

Job Aid

Story Capturing and Storytelling Feedback Tools

Part 1: Story Capturing Tool

Use the chart below to help you uncover the leadership stories in your employees. This capturing tool lets you identify and track the stories of others in your organization. Create your own story capturing tool to quickly reference the expectations and details of a story. You can also use the tool to examine a business priority or leadership behavior that you would like to address.

- In column one, write a short statement that captures the change you expect based on telling the story.
- In column two, identify by name the person who owns the story.
- In column three, record highlights to jog the minds of both you and the teller. (Remember, the more specific—the better.)
- In the last column, write a brief description of the communication strategy (for example, at the next staff meeting, the quarterly districts meeting, and so forth).

| What is the expected business priority or leadership behavior? | Who has the story to tell? | Story Highlights/ Key Messages | Communication Strategy |
|--|----------------------------|--|---|
| Coaching and developing should be team leader priority. | Pat Donebetter | A manager's personal investment in this person turned around substantial problem (impact on short-term results; has since been promoted and recognized for developing others). | Encourage individual to share story with peers in team meeting. |
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Part 2: Storytelling Feedback Tool

Use this tool for coaching the storytelling process of others. It provides your workshop participants a structured way to listen to, and reflect on, the story being told. Participants use these questions to organize their feedback. The tool focuses on story content and delivery style and, most important, provides participants with an opportunity to communicate the message they took away from the story. This discussion generally leads to an interesting dialogue about the intended versus received message.

- What do you appreciate most about this story? Why?
- What leadership behavior is this story intended to emphasize? What, specifically, was the main point of the message?
- What about the plot, context, or characters made this story particularly interesting or compelling?
- Did the leader come across as authentic in the sharing of this experience? Why or why not?
- Who in the organization will benefit most from hearing this story? How can you tailor the story to meet their needs?
- What specific suggestions do you have for how this story could be improved?
- How will the sharing of this experience affect the organization?