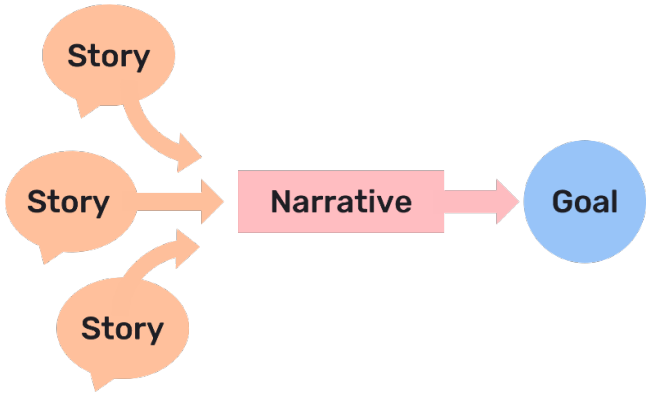
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Storytelling Planner

Shifting Narratives in the Teacher Preparation Ecosystem

When working to shift a narrative, storytelling is your most powerful tool. Stories bring ideas to life, inviting people to embrace a new perspective. This graphic organizer helps build a system of stories that support your narrative and goal, using a variety of topics, voices, and mediums. The stories you develop and how you share them should be informed by your audience and the message you want them to walk away with.



Goal: What is your ultimate aim?
Ex: Create/receive funding for new teacher preparation program.
Narrative: A narrative is a value-based claim that can change the way people think, feel, and talk about your goal. What is your narrative that connects to your goal and that your stories will support?
Ex: Students deserve well-prepared teachers that stay in the profession.

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Story Topic: What different topics can you cover to build the case for your narrative?	**Audience:** Who would you like this story to reach? (legislators, districts, preparation programs, teachers, principals, families…)	**Key Takeaway:** What do you want people to walk away with after hearing this story to shift their perspective?	**Story Holder**: Who holds this story to tell?	**Medium**: What is the best medium(s) to tell this story? (interview, short clip, longform video, photo, testimonial…)	**Sharing Method**: How will this story be shared with your audience? (social media, meetings, presentations, panels, videos, articles, reports…)
Ex: Affordability	*Ex: Policy Makers*	*Ex: A clinical practice stipend provides aspiring teachers an opportunity to go through a **quality,** yearlong preparation program.*	*Ex: Teacher Candidate*	*Ex: Interview*	*Ex: Video*

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Story Topic	Audience	Key Takeaway	Story Holder	Medium	Sharing Method

Further Planning

- Referring to your storytelling chart, what stories would be most impactful to share? Which will you prioritize?
- What stories do you already have documented? Can these be expanded upon, framed for more than one audience, or brought into another format?
- Who might you connect with to begin gathering new stories?
- What might you offer to story holders in exchange for sharing their experiences with you and your audience?
- What additional opportunities exist to share these stories? For example, story holders appearing at a panel, a news story, a class visit.
- To explore more resources on Narrative Shift, visit Prepared To Teach's Guided Toolkit, *Narrative Shift: The Groundwork for Policy Change.*