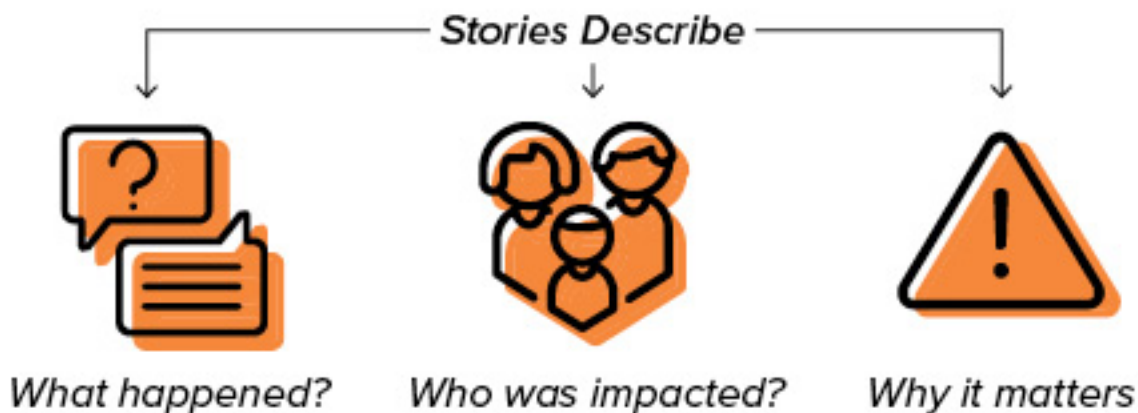


## WHY OUR STORIES MATTER

In many cases, if a person hasn't experienced something directly, and if they do not know anyone who has experienced the issue or challenge, they may not believe the problem exists.

**Solution?** When you announce a problem, lead with a story of how the problem impacts others.

## WHAT IS A STORY?




## CHECKLIST BEFORE SHARING A STORY

Is it memorable?

Has the impacted person given consent?

What is the emotionally aftertaste of the story? Does it inspire? Is it hopeful?

Does it place the person who shared it at risk?

Yes  Full stop. Do not proceed. Start again.

No Proceed.

Will they suffer consequences for sharing their story? If so, do not share.

To receive regular tips to help improve your communication, sign up to receive my emails on [jenniferrfarmer.org](http://jenniferrfarmer.org)



pr\_whisperer

