

Strength, Dignity and the Power of Story

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What's so important about stories?

- Stories illustrate the impact of your work
- They humanize the mission
- They convey emotion that motivates people to action
- That action ultimately funds the mission



What makes a **GREAT** story?



Great storytelling is about getting at the heart of the subject and sharing life experiences with respect and dignity from a position of strength.

A Few Notes

- We're going to focus today on stories for use in print and online materials primarily...but these guidelines also apply to video.
- Ideally, you're able to arrange the interview in advance so that the person being featured already feels comfortable with the process...but we know that's not always possible.
- We'll share our experience both with interviews done by phone and in person





Practical Tips for Capturing a Great Story

- Dress down
- Be respectful and deferential
- Remove physical barriers
- Break the ice with humor
- **LISTEN**
- Let the person know how their story will be used and how it will help people
- Ask leading questions and natural follow-up questions
- Build trust by listening and treating people with **dignity**

Starting the Conversation

- “Tell me about yourself as a person...”
- Approach the conversation with the intention to learn about interests, passions and goals.
- The more rich detail you’re able to capture, the better.
- Write down notes about demeanor, emotions and other nonverbal cues.



Telling the Story

- Respect, dignity and humanity
- Use the person's own words
- Frame the story from a position of strength
- Don't use “othering” words



Q&A