



Roadside Reflection: Tips and Action Steps for “Stories from the Road”

Why It Matters

Success stories help others see what’s working. They inspire, connect, and demonstrate real impact — often in ways that data alone cannot. Sharing stories also boosts confidence, strengthens community, and shows the value of your work in human terms.

Tips to Be a Better Storyteller

1. Start with the “Why”

- What problem were you addressing?
- Why did it matter to the people involved?

2. Put People at the Center

- Use real (or representative) voices and experiences.
- Highlight individuals, families, teams, or communities.

3. Go Beyond the Numbers

- Numbers are powerful, but pair them with narrative.

Instead of: “40 people attended”

Try: “One woman shared how this session gave her the confidence to...”

4. Use Simple, Relatable Language

- Avoid jargon and acronyms.
- Speak like you’re talking to someone at a coffee shop.

5. Make It Visual

- Add photos, quotes, or before/after moments if possible.
- Consider one key image or pull quote that captures the essence.

What It Takes

- Intentional Reflection – Pause to recognize and write down moments of success.
- Confidence – Your story matters. If it made a difference to one person, it's worth sharing.
- Consistency – Make storytelling a regular habit, not a one-time effort.
- Collaboration – Ask others involved to help tell the story or provide testimonials.

Who to Tell (and Where)

- Your Team – Celebrate progress and inspire peers.
- Leadership – Help decision-makers understand your impact.
- Partners and Funders – Reinforce the value of collaboration.
- Stakeholders & Community Members – Build trust and connection.
- Public Platforms – Use newsletters, social media, reports, presentations, and local media.

Action Steps

1. Identify One Story from the past month you're proud of.
2. Write a Short Summary using the tips above.
3. Share It with Someone – your supervisor, a teammate, or a newsletter editor.
4. Track the Impact – Did someone respond? Ask a follow-up? Share it again?
5. Repeat Regularly – Add a storytelling moment to your monthly routine.

Quick Prompt to Get You Started:

“One thing that really stuck with me this month was when...”