

IMPROVE**CARE**NOW

# Story of Self, Story of Us, Story of Now: How to Talk About ImproveCareNow to Build Your Team



IMPROVE**CARE**NOW



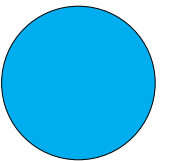
# Agenda

---

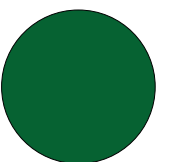
- ICN Trainings
- Story of Self, Story of Us, Story of Now: What and Why
- Story of Self: Crafting Your Personal Story
- Implementing Personal Story Brainstorm

# Learning Objectives

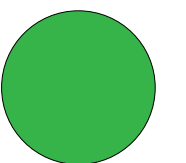
ICN Trainings and How to Access Them



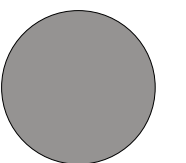
Types of stories and how we use them



Develop your personal story



Planning: How to implement story at your center



# ICN Engagement Training

## Goal

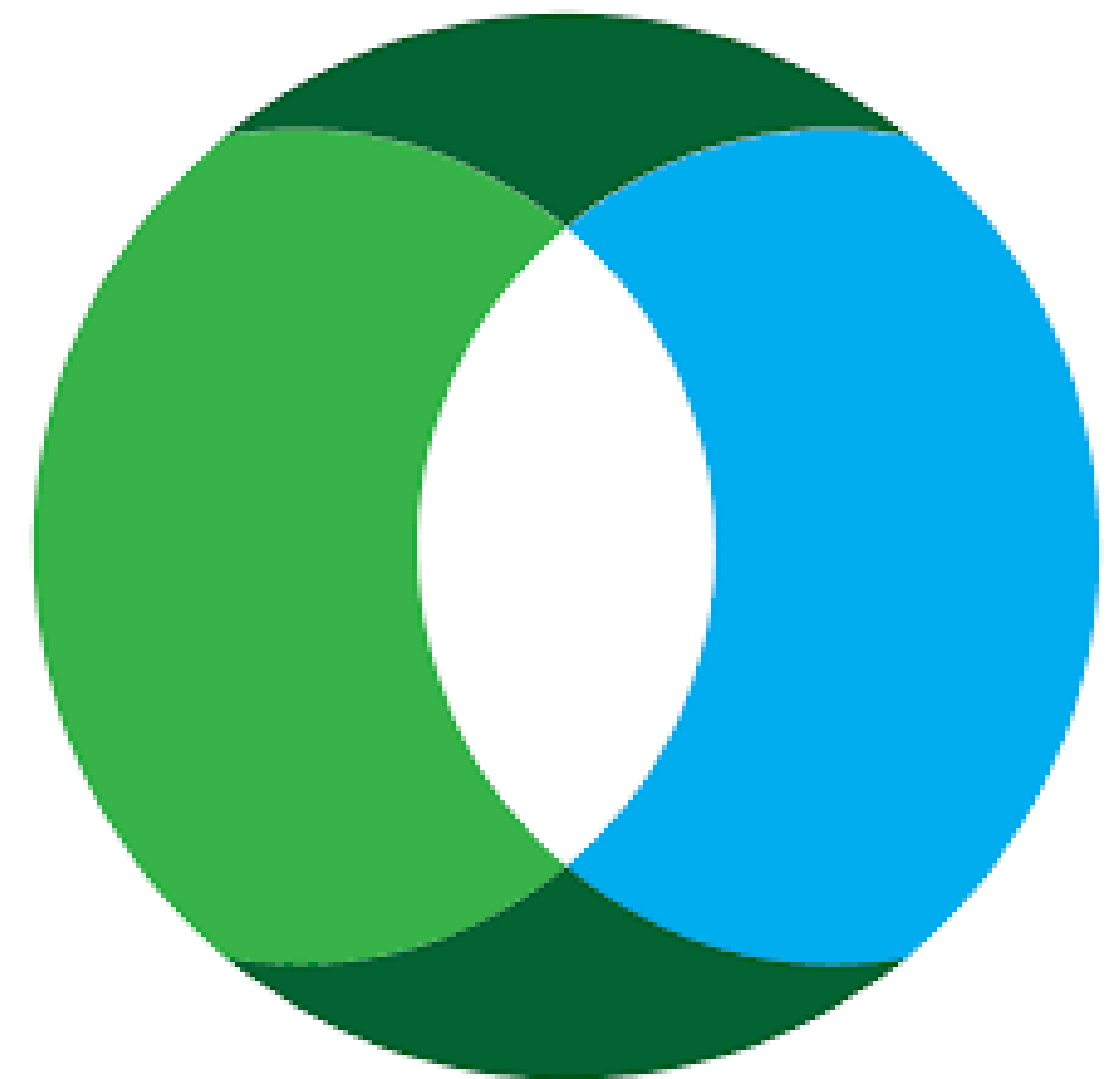
Support Patient/Parent engagement teams  
development

## Each Includes

New Info, Hands on Skill Development,  
Local Planning

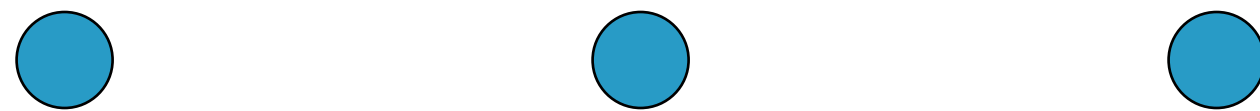
## Organizing Fundamentals

Volunteer Recruitment, Snowflake  
Organizing Model, Relationship  
Development, Story of Self, Us, and Now





# Story of Self, Story of Us, Story of Now



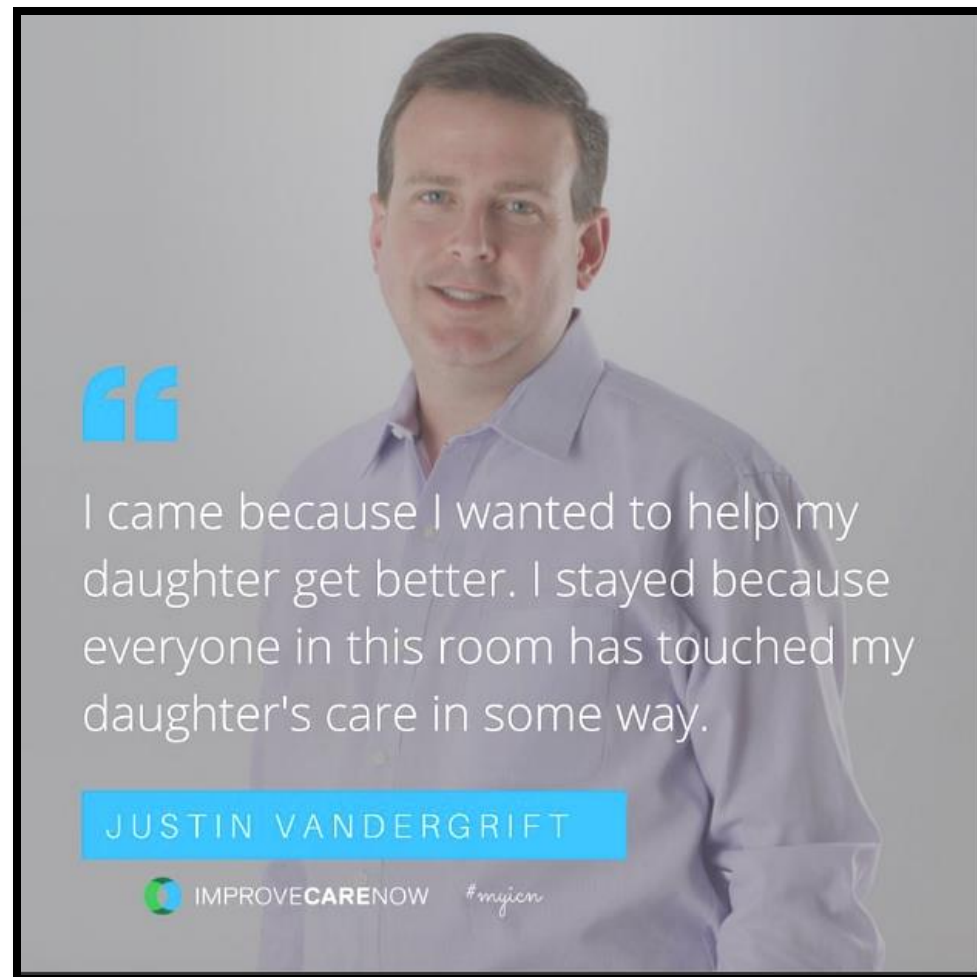
In this section you will  
learn the types of  
stories and how to craft  
a story of self





# 3 Types of Stories

## Story of Self



Why you got involved?

## Story of Us



What are our share values and experiences?

## Story of Now



What's our strategy and what action do we need to take?



# Emotion in Storytelling

**Storytelling is used to inspire action**

**Values inspire action through emotion**

**Hope over fear**

**Community over being alone**

**Making a difference over self-doubt**



# Story of Us

- What is our Story of Us now? How do we talk about ourselves?
- What are our shared values?
- Which of our values inspire action?
- What challenges do community members face?
- What do we seek to change?

Inclusivity  
Honesty  
Transparency  
Community  
Empowerment  
Learning  
Continuous Improvement

community ♥ values  
improvecarenow.org



# What is a Personal Story?



Things aren't perfect, but my daughter has been able to bear the burden of Crohn's more lightly, in large part because of the way that ImproveCareNow has enabled us all to be more active partners in helping her stay healthy.

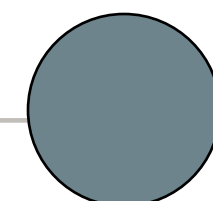
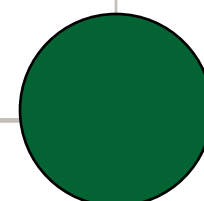
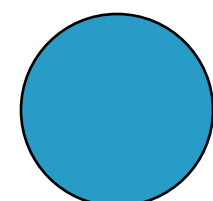
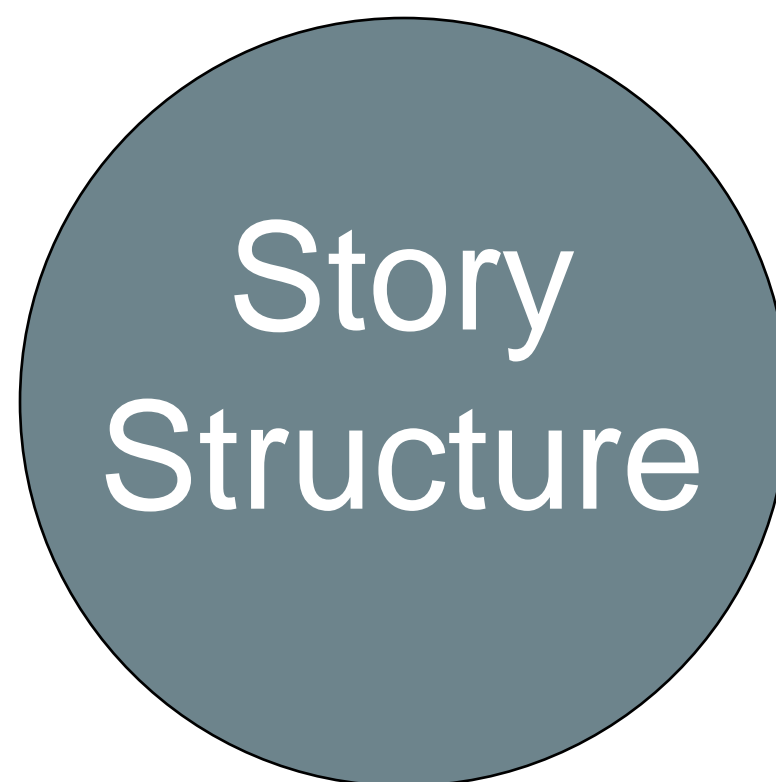
MICHAEL SEID

Personal, Honest

Inspires action

Short and concise

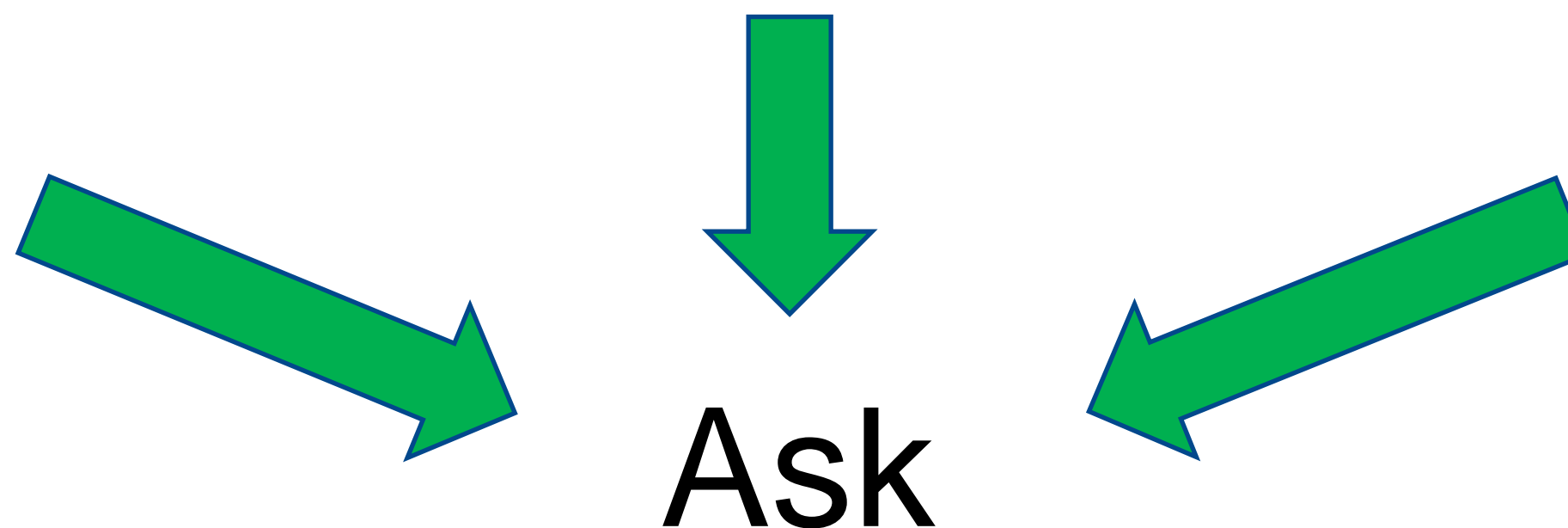
Shares Values



Challenge

Choice

Outcome





# Deb's Story



**What** stood out?

What is effective at  
motivating action?

Can you identify the  
challenge, choice and  
outcome?



# Crafting Your Personal Story

## Your Story

---

Personal Story is an opportunity to share things about yourself, to build a relationship with your audience, and motivate them to action.

- Why did you decide to get involved?
- What were the events or people?
- What is the outcome of your involvement?





# Personal Story Sharing

Who is willing to share part of all of their story?

- Challenge
- Choice
- Outcome





# Planning Brainstorm

- How can you incorporate story at your care center?
- How can it help more parents or patients to get involved?
- Who needs training on how to develop and use storytelling?
- Who will take the lead?
- How will you communicate changes?





# Contacts and Acknowledgments

Chris Keck  
Engagement Campaign  
Director  
christian.keck@cchmc.org

## Acknowledgements

- Maria Lester , ICN Parent Leader from Nemours Orlando, was a lead partner in the development of this session.
- Concepts shared in this session were originally developed by Dr. Marshall Ganz of Harvard University and the organizing guide, [Organizing: People, Power, Change](#) . Copies of that document can be provided upon request.



IMPROVECARENOW

