## **CHANGE STORY**

## WHAT



- Clear
- Compelling
- Tailored to audience &

venue



## WHY

- Engages
- Enrolls
- Explains

## CHANGE STORY QUESTIONS

- Where are we going?
- How are we going to get there?



- Why change?
- Why now?
- What's in it for us (especially the audience)?



CREATED BY DEBORAH REIDY, WWW.REIDYASSOCIATES.ORG SOURCE: DAVE FLANIGAN