



# Storytelling made simple

An Arukah Network Resource



**ARUKAH NETWORK**  
FOR GLOBAL COMMUNITY HEALTH



# Introduction

For thousands of years, people have used stories to share knowledge and explain the world around them.

Stories connected people in a unique way because they enabled people to experience the feelings and emotions of the storyteller.

This reason is why stories are still common today and why people use them in their work.

# What is a story?

Simply put, a story is defined as an account or explanation of events. It could be events in a person's life or in the development of something such as a community project.

It is not enough to factually describe your work to others. Telling a story instead can give you the results you want as you communicate.

So why should you use stories for your work?  
Here are a few reasons:



# 1. Stories are engaging

Stories capture our attention and make complex information easier to understand. They draw us in emotionally and create a connection with the information or idea.

When community workers share their stories, they can resonate deeply with others and foster a sense of trust and understanding.



## 2. Stories are not easily forgotten

People remember stories much better than raw data or facts. According to a Cognitive Psychologist, we are 22 times more likely to remember a fact if it has been wrapped in a story.

You can easily forget a statement but can easily remember a story. Narrating a story about your work helps information stick in people's minds, making it more likely to be recalled and shared.

# 3. Stories persuade

Stories have an emotional appeal.

A story has the power to bring out empathy which can break down barriers and get you the results you want.

Instead of using only facts when advocating for an idea, try integrating a story and your audience will be moved both intellectually and emotionally.

## 4. Stories best share your impact

Sharing real-life success stories provides concrete evidence of the value of your work.

When communicating with stakeholders, including donors, funders, and policymakers, stories are a powerful way to show the impact of your work and garner support for ongoing projects.

# 5. Stories move to action

Stories evoke emotion which play a crucial role in decision-making. Compelling stories can inspire community members, volunteers, and donors to take action and get involved.

They motivate individuals to contribute their time, resources, or skills to support and collaborate on community initiatives.





# How to share your story

A good tool to use in order to tell your story simply and easily is the STAR acronym...

S - Situation

T - Task

A - Action

R - Result

Let's look at each in more detail..



# Situation

What was the problem or challenge in your community or area that you are seeing and that you want to overcome?

What are the local strengths that you wanted to make use of?

This is the background or introduction to your story.

# Task

What did you or your community or organisation decide to do in response to this situation?

Example, “After seeing this problem, we met together and decided to..”



# Action

How did you complete the task, and what skills did you use to do so?

# Result

What was the outcome of your actions, and what effect did it have in your community?

# Further reading

This story by a community leader in Zambia is a good example of the use of the STAR method.

## Now try it for yourself..

Have a go at writing or telling a story about your work using the STAR method.  
Remember to keep it simple.



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