

# MODULE 8: Training Others

## CORE CONCEPTS

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 **Not Everyone is a Storyteller**

 **Training Others Checklist**

 **Storytelling Tracker**





## MODULE 8 : TRAINING OTHERS

### Full Transcript:

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If you have gotten to this module, and completed all the exercises, and shared your people and money story often, maybe even 100 times—I like you to practice, remember?—and you’ve even welcomed feedback about your stories...I consider you ready to train others on your team!

There are some key things to keep in mind as you help others learn what you’ve learned:

First: Not everyone is a storyteller. Some people will be the best source of nuggets of a story and it will be up to YOU to craft the emotionally engaging story. Don’t expect other people to be good storytellers. Remember, you’re helping to find the stories.

Second: No matter who you are teaching: board members, other volunteers, staff, donors...they will be nervous. Remember how you felt when you got started? Have people work together in pairs. And allow yourself to be coached by the people you are teaching. Show them your own vulnerability.

In the guidebook, I’ve listed questions to ask when you are inviting feedback and coaching from others. They’re simple questions. Questions like:

What inspired you about the story I just told you?

What did you want to know more of or less of?

Was the length too long or too short?

I say, use a timer to keep your stories short!

Third: Just as with anything new, it takes awhile to build a storytelling muscle. AND it definitely takes time to get comfortable sharing your money story.

Fourth: Keep practicing. Set time aside at meetings for your team to practice.

Fifth: Set specific goals for your storytelling practice at your organization. Maybe you want to have a goal that all board members know at least one story they can tell others. Create some storytelling goals that excite you.

And Finally: Please remember to use the tools & write on the pages in the Complete Storytelling System. I’ve laid out a successful, proven process for you. You just have to follow it. In the Final Module and resources section of your guidebook you will have access to password-protected area of my website to print more copies.