



Storytelling for Advocacy

Narativ has concentrated 25 years of experience with storytelling for nonprofits and advocacy into a service with clearly defined steps. We work with program officers and advocates in a workshop setting and one-on-one coaching. This service has two related parts: storytelling and performance.

Service Goals

- articulate urgent outcomes at the heart of the campaign and define call-to-action
- practice deep listening in order to identify audiences and representative storytellers
- excavate and craft personal experiences through our 7-step method into stories consistent with campaign messaging
- train storytellers to perform their stories

All Narativ services are delivered by trainers certified in our listening and storytelling method who have extensive knowledge in the fields of storytelling and advocacy.

Listening and Storytelling Training

- Clarification of goals
- Ethnographic discovery
- Workshop design
- Group workshop
- Measurement of outcomes and debrief
- Performance-training discovery and planning
- Performance and public-speaking coaching
- Measurement and debrief

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