

# Storytelling Culture Self-Assessment Tool



Use this worksheet to identify and rate key areas of success as well as those that need improvement in your organization's storytelling culture and readiness.

## MINDSET/APPRECIATION




			
Belief in the value of storytelling and support for its use is uniform throughout the organization, from top to bottom.			
Staff are encouraged to share stories internally and externally.			
Staff feel confident in their abilities to share stories that illustrate the organization's mission.			
Stories are in alignment with the mission and collectively create a cohesive picture of the organization.			
Stories are regularly incorporated into a majority of organizational communications, whether spoken, in print or digitally.			
When stories are successful in leading to increased awareness, funds, etc., these successes are shared internally with staff.			
Staff are regularly encouraged to develop their storytelling skills through professional development and/or adoption of new technology.			
Planning to collect and share stories is incorporated into organization and communication/development goals.			
<b>TOTALS</b>			



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## CAPACITY

			
Staff meets at regular intervals (weekly, monthly) to share and discuss stories.			
Storytelling is incorporated into at least one staff member's core job duties.			
The staff member(s) tasked with storytelling possess necessary skills in writing, editing, production and/or visuals and video (if applicable).			
Staff storytellers seek out professional development opportunities to expand their skills when necessary.			
There is a dedicated amount within the annual communications budget for producing stories (including upkeep of software/hardware or retaining external support).			
There is an organized system for storing collected assets and completed stories in a way that allows staff to easily access them.			
If collection and production are handled by different departments/staff, there is an organized system for transferring this information from one to the other.			
Effort is made to track the impact of storytelling, as a way to enable more sustainable investment.			
<b>TOTALS</b>			

