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# Storytelling: Transforming Goals & Objectives into Lasting Behavior Changes

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TOPS

## Storytelling has been used throughout history to:

- Explain why things happen
- Make sense of the world
- Motivate
- Entertain

**Storytelling transfers a  
culture's collective  
experiences.**



## Why use storytelling?

- Share knowledge and experiences
- Build relationships
- Make connections
- Streamline complex issues into an understandable narrative

# Storytelling

Tie your **story** to a development objective, IR, sub-IR or activity.



## Story Components

- **Characters are relatable**
- **Recognizable context**
- **Synopsis of what is or is not happening**
- **It is a story not a lecture**

## Developing a story

- Use your DO, IR, sub-IR or activity as your starting point
- Know your audience
- What do you want to accomplish? What would you like to see changed?
- Stories are based in fact

Practice  **T****O****P****S**  
Promoting excellence in  
food security programming



## Benefits of storytelling

- Create a unified sense of purpose
- Establish trust
- Get people to think differently or try something new
- Highlight a problem or identify a gap
- Continuous learning
- Knowledge transfer



# Storytelling



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