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## A Template for Telling Impactful Stories

Stories provide the soul to healthcare. Stories move people to action, they connect the healthcare environment to the people and families they are caring for. Sharing yourself with healthcare to create improvement is a generous choice. It's a brave choice. By being thoughtful about how you tell your stories, you will change care for the better for all.

### The Journey of the Story

We begin telling stories to help us to **organize** our experience.

Later we tell stories to garner **support** for our experience.

Finally, we tell stories to **motivate** improvement in others by sharing our experience.

### Guiding Principles for Impactful Stories for Healthcare Improvement

**Keep it short** (2 minutes) when introducing yourself in a meeting or to an improvement team. When providing an extended presentation of your story, remember to keep balance in the amount of detail you are providing. Does the detail add further clarification and/value to the story? The outcome of your talk should be to create a teachable moment or enlightenment, not sympathy.

**Understand the context for the audience.** Why are they in the room? Are they there willingly or mandated? What is the level of motivation? What is the goal of the meeting? What are the expected outcomes and how can you connect your story to the intent of the meeting. Prep with your hosts to get these answers so that you can inspire your audience with a well connected story.

**Establish yourself as a partner.** You can and should share parts of your experience that weren't as positive. However, let people know that you are sharing your experience because you want to offer yourself as a resource for creating a solution to that problem. If you have an idea for a solution, offer it and invite your healthcare colleagues to join you in Co Design.