Before we start some free resources for ideas and inspiration

- *INSPIRE* Handbook
- Curated Podcasts in the pack



SCAN ME

Storytelling in Conversation
Not just on the page

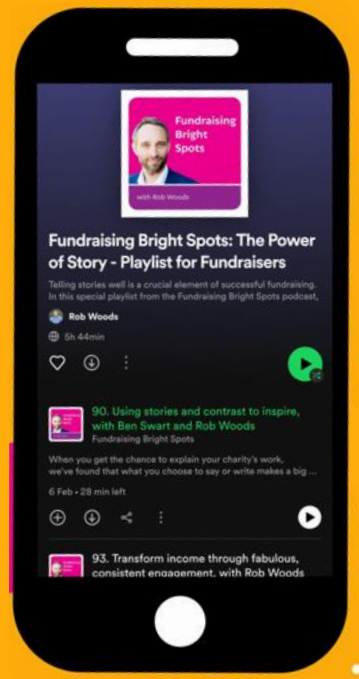
bright spot.

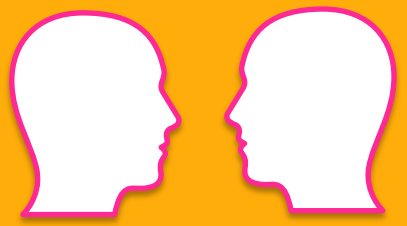


with Ben Swart he/him

“Success leaves clues”

brightspot.









Emotional warning

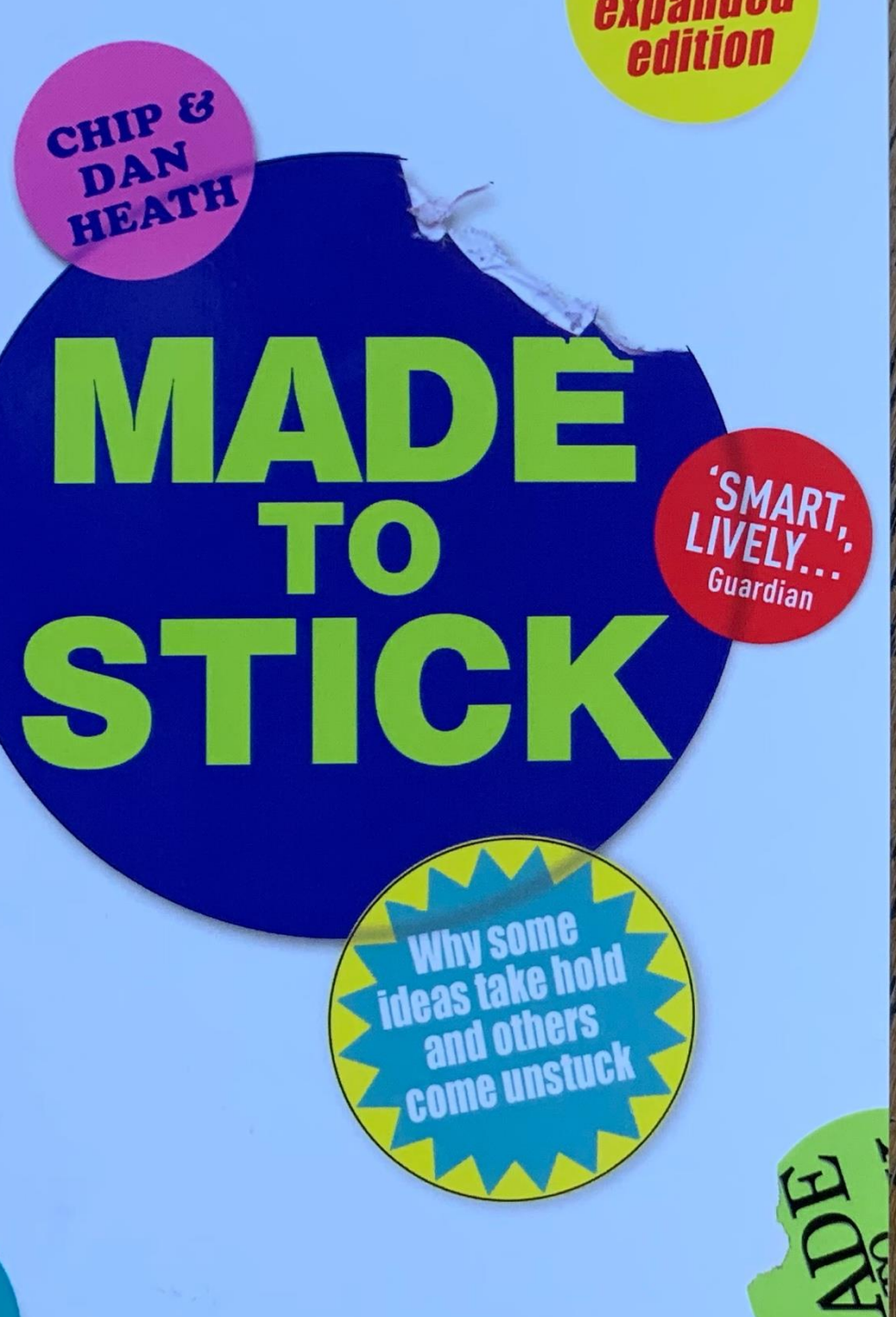
Themes around; infertility, child abuse, suicide, poverty, war, and cancer

Please look after yourself and others



Made to Stick

Chip & Dan Heath



Elizabeth Newton

Tappers & Listeners

120 most well known songs

Can you guess them?



How many will be guessed

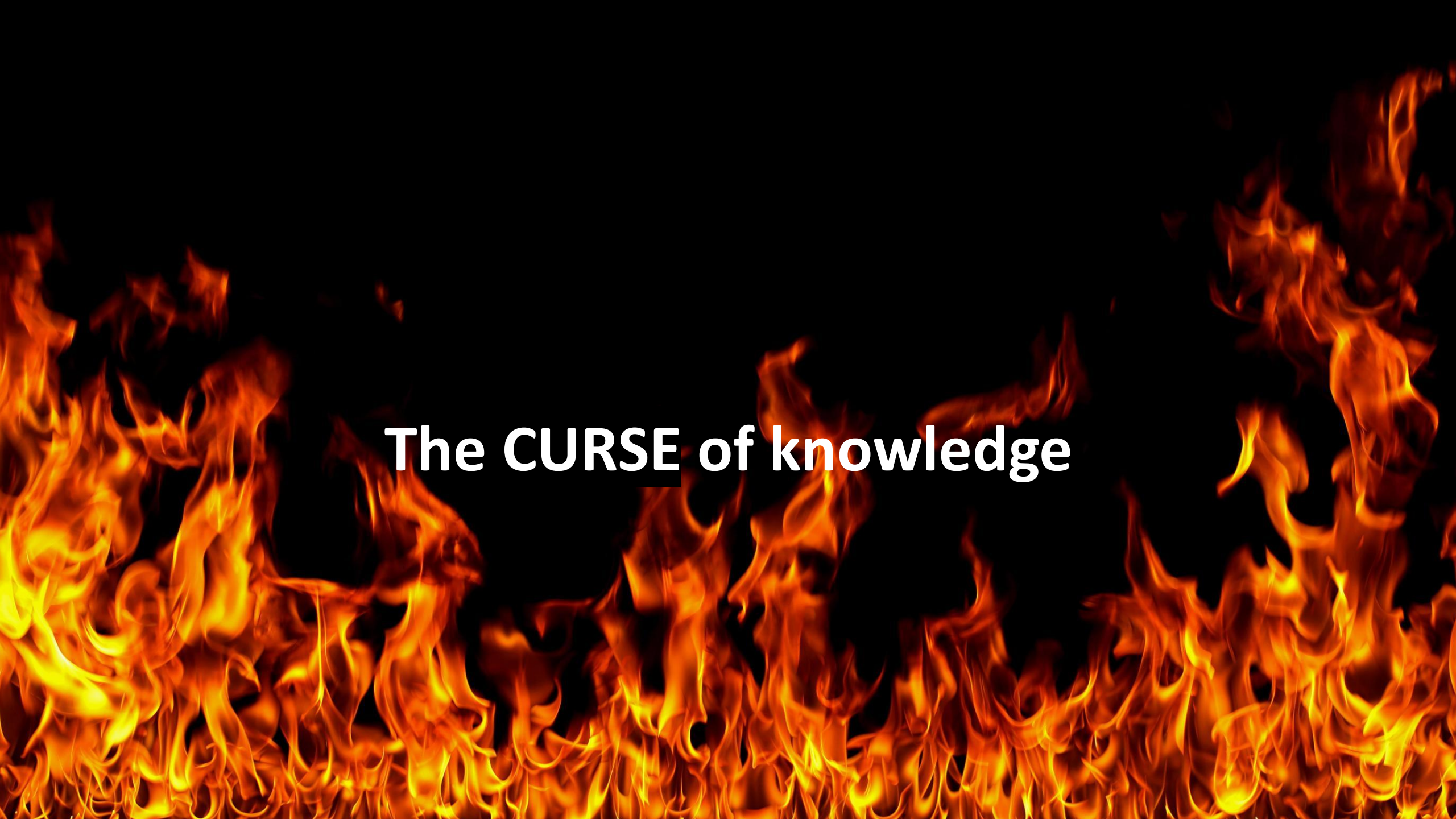
BEFORE trying the activity?

50

How many actually were guessed

AFTER trying the activity?

2


The CURSE of knowledge


Implementing the
New Urban Agenda

SHIFT POWER AND RESOURCES

Deliver on agreed transformational change commitments which evidence mutual accountability, continuous learning and improvement, and a safe, feminist and anti-racist approach. Become the partner of choice. Shift power, resources and funds to partners in the Global South.

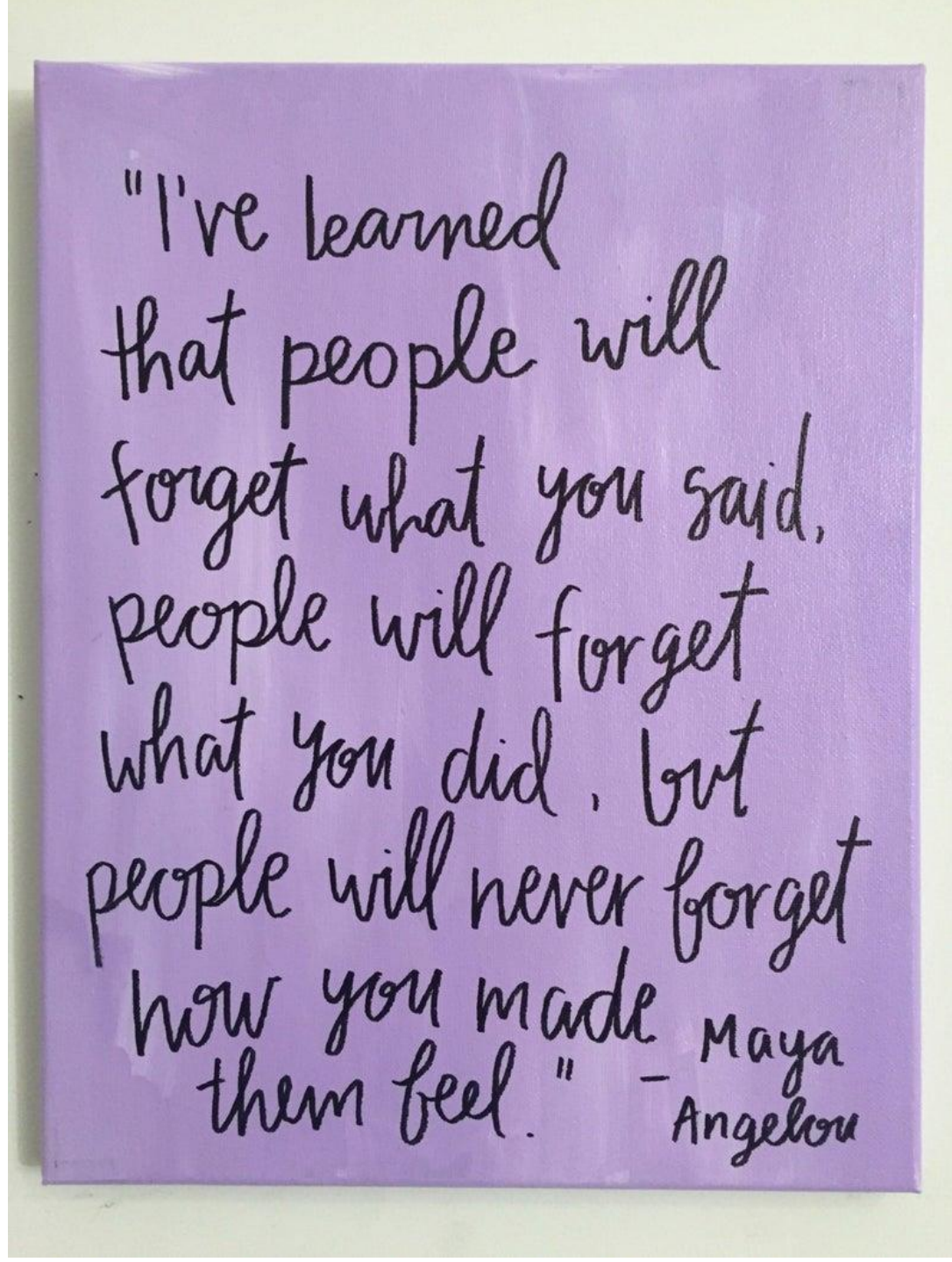
The antidote to the curse:

Include more examples and stories

brightspot.

“If I look at the mass, I will never act.
If I look at the one, I will.”

— **Mother Teresa**


"I've learned
that people will
forget what you said,
people will forget
what you did, but
people will never forget
how you made
them feel." - Maya
Angelou

You can copy the three tips powerful (and natural) storytellers use

brightspot.

1) Deliberately show contrast
2) Find the real parts
3) Capture and use them (when most don’t)

1: Deliberate order of the story

brightspot.

1: Deliberate order of the story

<u>The story arc</u>

1) Who
2) Problem
3) Action
4) Result



brightspot.

Two main elements of any cleaning advert…

Two main elements of any cleaning advert…



Use the story arc

1) Who — Barb, older person
2) Problem — Lives alone, no family
3) Action — Weekly call to Lucy
4) Result — "Your photo is on my top shelf"



brightspot.

The Story arc = change



1) Who
   - Barb (and Mike)

2) Problem
   - No children
   - Retired, Mike dies
   - Think of Mike daily
   - Still talk to his photo
   - Supermarket to hear voices

3) Action
   - Matched for befriending
   - Barb sends photo

4) Result
   - "You're top shelf Lucy" (next to Mike)
   - Talk to people about Lucy

brightspot.

2: Find the real parts



"Her mum really struggled to stay positive"

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2: Find the real parts

“Her mum really struggled to stay positive”

“Mum would lean against the closed door and just sob…”

brightspot.

2: Find the real parts



“We help farmers be more sustainable"

brightspot.

2: Find the real parts





“I hear owls for the first time in 20 years”

brightspot.



“The 41st minute he hung up”





“I nearly forgot I’d had that conversation"

3. Make it a habit in your organisation

Blood Cancer UK – Wednesday all staff

Supporter Care

Frontline staff

Celebrating real examples

Blood cancer UK

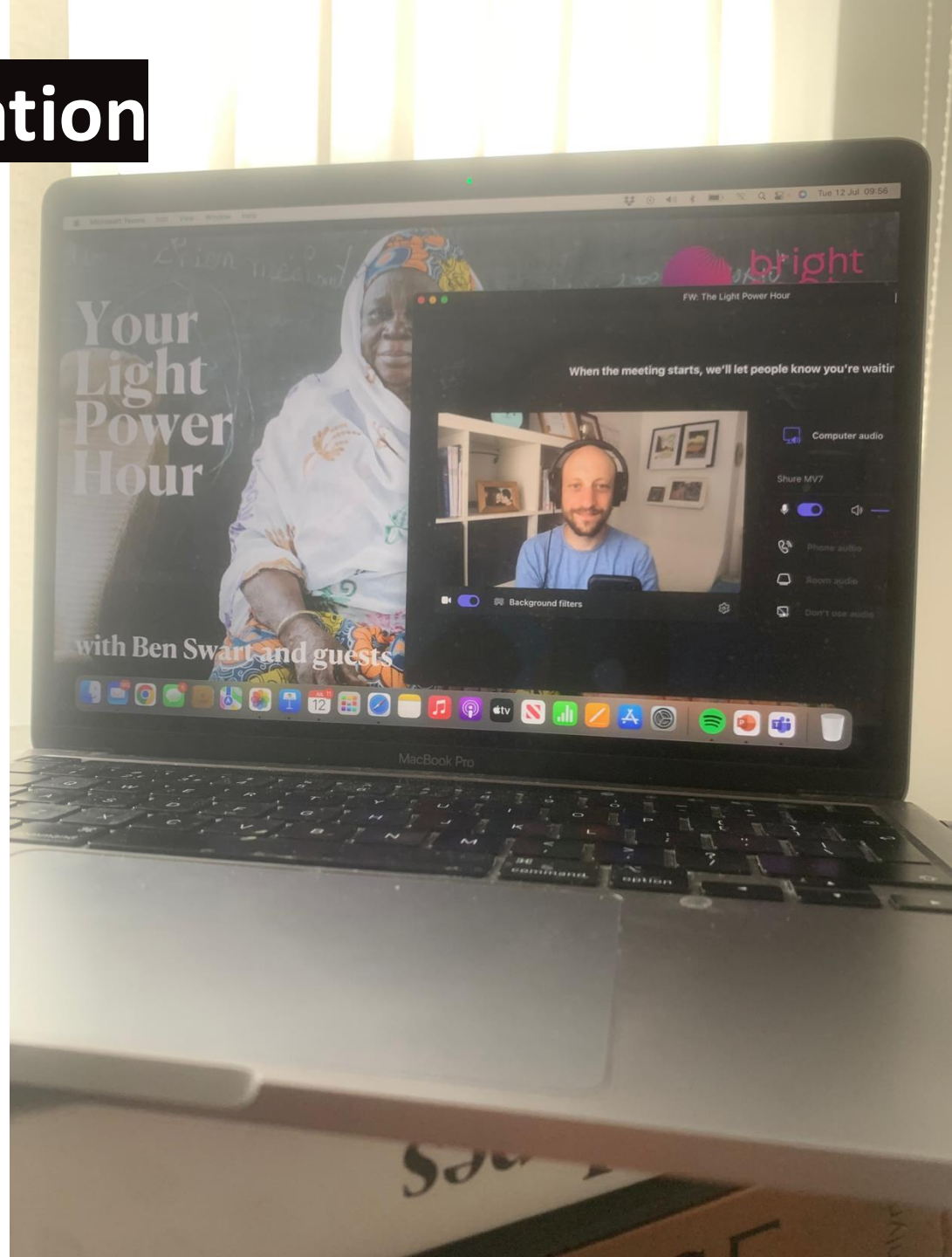


3. Make it a habit in your organisation

Blood Cancer UK growth:

£12 million
to £21 million
in 5 years

Blood cancer UK



Make it a habit in your team



Team Meeting Agenda: Share and practise

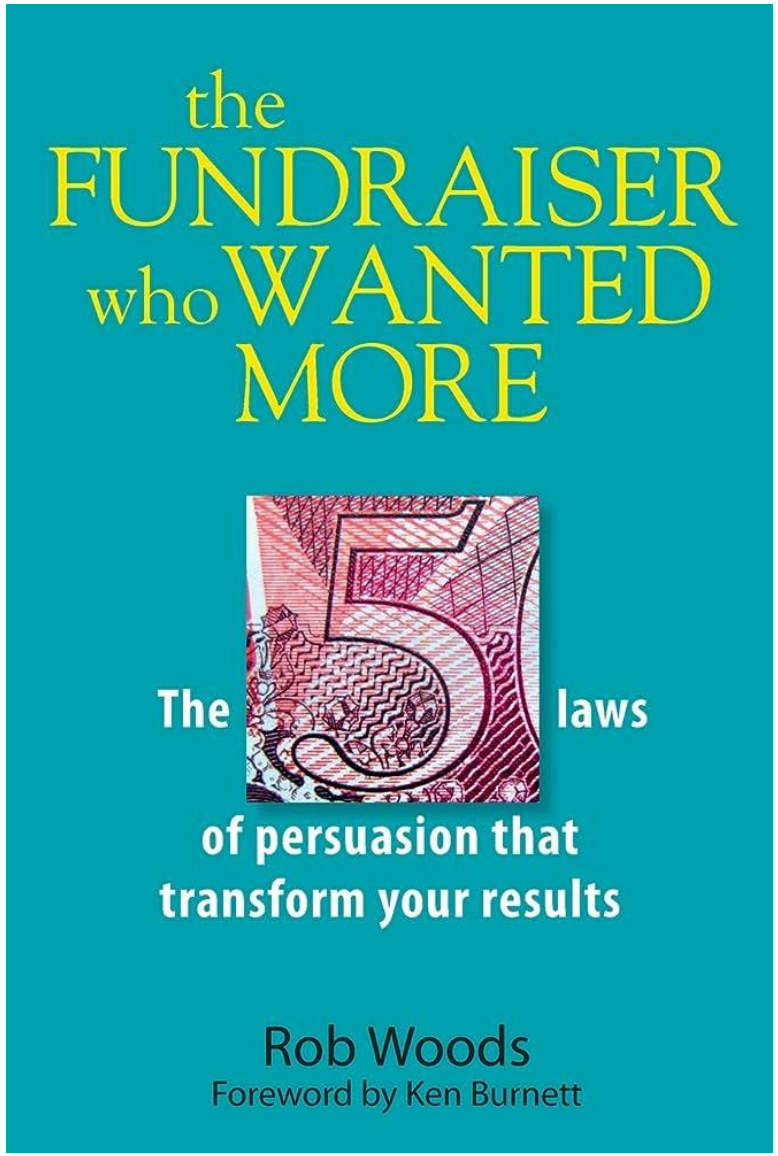
Volunteered 4x more

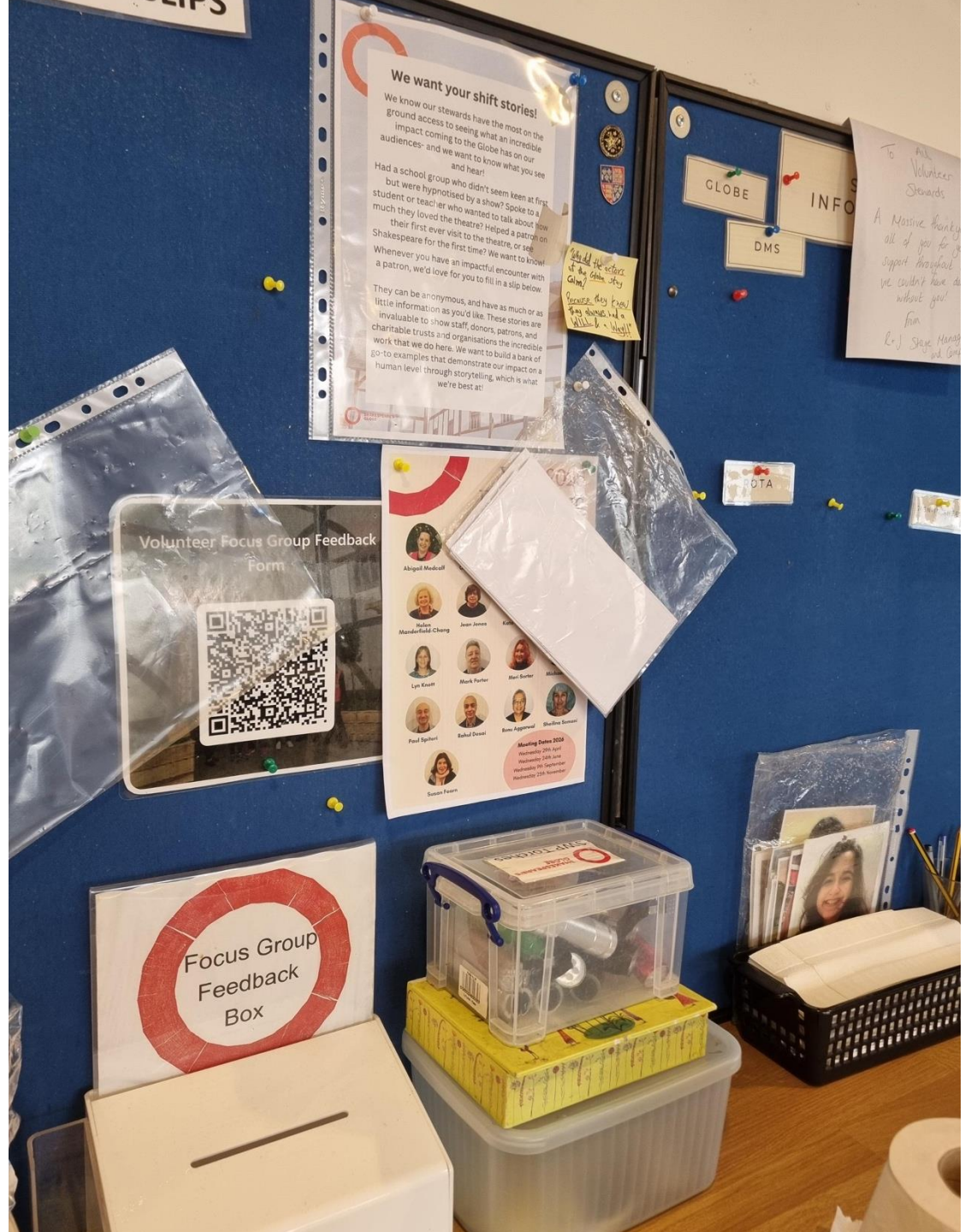
"professional storytellers came into our team meeting"

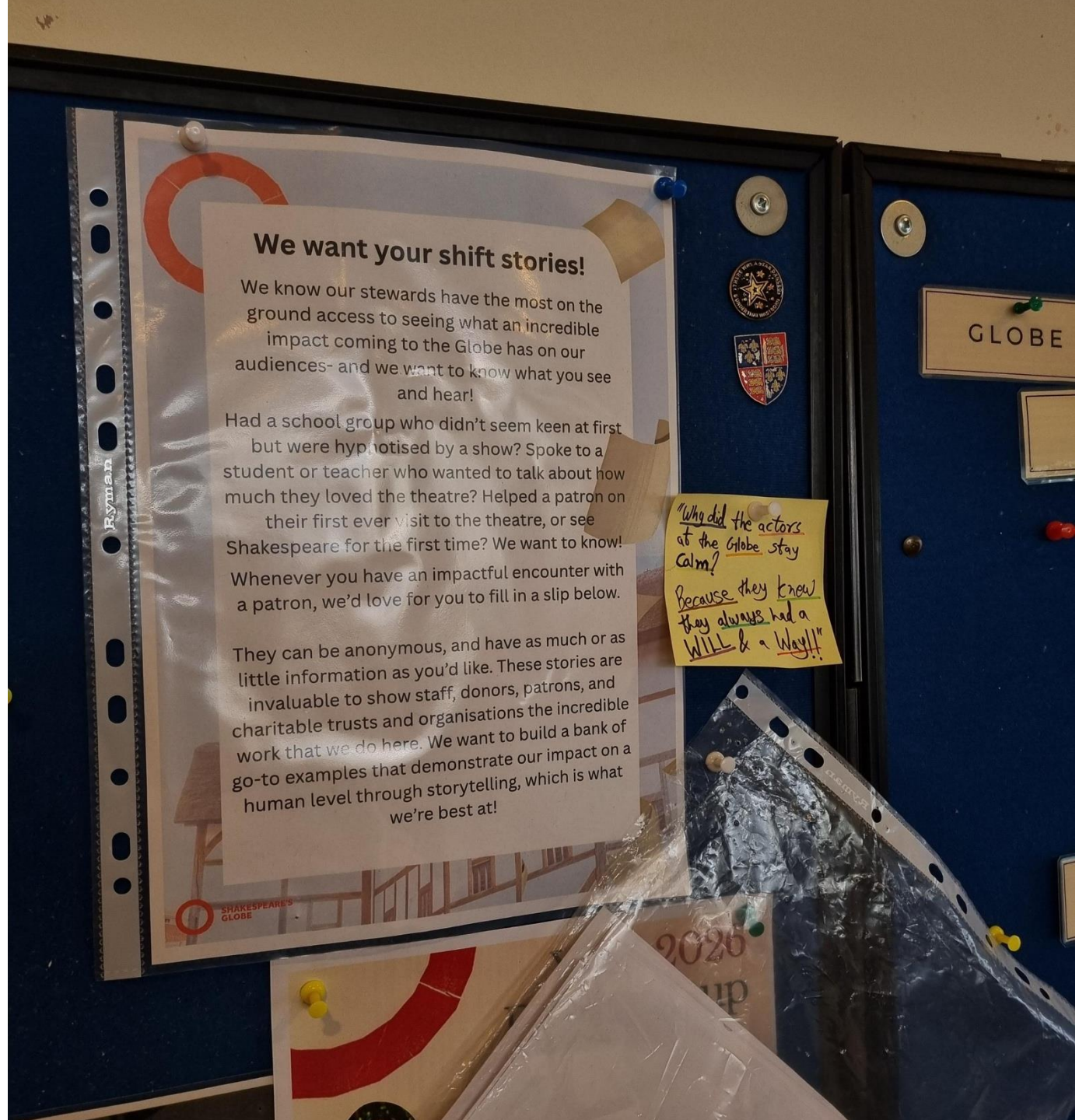
Make it your habit

Story Pad






We want your shift stories!
We know our stewards have the most on the ground access to seeing what an incredible impact coming to the Globe has on our audiences- and we want to know what you see and hear!
Had a school group who didn't seem keen at first but were hypnotised by a show? Spoke to a student or teacher who wanted to talk about how much they loved the theatre? Helped a patron on their first ever visit to the theatre, or see Shakespeare for the first time? We want to know! Whenever you have an impactful encounter with a patron, we'd love for you to fill in a slip below.
They can be anonymous, and have as much or as little information as you'd like. These stories are invaluable to show staff, donors, patrons, and charitable trusts and organisations the incredible work that we do here. We want to build a bank of go-to examples that demonstrate our impact on a human level through storytelling, which is what we're best at!
GLOBE
DMS
ROTA
Volunteer Focus Group Feedback Form
Abigail Medcalf
Helen Manderfield-Chang
Jean Jones
Lyn Knott
Mark Porter
Meri Sorter
Paul Spilsbury
Rahul Desai
Susan Fearn
Meeting Dates 2026
Focus Group Feedback Box


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SHAKESPEARE'S GLOBE
"Why did the actors at the Globe stay calm?
Because they knew they always had a WILL & a Way!!"
GLOBE
2026

Show: ROMEO + JULIET (Schools)

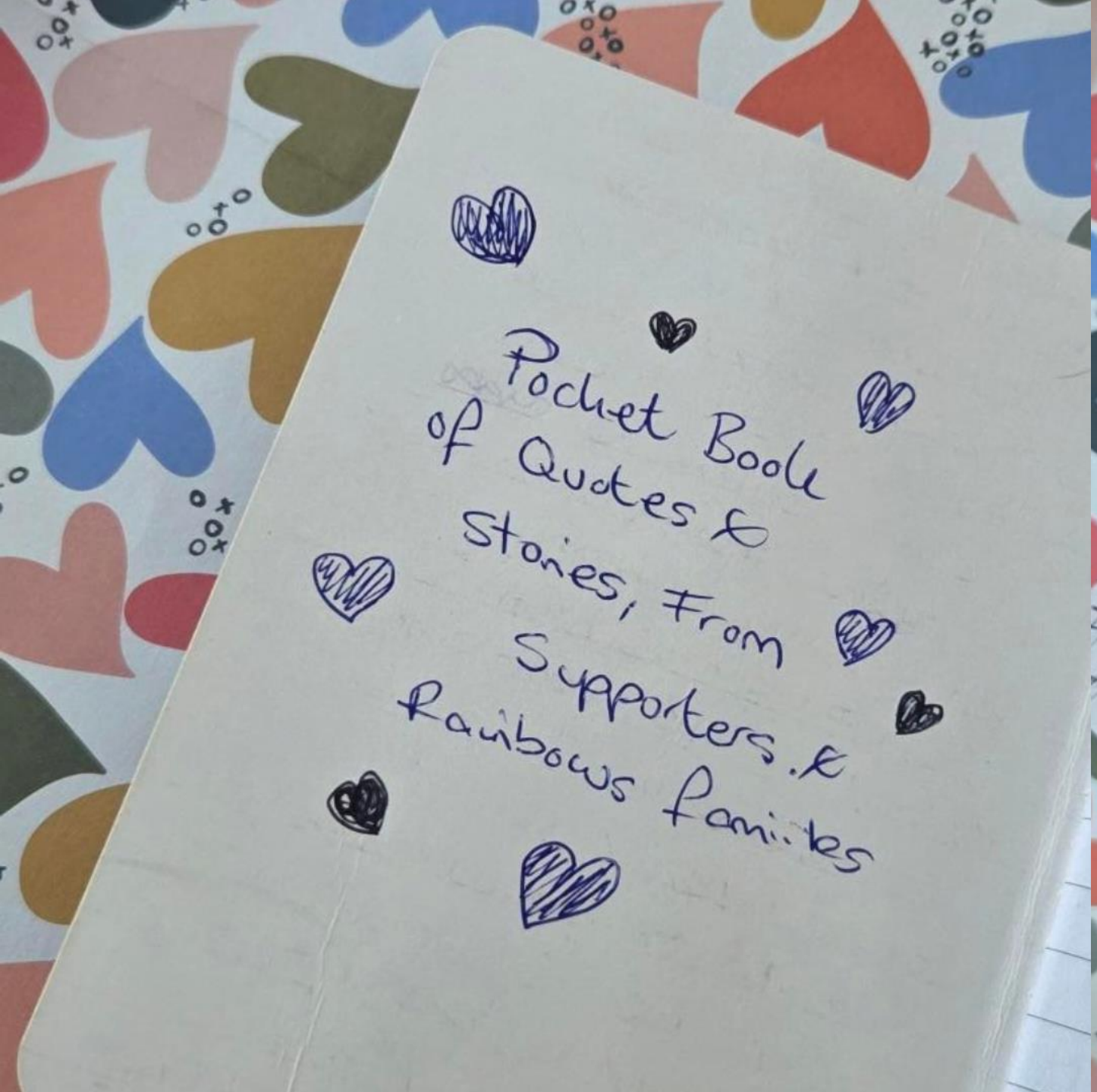
Date: 25/03/26

Filled in by: SUSAN TEARN

Show story:

A young boy said proudly to me on the way out: 'thank you. I've lost my voice, I shouted so much. That was great, I loved it".

How do you reduce cancellations?


Pocket Book
of Quotes &
Stories, From
Supporters &
Rainbows Families

Welcome calls to lottery givers:

1. Said ‘thank you’
2. Asked why they give. (Listened to their story)
3. Shared a real story of the hospice’s impact.

Welcome calls to lottery givers:

1. Said ‘thank you’
2. Asked why they give. (Listened to their story)
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35% **drop in early cancellations.**

Sarah Horrocks



£20k per year

to

Cardinal Hume Centre
Turning Lives Around

Sarah Horrocks



£20k per year

to

£70k

Cardinal Hume Centre
Turning Lives Around

1) Deliberately show contrast
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Thank You
Good Luck