

An aerial, top-down view of a long, blue steel truss bridge spanning a wide, brown river. The bridge's complex lattice structure is clearly visible, and the water below shows some whitecaps and ripples. The perspective is from directly above, looking down the length of the bridge.

The Power of Untold Stories
Nonprofit Learning Lab
July 8th, 2021

Lauren Ready
Principal Storyteller
Forever Ready Productions

Memphis, TN = HOME

Cedar Rapids, IA = HOMETOWN

Former TV Journalist

Principal Storyteller

Emmy Award Winning

Forever Ready Productions

Married to Scott

Mom to Max



Forever Ready Productions

Learning Objectives

1. Today I will ask you to dig deeper.
2. Think about the story you are telling.
3. Determine what story you aren't telling.
4. Write your headline.
5. Rewrite your headline.
6. Tell the story behind that headline.







5
BREAKING NEWS





**DELIVERY
MAN SHOT**

June 6, 2013

WMC Action News 5





What's your headline?

What's your organizations headline?

What does that headline tell people about you?





Dr. Martin Croce

Corey's doctor, Elvis Presley Trauma Center, Regional One Health



What's your headline?

Now, is there a story behind that headline?

What story does THAT tell people about you?



I am a success

I matter

I am important

I am somebody special

I am loved

I am needed

I am NOT my crime

I am NOT my past

I am new

God loves me

I love me

I will succeed



LifeLine...
To Success

Key Takeaways!

1. There a story beyond the headline.
2. That's the one you should be telling!
3. Let authentic moments happen, don't try to fake them.
4. If the story doesn't end the way you wished it would, tell it anyway!
5. A story doesn't have to be perfect to be told.

Actionable Steps

1. Write a new headline.
2. Identify 2-3 untold stories beyond that headline.
3. Coordinate with your team to tell at least one of them in the next month
 - a. Via newsletter, social media post, produced video or even word of mouth.
4. Send me that story, I want to hear about it - lauren@foreverreadyllc.com

Let's Connect!!

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