 **Success Story Template**

**Methods of Storytelling to Consider**

* Audio or screen recording
* Film yourself sketchnoting
* ‘Gogglebox’: share the audience’s reactions to the story
* Use the template “Once upon a time …. Everyday, … One day … Because of that, … Because of that, … Until finally …”
* Rhyme

Where possible, keep the whole story to one page.

1. **Title/Headline**

A good headline is simple, jargon-free, has impact and summarises the story in a nutshell.

Top tips for a great headline:

* Brainstorm at least 5 titles
* Use the active voice
* Use action verbs in the present tense
* Focus on the solution, not the problem

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1. **Body**

The body copy should present the challenge encountered (problem definition), describe the actions taken (using improvement methodology) and finally describe the result.

Don’t forget to focus on the ‘human angle’ – stories are not merely descriptions of a process or procedure but rather they are personal/human stories.

* 1. **Challenge**
* What was the problem or challenge you were trying to solve/change? How did people feel at the start? What were the different perspectives?
* How did the challenge negatively affect your programme?
* Were there barriers to implementing the change or solution?

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* 1. **Solution**
* How did you address the challenges?
* Was there a “Wow moment”, eg. a big piece of learning or moment that changed how people were thinking?
* How did you come up with the solution, is there anything innovative or different about the solution?
* Who/what was key to the success of the programme?

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* 1. **Results**
* What positive results did your programme see? What was the impact? How did people feel?
* Is there a chart or image that demonstrates the results?
* What have we learnt about assets of individuals, communities and organisations?

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* 1. **Summary**

This is a short overview of your challenge, solution and results. Include exciting facts, impressive statistics or personal stories to make it as impactful as possible. What was important to service users?

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* 1. **Sustaining Success**

What are the next goals or steps to build on your success?

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* 1. **Quote**
* Who can you think of who would have positive remarks to say about your initiative?
* How did it affect someone personally?
* The quote should not exceed 250 characters.
* Please include his or her contact information.

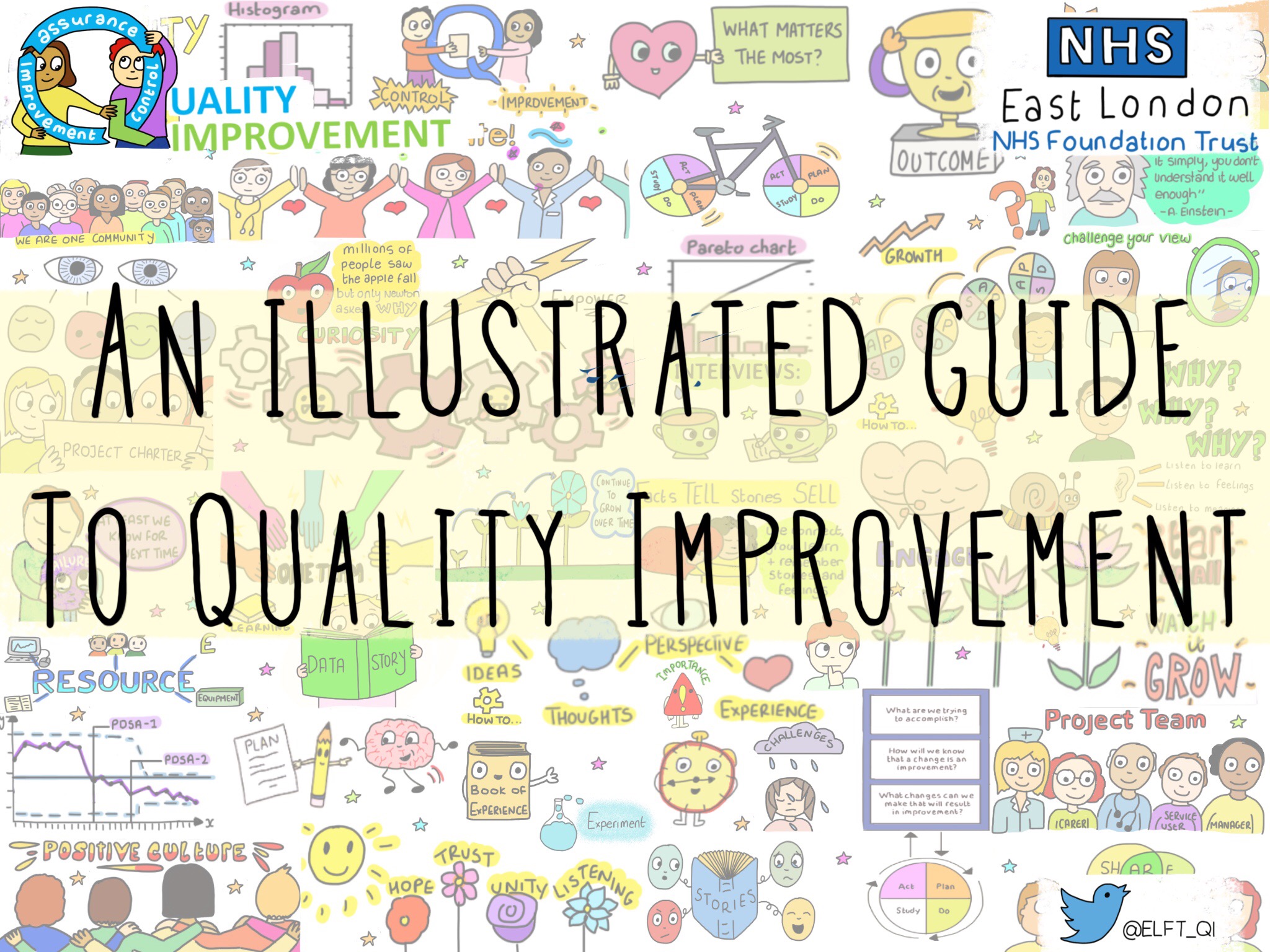
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1. **PHOTOGRAPH**

The photograph should be colourful, depict action, capture people’s attention and feature a main character prominently (rather than a group of people).

* 1. **Contact Information**

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Please include the name, title and contact details (email and phone number) of the person submitting the story.