UNITING OUR MEMBERS AND THE NATION

Empowering leaders, educating students, strengthening communities

Storytelling for Impact

COM112

Lori Nazareno, NBCT
and
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COMPETENCY: COMMUNICATIONS

• Progression levels:
  – Level 1: Foundational
  – Level 2: Mobilizing & Power Building

• Competency Themes:
  – Uses current media, technology and social networks to communicate
  – Develops communication approach and style to fit appropriate audience
  – Acts as an effective speaker
  – Acts as a compelling advocate for the organization
  – Identifies appropriate messengers.
NEA Strategic Goal and Organizational Priority

• NEA Strategic Goal
  – Empowered Educators for Successful Students

• NEA Organizational Priority
  – Example: My School, My Voice
Session Objectives

During this session you will:

– Gain an understanding of the power of story in order to elevate the association and inspire action.

– Articulate the impact that a specific leadership activity had on intended audience.

– Craft a story of impact that advances association priorities.
We don’t shift the narrative by pushing out talking points.”

—TONY SMITH
Illinois State Superintendent of Education
Just hearing someone else’s story can open one’s imagination or reveal a new perspective."
Find Your Story

What I/we felt...

Now I/we feel...
Find Your Story

Which activities turned out to have the greatest impact on your work and learning?

What can be highlighted to show your efforts have created a difference?

What risks did your team take?
Find Your Story

How has participating in this work affected your practice as teacher(s) and leader(s)?

What changes might already be seen in the system as a result of your work?
Find Your Story

What obstacles were in your path?
Find Your Story

What opportunities did you/we encounter?
The biggest shift I/we made was...
Find Your Story

Tweet-length story summary

140 Tweet
Tell Your Story

Session Outcomes

From this session you will have:

– Gained an understanding of the power of story in order to elevate the association and inspire action.

– Learned to articulate the impact that a specific leadership activity had on intended audience.

– Crafted a story of impact that advances association priorities.
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• Please complete the evaluation for this breakout session by using the NEA Summit Mobile APP!

• Please visit the Leadership Development Resources website at www.nea.org/leadershipdevelopment

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