

STORYCENTER

LISTEN DEEPLY... TELL STORIES

StoryWork Process Overview

www.storycenter.org

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At StoryCenter, we partner with organizations of all sizes, from all corners of the world, to support them in understanding the important contribution that storytelling and participatory media can make to their work. As the recognized founders and leaders of what has become a global digital storytelling movement, we work closely with you to thoughtfully assess your needs and propose viable and cost effective StoryWork solutions. We offer end-to-end planning, teaching, post-production, media distribution, materials/curriculum development, and evaluation services.

Step One: Needs Analysis

The more we know about you and your organization, the better able we are to collaborate with you on the design of an effective storytelling project. We want to hear about the content and context of your work, and how it's resourced, so that we can bring this understanding into our discussions of possible project objectives and activities. Together, we will decide what is feasible and what has the greatest potential for success. You may choose to host a single storytelling workshop, or you may wish to build capacity for ongoing StoryWork within your organizations or broader networks. We help you build a vision that is both meaningful and realistic.

Step Two: Project Planning

Once a framework for your StoryWork project has been established, we work with you to create appropriate project outlines, work plans, staffing requirements, timelines, and budgets. Our great depth and breadth of experience enables us to assist, anticipate, and address potential challenges and focus on achieving and surpassing your goals and objectives. If resources are an issue, we are available to collaborate on funding proposals and other resource development activities.

Step Three: Implementation

While we are perhaps best known for our digital storytelling workshops, we have the capacity and experience to carry out a wide range of StoryWork program components. Not only do we

lead workshops, train trainers, and assist with story distribution via multiple traditional and social media platforms, we also develop curricula and training materials to accompany stories, organize and facilitate community screenings and dialogue sessions, document and publicize project accomplishments, and bring in our outside research partners, where necessary, to research that explores project outcomes. We are best positioned in the growing field of digital storytelling to offer the highest-quality workshop experiences to storytellers, and the highest-quality end media products to our organizational partners.

Step Four: Follow-up

We are committed to sustaining a working relationship with you, over time. This means that we stay in touch once your StoryWork project has been completed, to keep up to date with how it has impacted storytellers and story viewers at local, national, or international levels. It also means that we re-connect with you, periodically, to assess whether additional partnership is possible. Our relationship with you may be relatively short-term, or it may last for years and include multiple workshop, facilitator training, materials development, and story distribution activities. We do our best to connect you with like-minded groups in the world of storytelling and participatory media, and we function as a hub of information and resources about storytelling around the world.