

Building a Story

Instructions: Take a few minutes to brainstorm the pieces of a story that show the library is making a difference in the community and achieving goals of its strategic plan. It's OK if you don't have a strategic plan in place or a goal you are working towards, just think about how the library is making a difference to an individual or group to begin brainstorming your story. Remember, this is just a first draft, so don't worry about being polished or having all the words right!

At the end of your individual brainstorming, share your story spine with your group. We'll also share a few examples with the entire group.

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| Who are you telling the story to? What do you know about them? What do you think appeals to this group? | What is the impact you want to convey? Why is this impact important/meaningful? Why should the audience care about it? What's appealing? |
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| Who are the characters in your story? What do you know about them? What is their struggle? | What emotions can you evoke through this story? What's the struggle or suspense? |
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*a project of Standerfer Consulting
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Create the story spine:

Once upon a time there was...

Every day...

One day...

Because of that...

Until finally...



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