

# 4 Tips to T.E.L.L. Your Story

## Why is it important to tell your story?

- ✓ Your work to improve the lives of people living with TNBC is building health equity and ultimately saving lives. Your work is critical.
- ✓ Being able to tell the story of your work effectively will help you improve your efforts. It will also help others understand and support this work along the way, whether they be trainees, colleagues, funders, legislators, or community members!

## The T.E.L.L. Framework

Tip & Description		Guiding Questions
<b>T</b>	<b>Take 5...to Hotwash!</b> Before you “take 5” after an event or training, host a 5 minute, quick debrief with your team, right after the event.	<ul style="list-style-type: none"><li>• Who was there? (trainers, organizations, support staff, etc.)</li><li>• What went well/what didn't? (feedback, memorable moments)</li><li>• Why is this work important? (Tie it back to the big picture)</li></ul>
<b>E</b>	<b>Examine your impact</b> Get into the details of the work you've done and highlight its impact at multiple levels.	<ul style="list-style-type: none"><li>• How much did we do?* (number of events, participants)</li><li>• How well did we do it?* (satisfaction, change in knowledge)</li><li>• Is anyone better off?* (intentions or actual change in practice)</li></ul>
<b>L</b>	<b>Link to your audience</b> Identify your audience and think through how you can link and tailor your story to them.	<ul style="list-style-type: none"><li>• What will make your audience very enthusiastic about your work?</li><li>• What is the take-away you want the audience to have?</li><li>• In what format does your audience want to hear about your story?</li></ul>
<b>L</b>	<b>Liven it up!</b> Try simple, out-of-the box ways to break up, replace, or complement standard text narratives	<ul style="list-style-type: none"><li>• Can you use photos, video or audio?</li><li>• Can you use quotations or anecdotes from participants?</li><li>• Can you use visuals like maps or Word Clouds?</li></ul>

\*These guiding questions are part of the Results-Based Accountability Framework (Mark Friedman)