



25 Key Things Every Organization Should Consider Before Starting Storytelling

This worksheet is designed to help organizations have productive and thoughtful discussions about storytelling. Use it as a guide to align your team, clarify your goals, and prepare for impactful narrative work with WorkCabin Films.

1. [] **Why storytelling?** - Clarify the goals: awareness, engagement, funding, policy change, etc.
2. [] **Who is the audience?** - Identify the primary and secondary audiences for your stories.
3. [] **What change do you want to inspire?** - Define the desired impact or call to action.
4. [] **What makes your organization unique?** - Establish what sets your stories apart.
5. [] **What values should every story reflect?** - Align stories with organizational mission and values.
6. [] **What types of stories should we tell?** - Personal stories, project stories, historical, impact-driven, etc.
7. [] **Who are the storytellers?** - Staff, volunteers, clients, community members?
8. [] **How do we find good stories?** - Build a system to identify and vet story leads internally.
9. [] **What criteria define a "great story"?** - Emotional resonance, conflict, transformation, authenticity.
10. [] **Are there any sensitive or ethical concerns?** - Permissions, trauma-informed approaches, and representation.
11. [] **What formats make sense?** - Video, photo essays, written narratives, podcasts, etc.
12. [] **Do we have the right skills and equipment?** - Assess internal or external capacity for production.
13. [] **What tone and style will stories have?** - Informal, poetic, journalistic, documentary, etc.
14. [] **How long should our stories be?** - Short-form vs. long-form, and what platform they're for.
15. [] **Do we have accessible formats?** - Consider captioning, transcripts, translations, etc.
16. [] **Who leads the storytelling process?** - Assign a team or point person.

17. [] **How do we manage approvals and reviews?** - Define internal workflow for sign-off and feedback.
18. [] **How will we involve those whose stories we tell?** - Ensure collaboration and shared ownership.
19. [] **What's our content calendar or rollout strategy?** - Tie storytelling to campaigns or seasons.
20. [] **How do we archive and repurpose content?** - Plan for long-term use and content management.
21. [] **Where will stories be shared?** - Social media, newsletters, funder reports, events, etc.
22. [] **How will we measure success?** - Set up metrics for reach, engagement, sentiment, or conversions.
23. [] **How do we get feedback from our audience?** - Encourage interaction and reflection.
24. [] **How will we handle criticism or backlash?** - Plan for reputation and narrative management.
25. [] **Are we learning and evolving?** - Regularly assess and adapt storytelling practices.

**Got questions?
Ready to engage a
conservation
documentary filmmaker?**

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