

CONSENSUS BUILDING

What is our purpose?

What is the common goal?

What is each team member's personal goal?

What are our shared values?

What are our team and organizational strengths?

POWER OF WORDS

How do we discuss our clients?

What do our clients think about us?

How do we define success?

CURRENT STATE

- Why do we need stories?
- What are our current barriers and obstacles to collecting stories?
- How does current state story collection mirror our organizational values?
- What does our story team look like?

COLLECTION AND DISTRIBUTION

- What are our current barriers and obstacles to collecting stories?
- What is an ideal situation to conduct story collection?
- Distribution: What are the current pain points?
- What is an ideal situation for distribution?

NEXT STEPS TO CONSIDER

- Set Goals for a Story Bank
- Open the definition of success
- Train Staff in Story Collection
- Reduce Barriers to Collection
- Incentivize Story Collection

MY PLAN OF ACTION

1.

2.

3.

4.