

Storytelling That Sparks: Using Impact Narratives to Connect Employees and Communities

With Jennifer Bradbury and Sarah Middleton



Welcome, new friends. 🙌

Q: What's one word that describes a memorable story that inspired you?

Put it in the chat!

Session Overview

1

**The “Story
Bridge”
framework**

2

**Practical
strategies for
storytelling**

3

**A guided
playbook
exercise**

So...

Why do we want to talk to you about storytelling?



Stories connect, inspire, and mobilize action



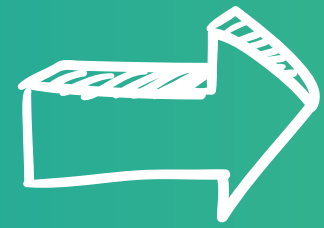
Stories help employees see the impact of their work



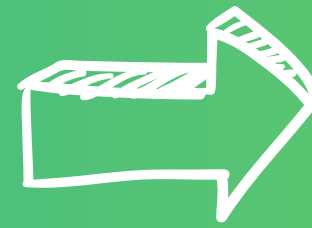
Effective stories turn company values into real-life examples

The Story Bridge Concept

Connecting
employees

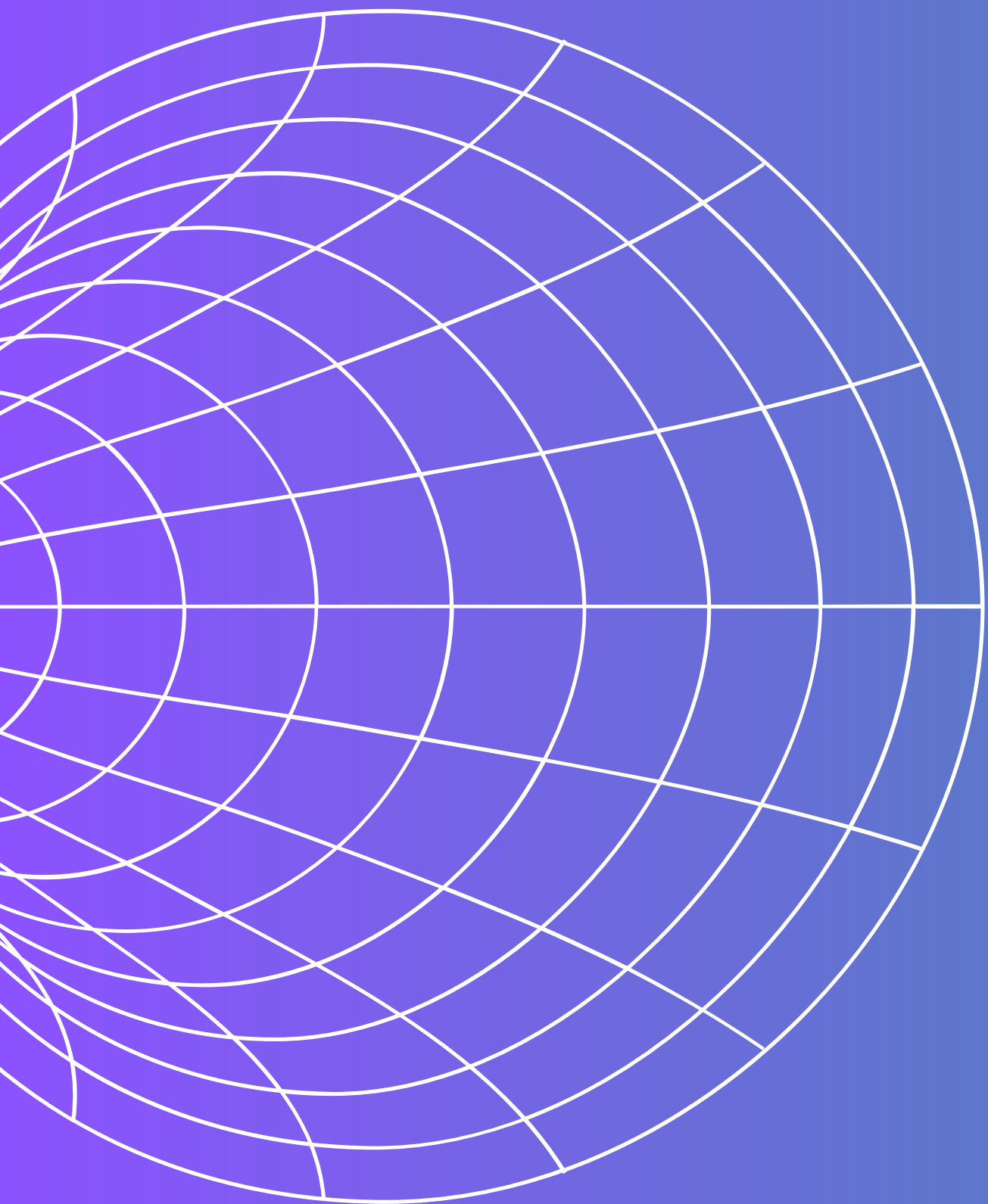


to Purpose



and
Community





Storytime

How Do We Get Marketing to Care? And Help Us!

Storytelling can be a brand
differentiator

It can drive sales and revenue

It can increase customer and
employee pride and retention

It creates shareable content

You make it super easy for
them

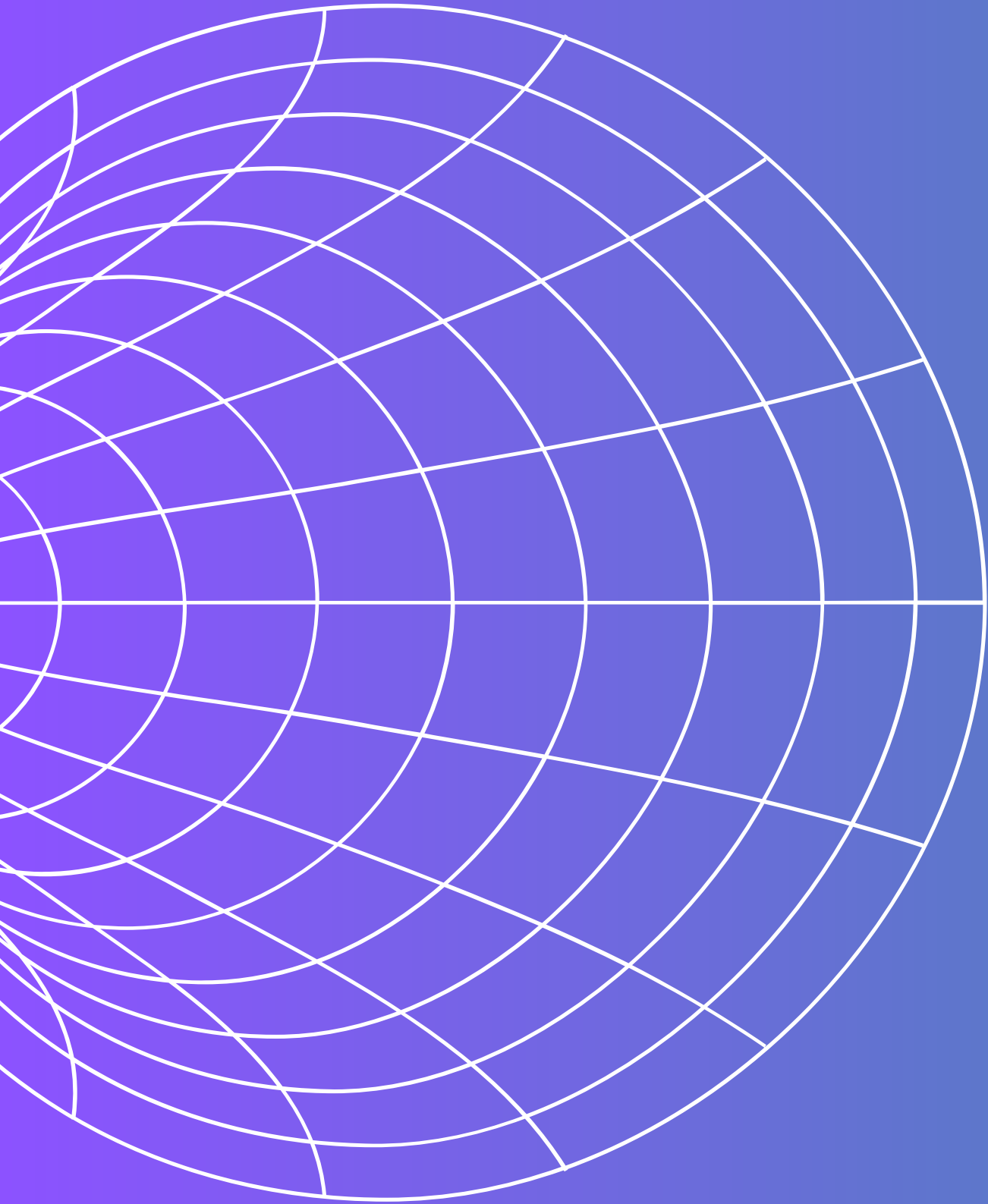
How Can *You* Capture and Spread Stories?

Digital narratives

Visual storytelling

Human-centered

Campaign-style



Storytime (again)

What's Your Why?

(Thanks, Simon Sinek.)

Your why is where insight meets business need.

Insight: What you observe about your employees, customers, and community.

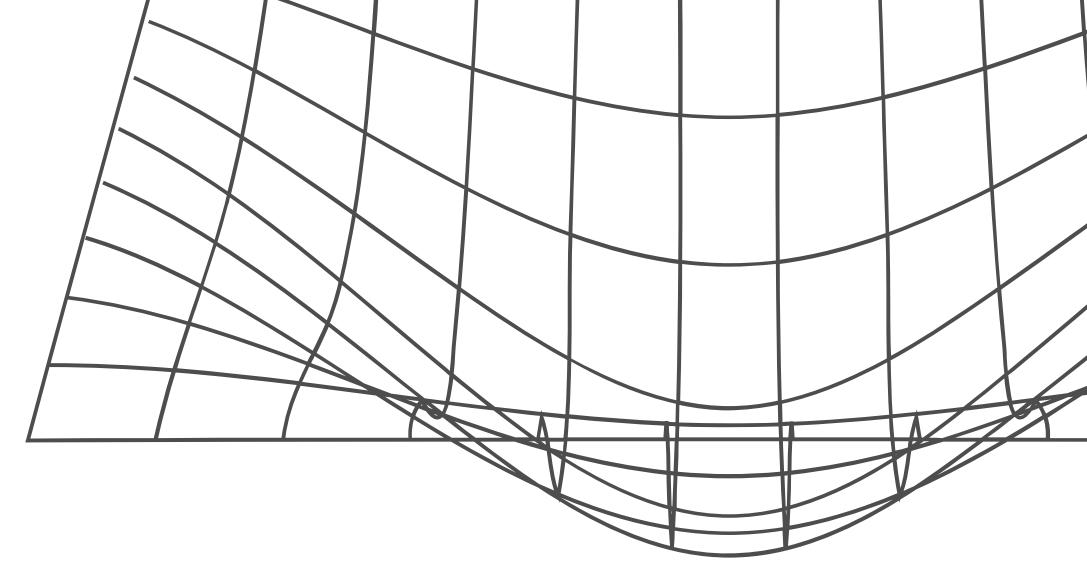
Business Need: How storytelling supports company goals.

Your best stories live at this **intersection**.

The CSR Storytelling Playbook

Follow along using the worksheet.





Playbook: Steps 1–3

01

Where will you find stories?

Employee volunteer programs, grant reports, community partner feedback, etc.

02

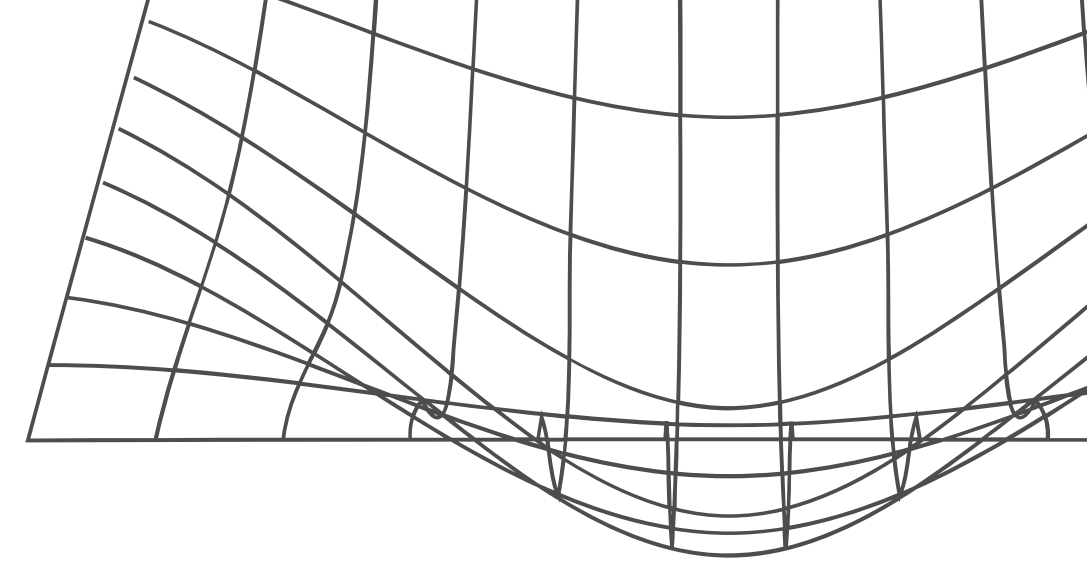
Are your core elements present?

Human connection. Impact details. Purpose bridge.

03

What's the best way to tell your story?

Written spotlight, visual story, video interview, etc.



Playbook: Steps 4–6

04

How often will you collect and share stories?

What's your gameplan? Map it out.

05

How will you measure impact?

Engagement? Employee feedback? Outcomes?

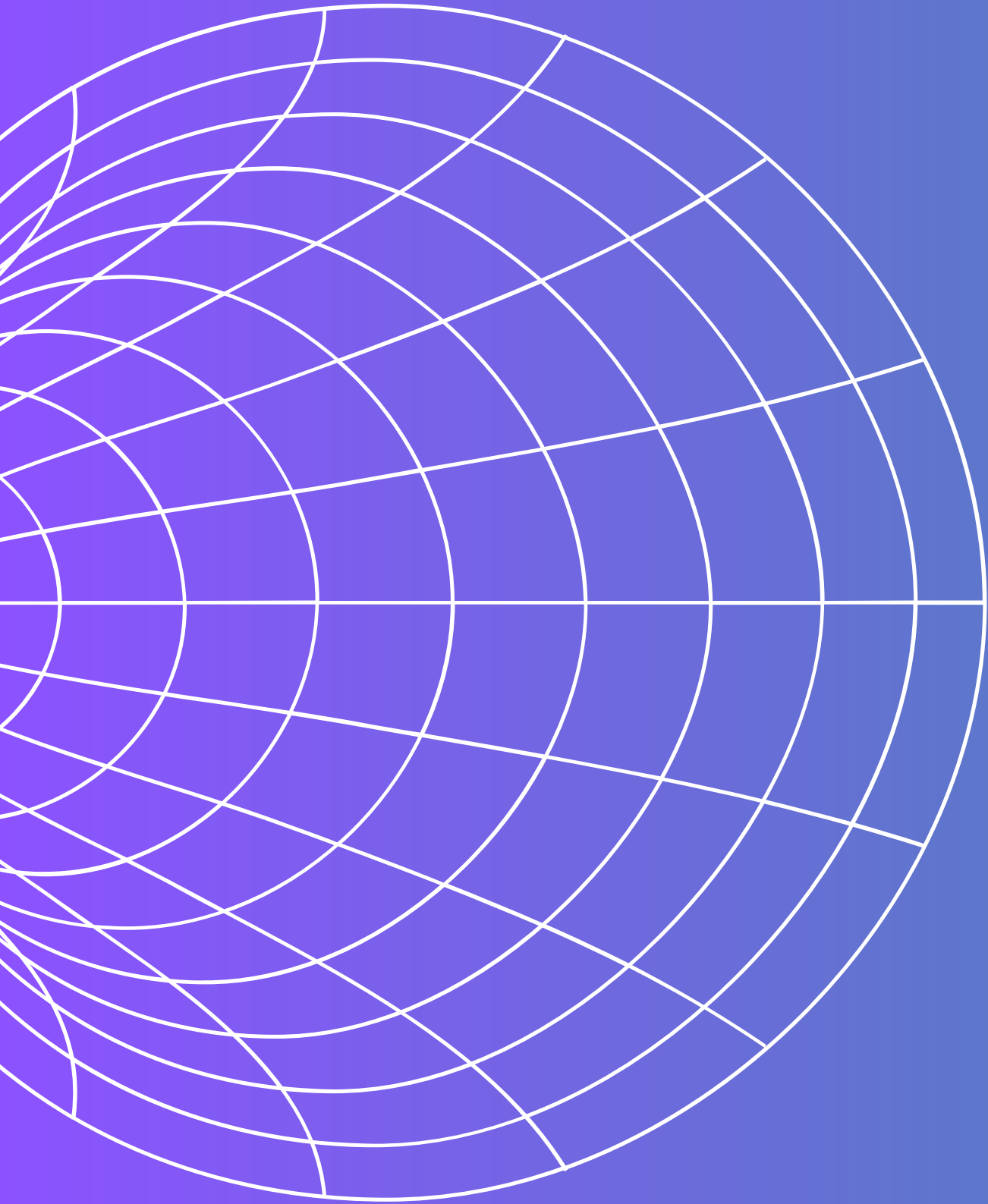
06

What are your resource needs?

Who are your allies? What tools do you need? Any costs to consider?

Drop it in the chat 📵

Where do you think your best stories might come from?



Q&A

Thank You

Please connect with us. And keep sharing stories that spark change! ✨



**Jennifer
Bradbury**

<https://www.linkedin.com/in/jenniferbradbury/>

Jennifer Bradbury
CONSULTING



**Sarah
Middleton**

<https://www.linkedin.com/in/sarahvmiddleton/>

