

HOW CAN I LEAD through STORY?

STORY MAPPING TOOLKIT



WE LOOK at
THE WORLD
through a STORY

DO we SEE the
SAME STORY?

Welcome to Story Mapping

When we experience Volatile, Uncertain, Complex, Ambiguous scenarios (VUCA) and seemingly intractable problems that divide us, our first instinct can be to try to get results by influencing people. Many organisations use a 'Power Mapping' tool to get what they want. But with a Power Map, you work in polarised quadrants that divide up stakeholders and focus on our differences. You may get the result you want but not the outcome that we all need. We end up with entrenched positions and galvanised opinions.

Story Mapping is a very different process to Power Mapping, because it sparks conversations that invite multiple perspectives that are constructive in nature. With the Story Map, we explore common ground together, find plurality in shared values and deepen our relationships. We build layers of trust and empathy and allow magic to happen naturally.



A practical tool for Story Leadership Overview

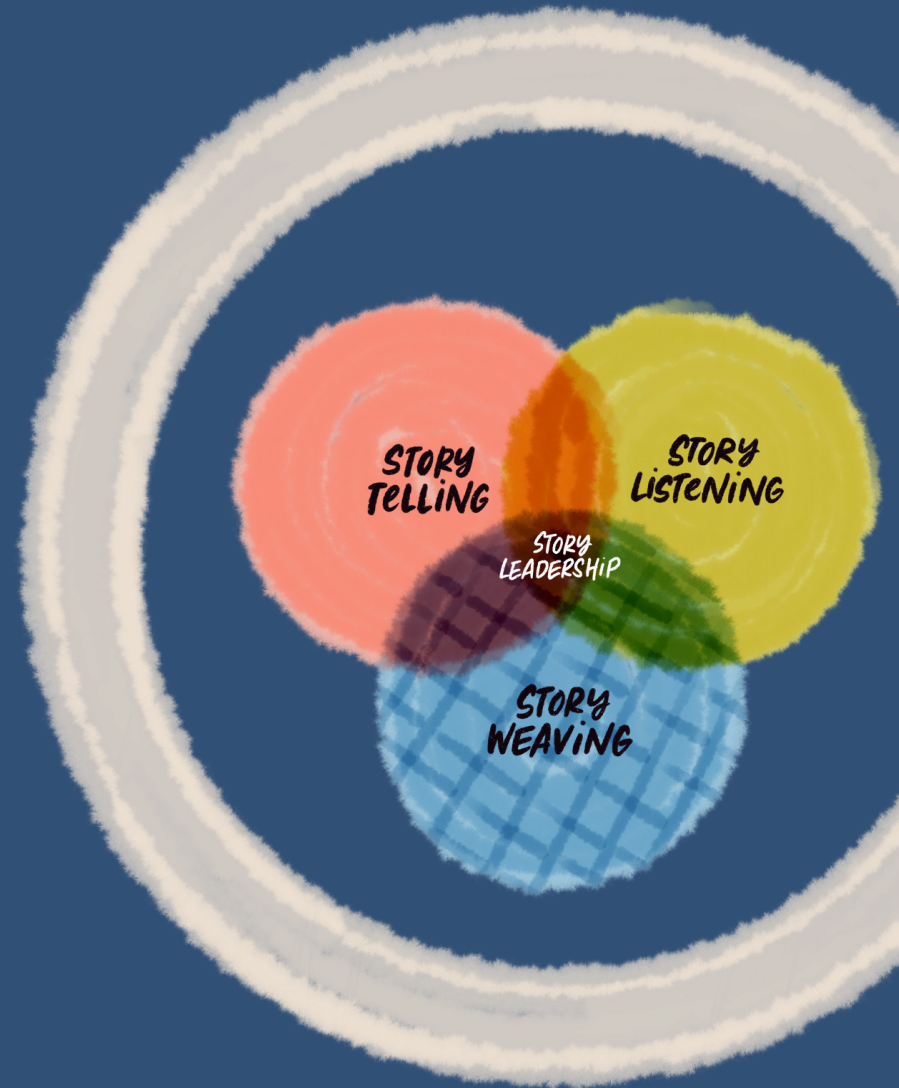
The Story Mapping process combines the three key elements of Story Leadership: Storytelling, Story Listening and Story Weaving.

Storytelling is the way humanity makes sense of our existence and how we build meaning together. The stories we tell ourselves become the lens through which we see our world. The stories we tell each other become the voice through which we speak our truth. The stories we tell the world become the hope through which we make our future. So we always love to ask, what stories are you telling to make a difference?

Story Listening allows diverse voices and perspectives to be not only expressed and heard, but deeply listened to, without judgement. Story listening opens up the possibilities for new ideas, new emotions and new realities to emerge.

Story Weaving emerges as we create more intentional spaces for storytelling and listening to happen. As our stories surface and interweave, we zoom out to observe the whole 'Field of Stories', search for overlaps, intersectionalities, Wow Factors, X Factors, and bring together all these diverse threads into new collective narratives that are alive with meaning and constantly evolving.

Story Leadership is the art of convening diverse perspectives and facilitating the journey of collective narrative building using Storytelling, Story Listening and Story Weaving. The journey unfolds through four stages of Remembering, Being, Dreaming and Becoming. Old stories are surfaced to be shared, and can be held or released as a new Collective Narrative emerges.



How to use the Story Map

Embracing the magic of inclusive story

In Your Organisation

- Team building and engagement through sharing stories
- Reflect on and distil the values that emerge from your field of stories
- Build a more cohesive culture with a deeper sense of understanding
- Surface multiple perspectives for more effective problem solving
- Take a ground up and inclusive approach to finding your collective identity

In Your Community

- Learn who's in your community
- Empower unheard voices and marginalised communities
- A lens that allows a complex system to see itself
- Enable systems change and paradigm shifts
- Showing collective impact

Try out the Story Map to see how it works for your team or organisation.

Want some help?

We can help you harness the power of power of story leadership for systems change, and amplify impact in your organisation, community or ecosystem. Learn more and talk to us about a story-driven process for your organisation or initiative: www.digitalstorytellers.com.au/story-leadership



The Story Mapping Process

From self reflection to creating the future world we want to live in.

1. Use each of the four key story prompts to write down and bring your perspective to the Field of Stories.

- *Remembering* - The story of a moment when everything changed for you.
- *Being* - The story of where you are now
- *Dreaming* - The story of an ideal future you would love to see come true
- *Becoming* - The story of moving forward with some tangible next steps

2. Listen and reflect on the stories of others as they talk about their lived experiences.

- Where are they similar?
- Where are they different?
- Are any themes emerging?
- What are the X Factors that came up?
- What are the Wow Factors that came up?
- Are there any stories that are missing?

3. Now we can begin weaving these story threads together into a collective narrative.

- Each participant gets to weave their own unique collective narrative from the Field of Stories
- Collectively, which stories of Remembering, Being, Dreaming and Becoming best reflect the group?
- Synthesise the collective narratives using a consensus approach with the group
- Share back the emergent collective narrative, allowing it to adapt and evolve

Don't forget to apply Regenerative Story Principles and ask yourself these Story Leadership Reflection Questions as you weave your collective story.

Use physical or virtual post-its on the Story Map to facilitate your collective story process.



Take your new collective narrative one step further!

It will slot neatly into the story box, centered in the Story Canvas. From here you can begin turning your collective narrative into a fresh new digital story to share with the world!

STORIES iMPACT "THE STORY CANVAS"

STORY NAME: _____

Purpose: _____

Audience: _____

Key Messages: _____

Story: _____

Call To Action: _____

Outcomes: _____

Indicators: _____

People & Places: _____

Style & Tone: _____

Campaign: _____

www.digitalstorytellers.com.au/storycanvas

STORY MAP

WELCOME TO THE FIELD OF STORIES

