

2022 CULTURE AND CLIMATE CALENDAR

DECEMBER: STORYTELLING

WEEK 1

Why is Storytelling Important?

Storytelling is a high impact and critical leadership skill.

- Provides a platform for advocacy between schools and the community
- Creates a sense of unity among the audience
- Builds trust and lasting rapport
- Inspires change by creating a meaningful connection

[Teacher Engagement Toolkit](#)

WEEK 2

How Can it be Used in Ed Leadership?

Storytelling can be used to lead transformational change.

- Share vision and create focus
- Ignite action and implement new ideas
- Transmit organizational values
- Foster collaboration
- Neutralize rumor

[Building Connections Through Storytelling | NASSP](#)

WEEK 3

Where Do You Start?

There isn't an exact recipe, but there are key ingredients.

- Start with your "Why"
- Determine your target audience
- Have a clear message
- Share experiences and highlight struggle

[How to Tell a Great Story](#)

WEEK 4

Are there Tips and Tricks?

Keep these tips in mind to make your story interesting and impactful.

- Keep it simple
- Anchor the story in your experience
- Link to research without overwhelming
- Limit the use of jargon or catch phrases
- Embed conflict to keep it motivated and inspire