

Leadership Development Through Storytelling

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Lived expertise, recognized and equipped

FORMAT	One-day introduction or multi-session cohort · 6–12 weeks
BUILT FOR	Community leaders, advocates, nonprofit staff, parent leaders, emerging leaders, coalition members, student and campus leaders, and employee resource group leaders
CHALLENGE	Communities hold deep lived expertise, but it rarely reaches the people making decisions. Organizations often ask for community leadership without first building the preparation, relationships, and genuine openings that would make that participation meaningful.

WHAT WE DO

- Name and claim lived experience as expertise
- Develop leadership narratives
- Strengthen communication and advocacy skills
- Build confidence as a public storyteller
- Connect personal experience to systems change
- Grow as community leaders and advocates

WHAT PARTICIPANTS LEAVE WITH

- Greater confidence in their own expertise
- Stronger advocacy and public speaking skills
- Leadership tools
- Peer support and community connection
- A compelling personal leadership story

HOW THE ENGAGEMENT RUNS

- 01 Establish trust and psychological safety
- 02 Explore personal leadership journeys
- 03 Develop individual advocacy narratives
- 04 Facilitate peer coaching and feedback
- 05 Include time for reflection and guided movement
- 06 Refine stories for public engagement

DELIVERABLES

- Leadership narrative
- Storytelling and advocacy toolkit
- Facilitated peer coaching
- Individual action plan
- Leadership development resources

IN PRACTICE — FAMILY RESOURCE NAVIGATORS

Facilitated storytelling, fundraising, and leadership development training for roughly 30 staff members, many of them parents who had once sought services for their own children. Participants examined their experience as advocates, caregivers, and leaders while building stories that connected personal journey to organizational impact. Through peer coaching, guided movement, and feedback focused on their strengths, participants gained confidence in advocating for families.

One participant, the mother of a child with cerebral palsy, turned her family's experience navigating disability services into an advocacy story that landed with her colleagues and made the case for early intervention and family support.