

Storytelling

Facts TELL stories SELL

We connect, grow, learn + remember stories and feelings

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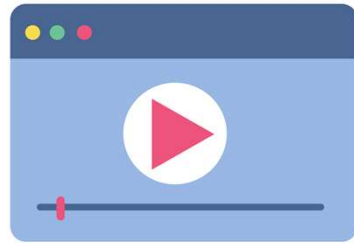
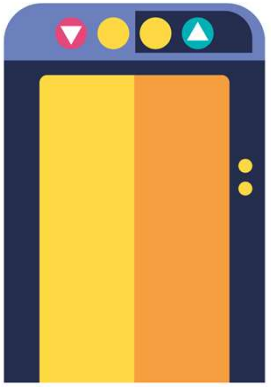
Learning Objective(s)

- Understand what storytelling for your improvement work is,
- the impact it can have and
- how to do it simply and effectively.

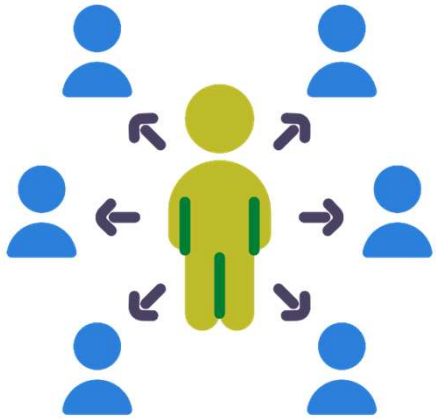
How to tell your Story

- Use emotive language to help frame the problem
- Don't use jargon or abbreviations
- Use a structure
- Use evidence
- Know your audience

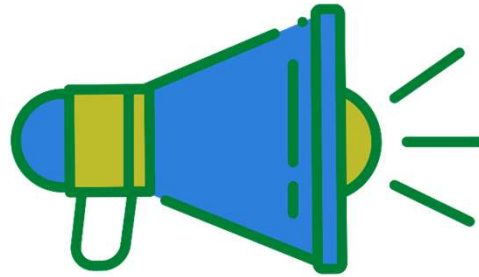
What form can a story take?



In Summary:



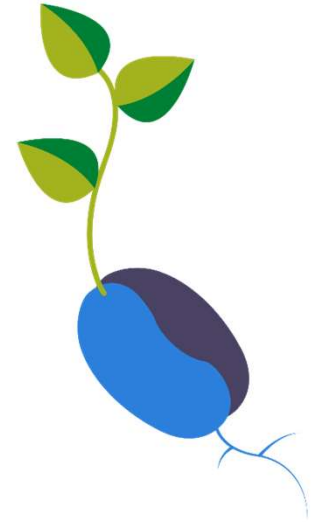
Spread ideas



Inform debate

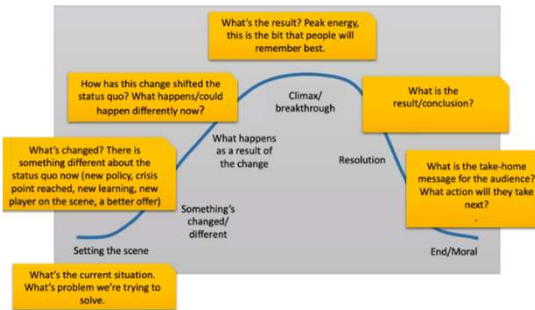


Inspire others



Grow awareness

In Summary:



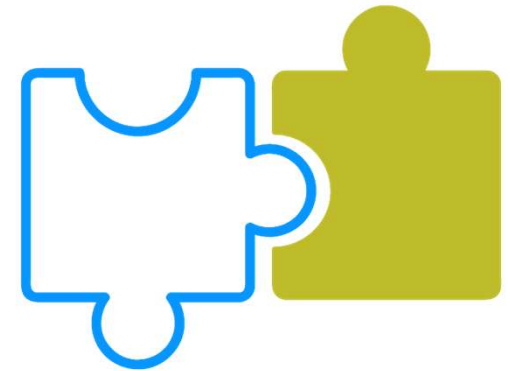
Use structure



Be emotive

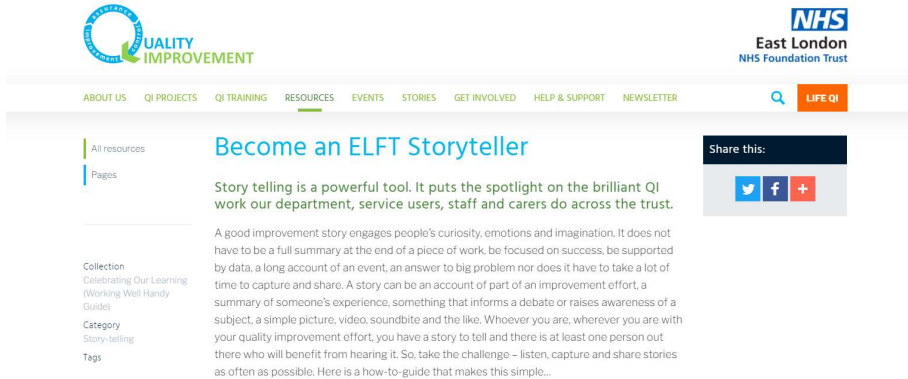


Give examples



Be simple

Resources to help you:



Storytelling page
- on QI microsite



Storytelling
template to help
you apply the arc –
on QI microsite



The QI
Department