
TELLING THE STATE LIBRARY STORY

With Data & Storytelling



OUTCOMES

- Understanding of story structure & value
- Added skill in storytelling using data
- Strategies for leveraging self-reported data to articulate impact

Meet Hazel



Meet Clara Terese





How to know your life's purpose in 5 minutes.

Adam Leipzig

<https://www.youtube.com/watch?v=vVsXO9brK7M>

MR. LEIPZIG'S LIST

1. Who you are.
2. What you do.
3. Who you do it for.
4. What they want or need.
5. What benefit they gain because of your work.

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ACTIVITY 1, PART 1 – SELECT AN IMPACT STATEMENT

1. P. 5 – Review statements of impact.
2. Put a check mark on one that resonates for you. (If none of these resonates, jot down your own. Avoid wordsmithing for now.)
3. Think about how to introduce yourself with this statement.

ACTIVITY I, PART II: SHARE YOUR IMPACT STATEMENT

1. At your table, introduce yourself with your impact statement.
2. Listen to other's statements and introductions.

Clara Terese's Story



STORY STRUCTURE – PAGE 6

1. Real person
2. Their problem
3. Library/state library intervention
4. Happy ending
5. Big number/output + state library connection
6. Impact phrase (benefit to others)

WHY STORIES WITH DATA WORK

Person > Crisis > Solution

- Oxytocin
 - Bonding, empathy
- Cortisol
 - Attention getting
- Dopamine
 - Emotional charge

Large Output Data

- More than single instance
- Prefrontal Cortex
 - Executive functions
 - Decision-making
 - Problem-solving
 - Long-term goals

ACTIVITY 2: CONSTRUCTING & PRACTICING YOUR STORY

1. Consider a service you offer and an individual who benefited from it.
2. Write your story using the playbook diagram on p. 6.
3. In a partner, tell your stories to each other.
 - a) Remember to start with your impact statement and end with your impact statement.
 - b) Be concise – less than 60 seconds.
4. Revise as needed.
5. Tell it again. (more concise and direct)

ACTIVITY 3: USE COMMENTS TO CONSTRUCT STORIES

1. Review one of the four comment areas in the playbook.
2. Consider which comment might translate to a compelling story.
3. Discuss your story idea (from the comments) in your triad
4. In your group, describe how you can and/or could collect stories and comments.

STRATEGY REVIEW

Your Stakeholders

Your Impact

Your Stories

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Questions?

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