

“Your story starts here ...”

Ben Payne and Gerald Richards

B & G Partners LLP

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Our mission

- To help people and organisations flourish by being more creative, clearer about their purpose and tell a better story about what they do
- We do this through consultancy, coaching, workshops, and bespoke training programmes.

Introduction to Organisational Storytelling: Aims of the session

- **Our organisational stories**
- **Why are stories important?**
- **Different kinds of data (and stories)**
 - **Some tips (and homework)**
- **Telling Your Story With Impact**



Who we are

- **Gerald Richards** is a nonprofit leader and writer with more than 20 years of experience working in the third sector. He is currently the CEO of the Super Power Agency, a youth writing organization based in Edinburgh
- **Ben Payne** is a writer and producer with a background in the performing arts. He co-founded the Ministry of Stories, a writing charity for young people in east London

826 National Network





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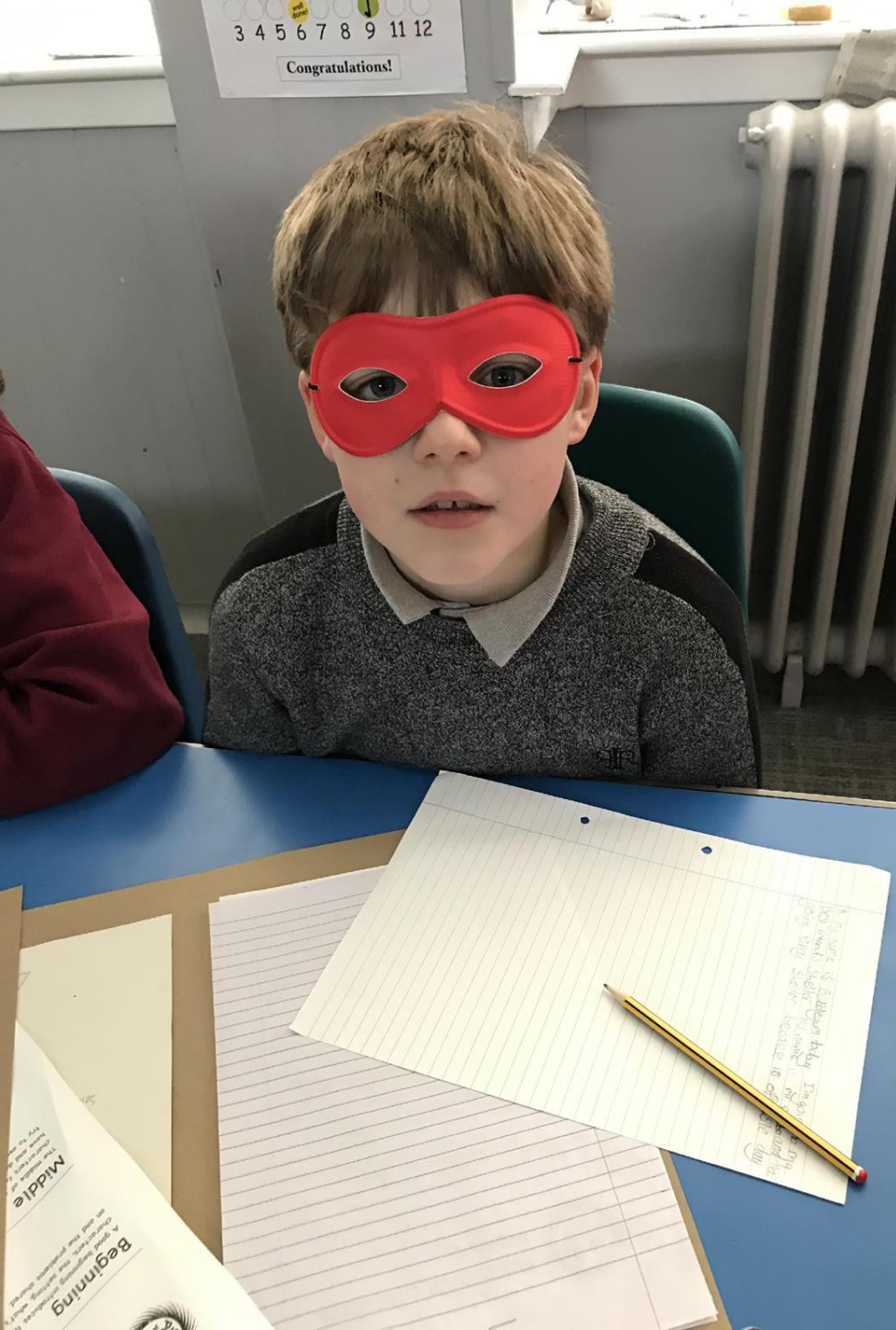
Hoxton Street Monster Supplies

ESTD 1818

~ Bespoke and

“You have one minute ...”

- You're at a networking event where you meet a prospective funder. You know that both you and they will want to meet many other people during this event. You have 1 minute to talk about the impact of your organisation. **What do you say?**



WHY ARE STORIES IMPORTANT?

- Stories are "packaged wisdom"
- They create connection and empathy
- They communicate change
- They inspire action
- Good stories build good ideas (and vice versa)

TYPES OF DATA

- Quantitative
- Qualitative
- Case Studies
- Video
- Theory of Change



USING YOUR DATA TO TELL A STORY



- A story about a participant and the impact of your work
- A story about how your organisation helps to facilitate change in people/community
- A story about what your org hopes to achieve with people in future using evaluation as the basis



Our Minister of Smartness

9-year old Umutçan came to us feeling bad about his abilities, unable to focus on homework, and falling behind at school.

With consistent support from mentors and realising that he loved to write about superheroes, Umutçan became a confident, achieving writer. His mother reported that he was finishing his homework by himself and enjoying reading.

When his afterschool writing club helped create the Children's Republic of Shoreditch, a new country founded by 150 local children working with Ministry of Stories, he chose to become Minister for Smartness, with a portfolio of helping children with their homework.

This is him at 10 Downing Street at our 'creative cabinet meeting'.

OFFLINE EXERCISE

You are talking to a trust or foundation about your impact – you have 1 minute.

- Why do you believe in this programme or organisation? Why are you passionate about it? Where are you in its story?
- What's the problem you want to show you're solving/ addressing through the work and its evaluation?
- What's the change you want to highlight?
- What are the key elements of your programme that will effect that change?
- What are the key facts/ statistics to support it?
- What's your call to action? How could they be part of the change?



Online workshops with The Fore

- **All Onboard** - charity governance, the importance of CEO/ Chair and Staff/ Trustee relationships
- **Telling Your Story With Impact** - **two part workshop** about using your evaluation data to tell a better story about your organisation's mission
- **Building Great Corporate Partnerships** - how to build good mutually beneficial relationships with businesses.
- **3 x 3 online workshops** – email us at info@bandgpartners.com for dates



Online workshops with 215 nonprofits and social enterprises in 2020

Our contact details



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