



2h 10m

PLENUM AND
SMALL GROUPS

DESCRIPTION

In many ways, your organization is the story that people in it tell about why it exists, how it accomplishes its mission, and what it does.

This organizational narrative is important: it is a driver of staff motivation, it attracts volunteers, and it can be a deciding factor in whether a potential donor contributes money or other resources.



PREPARATION

None



MATERIALS

- Flip Chart
- Markers
- Projector / Screen and Computer



TOOLS

None



GROUNDWORK



OUTLOOK



VISION AND MISSION

STEP 1 **IN PLENUM:**

Watch the TED talk by Simon Sinek here: **[17 MIN]**

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

STEP 2 Have a short discussion on Sinek's ideas about organizational storytelling:
[20 MIN]

a. How do you talk about your organization with colleagues, friends, family, and the public? Do you usually start with why, what, or how you do what you do?

b. What kind of words do you use to describe your work?

(Write these on a flip chart).

STEP 3 **IN SMALL GROUPS:**

Try to create a story about your organization in the way that Sinek suggests, starting with why you do what you do, then how you do what you do, and finally what you do. **[30 MIN]**

STEP 4 Imagine that you have only 30 seconds to explain to a potential donor/volunteer/supporter why they should support your organization. Create a short pitch (less than 30 seconds) that explains all three of Sinek's aspects of your organization. This is called your elevator pitch. **[20 MIN]**

STEP 5 **IN PLENUM:**

Each group should present its elevator pitch, and then discuss the similarities and differences they see in each presentation, and in each group's or individual's storytelling. Try to create one collective "Why, How, What" narrative on a flip chart.

[40 MIN]