



# How to use stories to measure impact

Webinar: Wednesday 3 June 2020



# Welcome!

- This session is being recorded and will be shared later.
- Slides will be shared.
- Add your questions for the Q&A in the chat box below.

## **Would you like subtitles?**

Click the red LIVE button in the top left corner to view a live transcript of the session.

# **How to use stories to measure impact**

**What is the storytelling methodology?**

# Most Significant Change (MSC)

- Monitoring without indicators.
- Used in International Development and in asset-based community development.
- Collection of stories of significant change from participants, and the participatory interpretation of these stories.
- Does not employ quantitative indicators developed in advance.
- Good for measuring change that is intangible or fuzzy – unexpected, emergent, personalised or diverse – and understanding how change happens.

# Storytelling methodology

- Recruit and train a team of story collectors.
- Story collectors meet with storytellers and discuss - what changed for the storyteller, why is it important, how did it happen?
- Conversation is recorded and transcribed.
- Edited down into a 1-2 page story.
- Discussion day takes place.
- Stories and learning shared publicly.

# Why storytelling works for us

- Participants have a say in defining what impact looks like for them.
- Holistic.
- Allows for personalised, diverse outcomes.
- Enjoyable and meaningful.
- Collaborative.

# How we've used storytelling

# Previous projects

- Looking for Change, 2017
- Our Place, 2018
- ICON, 2019
- Systems Change Stories, 2019
- Oxford Together, 2020

# ICON

[oldfirestation.org.uk/icon](http://oldfirestation.org.uk/icon)





Arts at the OLD FIRE STATION



**In the photo I was Emmeline Pankhurst. And yes, it gave me another life. Yes. I feel that I have Pankhurst opened for me, really opened my eyes. Pankhurst made my world get wider.**

ICON PARTICIPANT

#ICONstories



Arts at the OLD FIRE STATION



**Being involved in the ICON project, give me much better understanding of empathy and trust. I feel ICON at all times as a warmth in my heart. It's real, I feel it.**

ICON PARTICIPANT

#ICONstories

# PEOPLE INVOLVED IN ICON...



## 1. COLLABORATED

"I was much happier being part of that group than I ever thought I would be."



## 2. FELT A PART OF SOMETHING

"There was real camaraderie and encouragement towards each other."



## 3. DISCOVERED NEW THINGS ABOUT THEMSELVES

"I used to think I didn't really have expressions..."



## 4. DEVELOPED CREATIVELY

"I was an empty vessel, desperate to be filled up again."



## 5. DEVELOPED TECHNICAL SKILLS

"It's something I would like to pursue in the future."



## 6. MADE CONNECTIONS

"One of the members in the Q&A, his mum said, 'I've got my son back'."



## 7. DEVELOPED CONFIDENCE

"It's taken myself out of myself. The introverted side to me is long gone."



## 8. FELT A SENSE OF PRIDE AND ACCOMPLISHMENT

"I felt a little bit taller, even though I'm not, but I felt a little bit taller"



## 9. FELT ABLE TO MOVE FORWARD

"What does this mean I can do, if I've done this?"



## 10. PEOPLE HAD FUN

"I feel ICON at all times as a warmth in my heart. It's real, I feel it."

# WHY WAS ICON SUCCESSFUL?



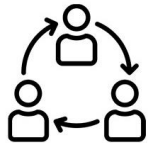
## 1. THERE WERE HIGH EXPECTATIONS

"It weren't 'yeah, this is as good as we're going to get', it was like, 'no, this is good'."



## 2. PEOPLE FELT VALUED AS PART OF A TEAM

"Everyone felt very committed to pulling it off against the odds."



## 3. HIERARCHIES WERE BROKEN DOWN

"It felt like they were everybody's photographs."



## 4. PEOPLE LEARNED THROUGH DOING

"It got me looking at things in a different way and thinking critically."



## 5. THE PROJECT WAS FLEXIBLE

"The freedom to go with the flow, take risks and make mistakes..."



## 6. THERE WAS CLARITY AND STRUCTURE

"I used to look forward to coming in every Thursday morning, half past ten."



## 7. PEOPLE WERE ABLE TO ENGAGE WITH THE PROJECT IN DIFFERENT WAYS

"I saw the whole thing through to the end, and that was good knowing I could do that."



## 8. PEOPLE FELT SUPPORTED

"I feel like I'm actually 'seen'. Here, I actually feel like a real person."

# Oxford Together

Oxford Together



# Why storytelling works for us

- Rich and insightful learning.
- Effective communication.
- Amplifies voices.
- Creative.

# Why storytelling works for us

- We're learning as we go.
- We still count numbers.
- There is still lots we want to question, explore and experiment with.

# Using the storytelling methodology

# 7 Steps To Story Collecting

1. Recruiting and training story collectors
2. Identifying and preparing storytellers
3. Collecting stories
4. Recording and transcribing
5. Editing
6. Discussion day
7. Sharing stories

# Collecting Stories

- Team of volunteer story collectors – staff, volunteers, artists, previous Crisis members.

## **Four Key Questions:**

1. What did you do?
2. What changed for you?
3. Why was this change important?
4. What were the main things that made this change happen?

- Not an interview but a conversation

# Collecting Stories

Stories should be:

- Personal
- Detailed
- Focussed
- Positive

# Story Collectors

- Good listeners
- Genuinely interested in people's stories
- Able to put people at ease
- Supportive
- Confident guiding a conversation

# **Simon Garrood**

**Story Collector**

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# Storytellers

- Staff, volunteers, artists and Crisis Members.
- Oxford Together project – volunteers, beneficiaries and partner organisations.
- Preparing and supporting tellers is key.
- Important to make sure both the teller and the collector feel comfortable and supported.

# Liam Moore

Storyteller

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# Recording & Transcribing

- Recorded on audio device or Zoom.
- Transcription should capture idiosyncrasies of the conversation.

# Editing stories

Transcripts are edited down into 1-2 page stories which aim to:

- Faithfully reflect the teller's insights into impact and its significance for them.
- Accurately keep the teller's 'voice' in the story – telling it in their own words.
- Vividly capture the reader's attention.

# Guiding Principles for Editing Stories

- Bring out thoughts and reflections specific to the key questions.
- Focus on personal change.
- Make sure it is change that is meaningful to the teller.
- Include detail.
- Contain real life 'textures'.

# Edited stories

*'I felt very privileged to do this project and it really did give me a bit of a confidence boost, you know? I felt valued, I felt valued to help create this. Even years after I will always remember and take away with me that feeling, the sense of accomplishment - I belong, I have a place here, I have much to contribute, yeah you did that, you. I felt a little bit taller, even though I'm not, but I felt a little bit taller, I felt a very strong sense of pride.'*

# **Renata Allen**

**Story Editor**

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# Discussion Day

- Facilitated meeting to help us reflect on the stories.
- Participative process.
- Involves people with different relationships to the organisation.




# Sharing Stories

- Report
- Creative sharing of stories



**ICON** ICONIC PHOTOGRAPHS RECREATED BY RORY CARNEGIE AND ARTISTS WHO HAVE EXPERIENCED HOMELESSNESS

**WHY WAS ICON SUCCESSFUL?**

 <p><b>1. THERE WERE HIGH EXPECTATIONS</b> "It weren't 'yeah, this is as good as we're going to get', it was like, 'no, this is good!'"</p>	 <p><b>5. THE PROJECT WAS FLEXIBLE</b> "The freedom to go with the flow, take risks and make mistakes..."</p>
 <p><b>2. PEOPLE FELT VALUED AS PART OF A TEAM</b> "Everyone felt very committed to pulling it off against the odds."</p>	 <p><b>6. THERE WAS CLARITY AND STRUCTURE</b> "I used to look forward to coming in every Thursday morning, half past ten."</p>
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 <p><b>4. PEOPLE LEARNED THROUGH DOING</b> "It got me looking at things in a different way and thinking critically."</p>	 <p><b>8. PEOPLE FELT SUPPORTED</b> "I feel like I'm actually 'seen'. Here, I actually feel like a real person."</p>

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# Conclusion & Learning

- Collaboration is key.
- It helps to regard storytelling as a project in and of itself.
- It's a responsibility collecting people's stories.
- Important to involve and value the story collectors.



# Breakout rooms

You will be randomly allocated to a breakout room.

When you have thought of questions, please put them in the chat box.

You will get a notification telling you when your time is nearly up to then come back to the main webinar for the Q&A.

# Q&A

**You can still add questions in the chat box**

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# Thank you

If you would like to get in touch,  
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