

# INSPIRING CHANGE THROUGH OUR STORIES MINI COURSE

Storytelling Frameworks



## DESCRIBE THE CONTEXT

**Instructions:** Use this framework to help your team gather information about the context of the community you are working with and the problem you are working to solve with your stakeholder.

### 1. WHO ARE THE STUDENTS?

Who is most negatively impacted by the problem you are working to address?

### 3. WHAT IS THE ENVIRONMENT LIKE?

Where is the community located?

What are unique aspects of the region?

### 5. WHAT IS THE HISTORY OF THIS PROBLEM?

How long has this problem been a challenge for the community?

What are the historical factors that are relevant to this problem?

### 2. WHAT IS THE PROBLEM YOU ARE WORKING TO SOLVE?

What conditions need to be improved?

What challenges do the students face?

### 4. WHAT IS THE COMMUNITY LIKE?

What are relevant aspects of the community and/or culture?

Where are there inequities in society?

Are there tensions between groups?

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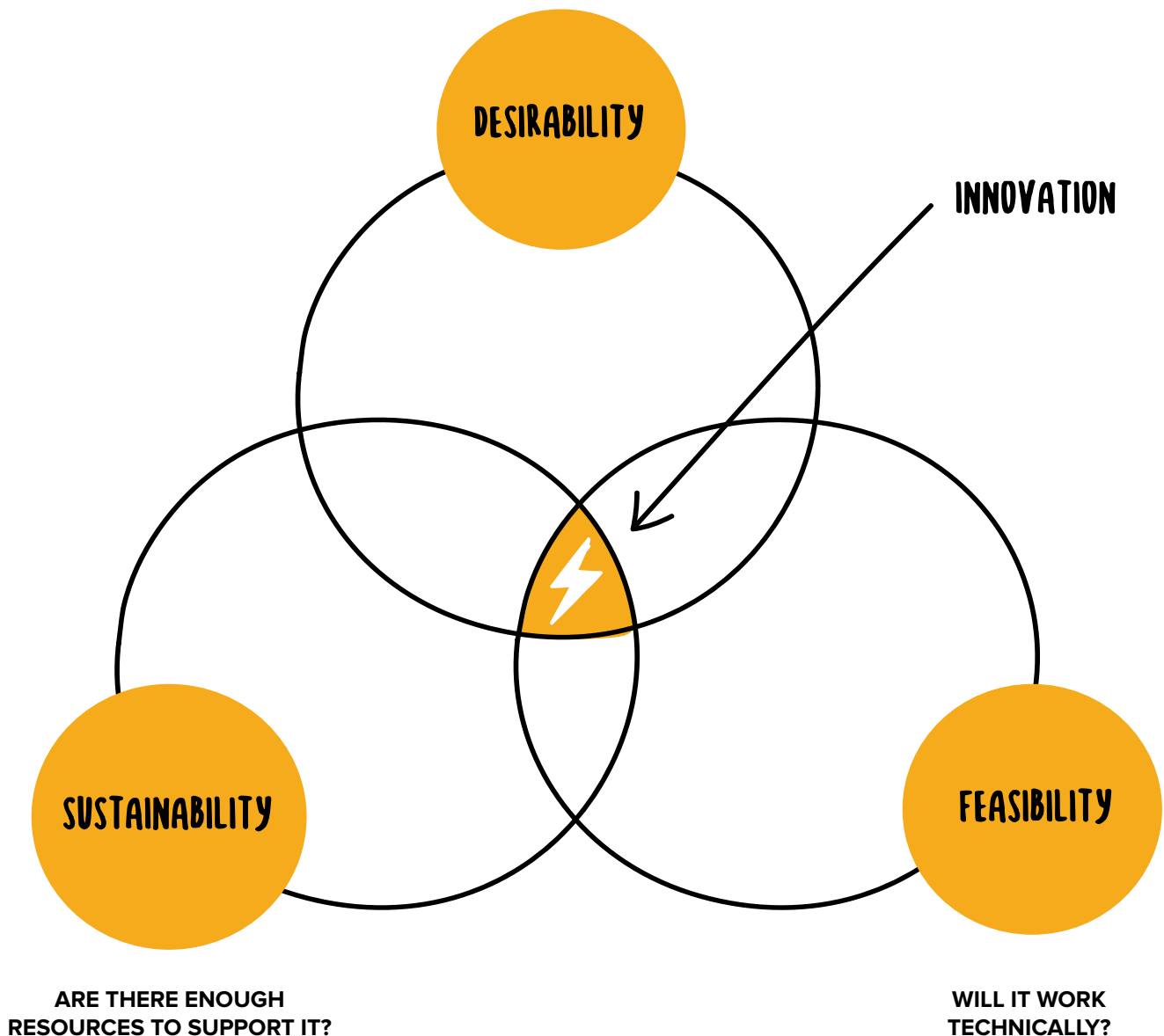
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## WHY IS YOUR IDEA WORTH SUPPORTING?

**Instructions:** Use the tool below to reflect on why your team believes that your idea is innovative. Why is your micro-innovation desirable? Will it meet the needs of your students? Will it delight them? Why is your micro-innovation feasible? Will you be able to make it work in context and at scale? Why is your micro-innovation sustainable? Do you have the resources required to implement the micro-innovation over the long-term? Discuss at a team and capture your answers below.

DO PEOPLE WANT OR NEED IT?



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## DEMONSTRATING DESIRABILITY THROUGH STORYTELLING

**Instructions:** Use this framework to help synthesize what you learned in the design challenge and communicate your micro-innovation in terms of the needs and emotions of your stakeholder. You will use this information to inform your project presentation.

### 1. WE MET...

Tell us about the primary stakeholder you are focusing your design work on.

### 2. WE NOTICED...

What was the surprising observation you made? What did you discover?

### 3. SO WE CREATED...

What concept did you create? What assumptions were you testing in your prototypes?

### 4. THEN WE LEARNED...

How have your prototypes evolved? What have you learned about your concept?

### 5. SO NOW WE HOPE TO IMPLEMENT...

What concept are you going to implement? What outcomes are you hoping for in terms of Improving the outcomes for stakeholder?

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## DEMONSTRATING SUSTAINABILITY THROUGH A THEORY OF CHANGE

**Instructions:** Use this framework to help synthesize what you learned in the design challenge and communicate your idea in terms of your theory of change. A theory of change describes what resources you plan to use, what interventions you plan to create and what impacts you expect to see as a result. You will use this information to inform your project presentation.

### 1. WHAT IS THE PROBLEM?

Why is it a problem worth solving?

What are the consequences if this goes unsolved?

### 3. WHAT WILL THE STAKEHOLDER EXPERIENCE?

What interventions will be put into place because of your solution?

### 5. WHAT IS THE POTENTIAL LONG-TERM IMPACT?

How might your solution be replicable in other communities? For more students?

### 2. WHAT IS YOUR SOLUTION?

How are you going to address this problem in a new and novel way?

What is involved in your micro-innovation?

### 4. WHAT IS THE POTENTIAL NEAR-TERM IMPACT?

How is your micro-innovation going to create positive outcomes for at least 20 students in the near future?



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## DEMONSTRATING FEASIBILITY THROUGH STRATEGY

**Instructions:** Use this framework to help your team think through the different strategies needed to implement your idea. This includes potential partners, resources needed and the timeline for implementation. You will use this information to inform your project pitch.

### 1. WHAT DO YOU NEED TO DO IN ORDER TO IMPLEMENT?

What interventions are you planning to create?

How will students interact with this micro-innovation?

### 3. WHAT RESOURCES DO YOU NEED?

What personnel might you need?

What space might you need?

What materials might you need?

### 5. WHAT IS THE NEAR-TERM TIMELINE?

Can you implement a pilot of this idea in the next two quarters? If so, how? If not, why?

### 2. WHO MIGHT YOU PARTNER WITH TO MAKE THIS HAPPEN?

Which organizations might you partner with to implement this concept?

### 4. BASED ON WHAT RESOURCES YOU STATED ABOVE, WHAT SUPPORT DO YOU NEED?

What might the budget be for this micro-innovation?

### 6. WHAT IS THE LONG-TERM TIMELINE?

When do you plan to have the micro-innovation implemented at scale?