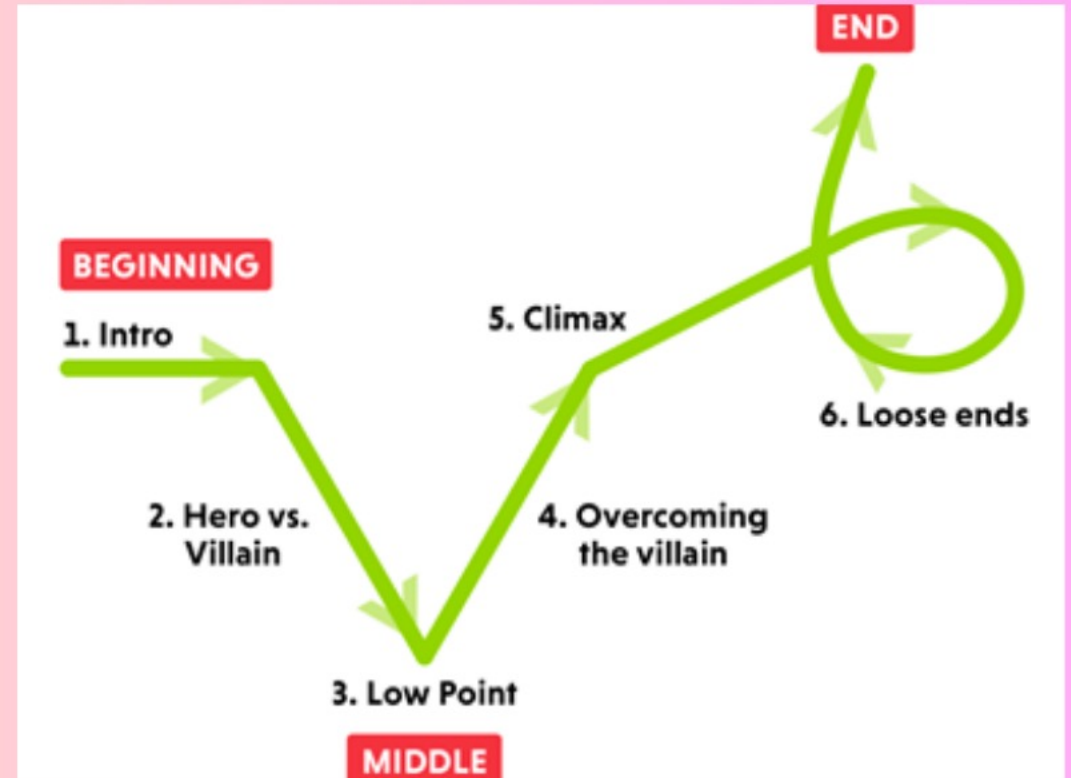


WHAT'S YOUR STORY?



THE NON PROFIT STORY ARC

Every news story, every movie, every fictional book is formed around a story arc.





92% 

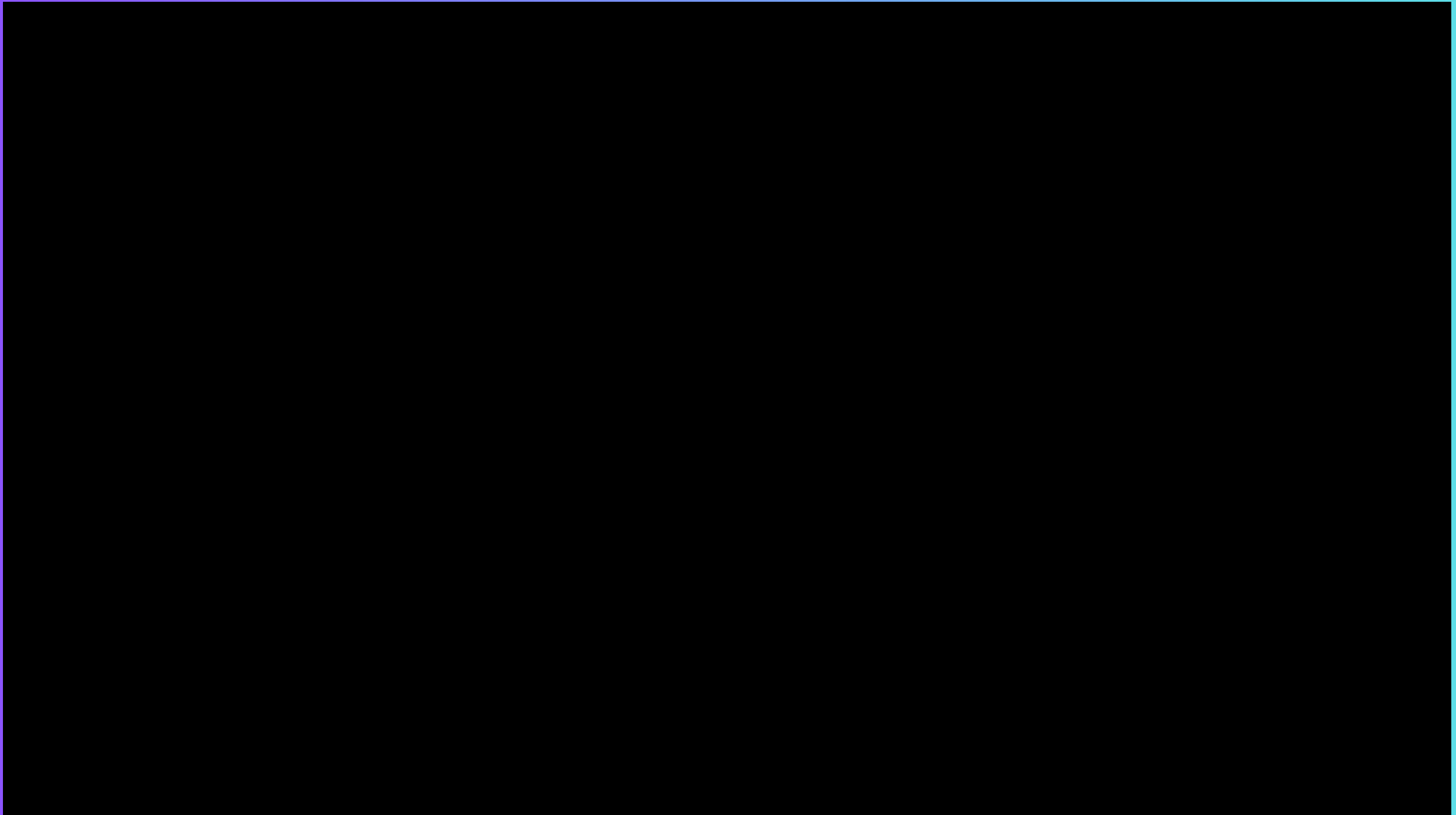
of people want an experience that feels like
a story



55% 

of people say they would consider supporting
financially after reading/experiencing a
compelling story

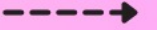






HOW TO TELL YOUR STORY...

While every story is different, they all follow a predictable pattern. Let's take a look at some common approaches to storytelling.



STEP 1:

Find a relatable protagonist – someone to understand and root for, someone who people want to succeed by the end of the story.

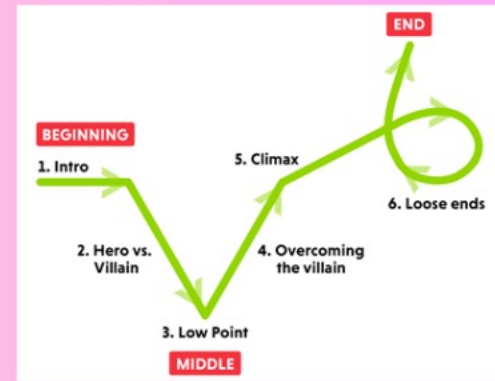
STEP 2:

Establish the conflict – Present the obstacle to your audience. This DOES NOT need to be a person.



HOW TO TELL YOUR STORY...

While every story is different, they all follow a predictable pattern. Let's take a look at some common approaches to storytelling.



STEP 3:

Identify the solution – someone to understand and root for, someone who people want to succeed by the end of the story.

STEP 4:

Visualize the success – Show your protagonist in an ideal situation with a resolution in place.

EXAMPLE



Once upon a time, there was a girl living in a remote part of Tanzania that is beautiful but impoverished. **Because** her parents died, she and her sister had to live with their grandmother. **Everyday**, she had to look after her sister so her grandmother could earn money to feed them. So even though she was smart, she never completed primary school.

One day, she found her way to the City of Hope, a school for underprivileged children. **Because of that**, she learned how to sew – and **because of that**, she was able to support herself and her sister.

Until finally she was able to start her own business using traditional African textiles. **And ever since then**, she's been able to sustain herself and her sister, and teach other girls to sustain themselves by learning how to sew.



**WORK
TOGETHER**

