



# 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
- 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 certified Narativ trainers with deep experience in the fields of advocacy and storytelling.

## Listening and Storytelling Training

- Discovery
- Workshop Design
- Workshop
- Measurement of outcomes and debrief
- Performance-training discovery and planning
- Story Coaching
- Performance Coaching
- Measurement and debrief

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