What are your stories?

le Motif

Discovering themes: What themes or big ideas describe your organization? Answer the questions below with single words or short phrases to discover themes for future stories.

– What are your organization's unique areas of focus and expertise?

❑ _____

❑ _____

❑ _____

– What characteristics and values does your organization embody?

❑ _____

❑ _____

❑ _____

– What are a few of your organization's critical strategies and goals?

❑ _____

❑ _____

❑ _____

❑ _____

❑ _____

– What current events are happening now that intersect with your organization?

❑ _____

❑ _____

❑ _____

❑ _____

What are your stories?

Finding examples: What unique examples of a person, place, project or organization model your themes?

– Theme(s):

_____

❖ Example:

_____

_____

_____

_____

– Theme(s):

_____

❖ Example:

_____

_____

_____

_____

– Theme(s):

_____

❖ Example:

_____

_____

_____

_____

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Structuring your story:

❖ Who was involved? (Name, what they do, where they are from)

_____

_____

_____

❖ What was the initial situation?

_____

_____

❖ When and where did this story occur?

_____

_____

❖ What changed and why?

_____

_____

_____

❖ How did this change come about?

_____

_____

_____

❖ What resulted from the change? What is the situation now?

_____

_____

_____