

Storytelling: An inspiring activity to create community and connection

Sharing our stories and experiences is a powerful way to build a feeling of community. Encourage your colleagues to take a break from their daily work to get inspired and connect with one another in a meaningful way. This activity provides you with an easy-to-use template for capturing and sharing stories—customize it by focusing on your company's values, competencies, and ways of working.



STEP 1

Schedule a virtual storytelling session

Identify your invitation list—this activity will work best with a smaller group.

Include context about the activity in your invitation so people know what to expect—remember this is about taking a break and making connections so keep it light and infuse some fun!

Tip: Use a platform that has video and screen share capabilities for increased interaction (e.g., Microsoft Teams, Skype, Zoom).



STEP 2

Host your virtual storytelling session

Kick off with introductions—consider including an ice breaker question to get people talking from the start! (5 min)

Set the context for how you will use the time and how these stories will be shared. Mention that no story is too small, and even a simple gesture is important. (3 min)

Start with your own story—it might help the group feel comfortable if you share first. (5 min)

Pose the question, “How are we bringing our culture to life during this time?” or “How have you seen our company values show up during this time?” (45 min)

Note: While experiences are being shared, you will capture short statements about how people have been working to live your culture.

Thank participants for their time and let them know what they can expect next. (2 min)



STEP 3

Create your own digital story graphic

Use the provided template to summarize and organize key statements shared during the activity.

Share the graphic with the activity participants, your team, leadership, etc., and look for opportunities to include it in your local communications (e.g., in a team meeting or town hall presentation, an e-newsletter, your local intranet, etc.).