**An introduction to storytelling**

The first thing is to identify

**WHO** you are writing for and

**WHY** you are writing – what is the purpose of telling this story. What do you want to make the reader think and feel as a result of hearing your story.

Identify who your ‘one’ reader is – who is that one person that we want to read this story and what is the change we want them to make. Use your writing to spark the fire – what is the hook that is needed to encourage change to happen for the reader you’ve identified *What do they care about? Is it the impact you are seeing on Ofsted? Young people? The community?.*

Consider the language needed for the target audience. Make it relevant to them. Be clear and understandable. Provide enough detailed facts to allow the reader to recreate the success in their environment.

**Additional resources**

* The Science of Storytelling – psychology of belief - Will Storr - Ted Talk

<https://www.youtube.com/watch?v=P2CVIGuRg4E>

Six elements of a story

* The magical science of Storytelling – David JP Phillips – Ted Talk

<https://www.youtube.com/watch?v=Nj-hdQMa3uA>

An example of how stories can add value (literally!)