



# Workforce Development Storytelling... Start Here!

## Remember to Include:

Who • What  
Where • When • Why

## Think About Flow

Draft your story and capture your thoughts.

## Review the draft and consider:

Is the language clear and concise?

Should sentences be in a different order to create a smoother sequence?

## Have a Clear:

Beginning (Introduction)

Middle (Story, Impact)

End (Results, What's Next)

## Consider the Big Picture

Can you make connections to other CCCS Workforce Development efforts?

Does the CCCS "Power of 13" apply to your story, and if so, is it emphasized?

What are the direct and/or indirect links to community and business development?

- Share a headline suggestion
- Provide your name and title
- What is the workforce development project that is related to your story?
- When did the project begin? How did it come about?
- What workforce gap is it trying to solve? What have you heard from industry?
- When will the project conclude, or is it ongoing?
- What is the source of funding for this project?
- Describe the community the project is serving. Is it rural or underserved? Is it youth, adult learners, or another focused demographic?
- Where did this story take place? City or town, college, community organization, business, etc.
- What is the focus of your story? This could be about participation, results, individuals, collaboration... anything tied to why the project exists.
- Who contributed or walked alongside as this story unfolded?
- Were there any surprises or unexpected results that occurred?
- Why is it important for people to hear this story?
- How do you want people to feel when you tell this story?
- Is there an action that you want people to take after they have read this story?
- Consider providing quotations from people related to the project including System colleagues and program staff.