Telling Our Story

This training helps recruiters understand how storytelling is essential in effective recruiting. It lays the ground work for recruiters to begin telling their story.

An effective Telling Our Story Training is:

- Focused on personalization of our work
- Adaptable to audiences with different levels of experience
- Rehearsed to be completed in about 1 hour

An effective Telling Our Story Training includes:

- An action plan for participants to walk away with
- Ample time for brainstorming and sharing story ideas
- Opportunities for audience participation

Tips for an Effective Training

- Read the entire training thoroughly
- Print out supplementary materials ahead of time
- Arrange the room to suit the needs of your training
- Rehearse the training aloud and time your rehearsal
- Ensure necessary presentation technology is functioning properly
- Clearly display and distribute materials for the training

This resource is part of the Sanford Inspire Program Recruitment Toolkit, a model for teacher preparation programs to engage and attract future educators. Discover more resources at SanfordInspireProgram.org