



Breaking Down Your WHY

WHY: The Starting Foundation

ASK YOURSELF THE FOLLOWING QUESTIONS

1) What is the problem your organization is trying to solve?

2) Why is that a problem? (x5)

Instructions for this exercise: Every time you select one problem your organization is trying to solve, ask yourself why that's a problem and continue asking yourself this question to really formulate your "why".

For example:

Let's try this on a local food pantry.

What is the problem your organization is trying to solve?

To provide food to those in need.

Why is that a problem?

Because there are many people without food. People need to eat. It's a basic human essential.

What is *that* a problem?

When people don't have this basic need met, it's hard to meet their other needs in life. People go to work hungry, to school hungry, and it ends up impacting other areas of their life.

Why is that a problem?

Continue breaking down your why until you might eventually reach an answer like this:

At our local food pantry, food is more than just a basic need for people. Food is the foundation for stability, dignity, and the ability to thrive in all areas of life.

With a statement like this... you can begin to share more meaningful stories about WHY your work matters, who it matters to, and how it is impacting people's lives on more than just the surface level fact that they're getting food.



Addressing Your WHAT & HOW

Now that you've explored your WHY, the next steps are addressing your WHAT & HOW. These are questions you should ask yourself to address these things:

What is your mission/vision?

What challenges do you face to overcome this problem?

What is the metric that will define your success?

What would you be able to achieve right now using the resources you have?

What else would you need to successfully fix the problem to the best of your ability?

What will it cost to achieve this goal (financial, opportunity, time, etc.)?

What sort of competencies, resources, investments are needed?

What existing processes need to be improved?

What new processes need to be implemented?

How can internal folks inspire others to join the cause?

By asking yourself these questions, you will generate story ideas and learn how to navigate that storyline. These questions will also help clarify your ASK at the end of the story. How will you make people feel compelled to stand behind the work you're doing? It's important to address emotions and facts in your stories. But facts alone won't make people care, you must attach an emotion to the facts in order to deeply resonate.



Questions to spark story ideas:

- 1) When have you had to be resourceful in order to stay afloat?
- 2) What was the worst day in your business?
- 3) What was the best day?
- 4) When have you made a customer cry tears of joy?
- 5) Why would people choose NOT to work with you and how can you resolve people's hesitations? (Address this before it becomes someone else's decision to address it for you)
- 6) life is different because of your business?
- 7) What was a pivotal moment in the history of your business?
- 8) Why did you start your business? What problem were you trying to solve?
- 10) What have you been surprised about in your business?
- 11) What's the biggest mistake you ever made in your business? Best decision?
- 12) Who is your most satisfied customer?
- 13) What was the moment for you where you knew the work you were doing was worth it?

Tips for Consent

✓ Getting consent from your interviewees helps protect their safety and dignity.

✓ When obtaining consent, several things should be considered/explained:



The use and purpose of their interview should be explicitly explained.

The more transparency here, the better. It truly helps ensure honesty in the relationship and how their voice and story will be used by the organization.



The interviewee should know their participation is entirely voluntary.

Let them know there are methods that can be utilized to help them remain anonymous if they choose OR they do not have to say “yes” at all to the interview.

Make sure you’re obtaining consent from the correct person.

If your interviewee has special needs or requires special accommodations (i.e. children, people with disabilities, survivors of trauma), you may need to obtain consent from a parent/legal guardian or have a counselor present for survivors of trauma. For many survivors especially, telling their story could be part of their healing journey. But make sure they’re telling their stories from their scars, and not their wounds. We don’t necessarily want to make them relive any trauma that may trigger anything within them. Make sure they 100% understand the implications of the video, that their story will be shared with an intended audience, and that they are okay with their vulnerabilities being out there for that purpose. Many people will say yes because it is therapeutic for them to talk about their journey and how far they’ve come. But not everyone will feel this way so make sure they are completely okay with it.



On Camera Consent



Before your recorded interview starts, it's always a good idea to have your subject sign a written consent form.

Additionally, it's a good idea to also capture their consent on camera.



Once they've agreed to do the interview and recording has started, start the interview describing why you are filming and what the point of the video interview is. The camera should be on them while you are behind the camera capturing your audio describing this. Ensure your interviewee understands that they are participating voluntarily, they know the purpose of the project, the implications of participating, how the video will be used and to whom it will be shown to.

If they wish to remain anonymous, explain you will conceal their identity by recording just their hands/feet, or will blur out their face and mask their voice in the editing process post interview. Also explain that their name will not be used if they prefer this option.



Good questions to ask to ensure this is all captured:

- Can you please state your name, the date, and location of this interview?

- Can you please explain in your own words the purpose of this video as it was explained to you?

- Do you consent to your interview being included in this project?

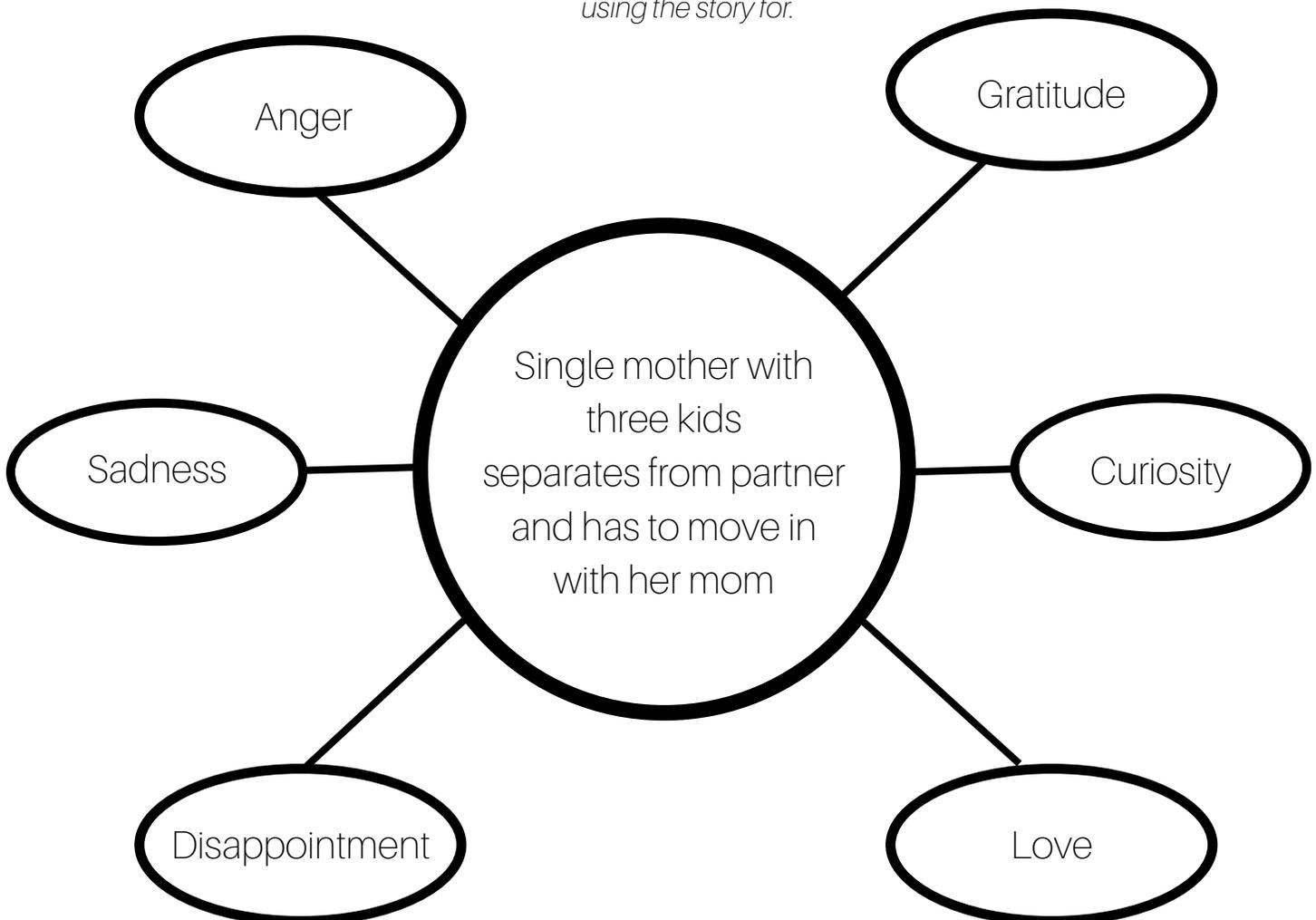
- Are you comfortable knowing that you can stop the filming process at any time to ask questions or to take a break?

Story Mapping Exercise

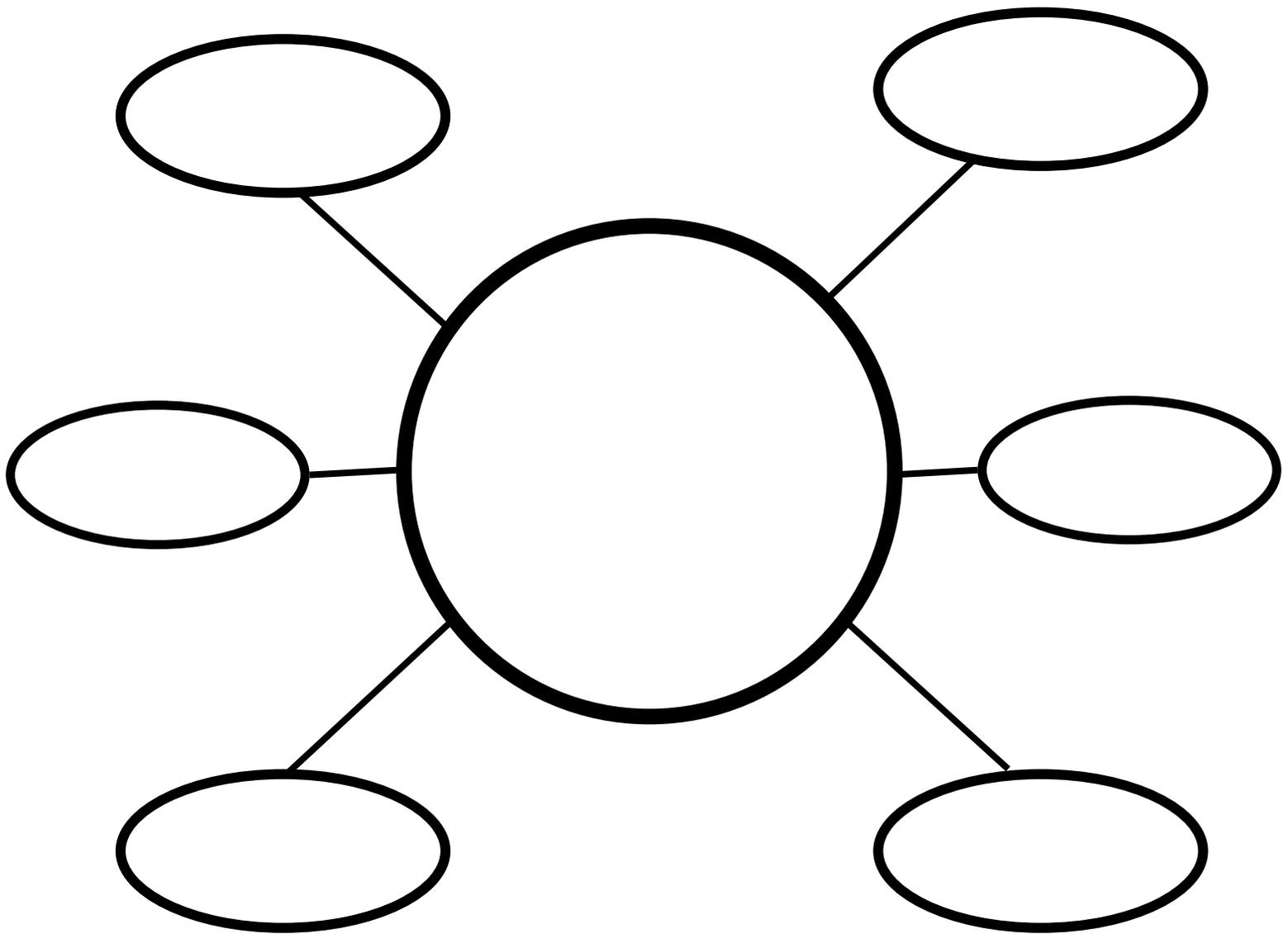
Story mapping is a great tool to use when trying to figure out how to approach telling a story.

When you have a particular topic/event come up, there are MANY different emotions that can come out of it. And there are stories that can be told from all those angles. You need to decide WHICH angle you want to tell it from. That will help dictate what soundbites you choose, the tone of the story, the message that is sent, & how the story is framed.

In the following example: Let's say we are working with an organization who helps single mothers. There are many angles we could tell a story from. We could speak from anger in the fact that this mother has lost everything, from gratitude that this woman has her mother to lean on in this situation and is taking steps towards bettering her and her children's lives, etc. Which angle would you approach telling this story from? Your answer will depend on what you are using the story for.



Story Mapping Exercise: Try It On Your Own!





Finding the Right Story Cheat Sheet

There are many different types of stories you can tell within an organization. In the graph below, you'll find some helpful direction in determining what story to tell based on the story's purpose.

You have three examples of stories you can tell here: **The Founder Story**, **Purpose Story** and the **Customer story**. Read from left to right, top to bottom. Ex: The **founder story** should be told when your **purpose** is to differentiate your organization from others. Your founder story is unique. When telling the founder's story, the **audience** you want to attract is donors & new clients who may resonate with that story. Your **character** in this story is the founder/owner/CEO.

	Founder Story	Purpose Story	Customer Story
Purpose	Differentiate Effective marketing	Make people care about the organization itself	Effective sales and marketing
Audience	Donors, new clients	New hires, current employees	New clients, current customers (credibility)
Character	Founder/CEO	Leaders, current employees	Clients