

Tool: Search and select potential stories



What can I do with this tool?

This strategic search tool helps you identify the basic elements for an effective story that gets attention, informs or can help change behavior for conservation action. It is a valuable tool to help you develop your story by brainstorming with your colleagues about storytelling, audiences and key points.

For whom is this tool meant?

For professionals who help implement international agreements on biodiversity, climate change and sustainable development

What knowledge is presumed for using this tool?

To effectively use this tool, it is required to understand Key subjects 1, 2 and 3 of the course [Storytelling](#) on [Frogleaps.org](#)

When can I use it?

Storytelling is most effective if you first truly understand your target audiences and have a clear picture of what you want to achieve. Investing time and energy in preparation will pay off in a later stage! Stories are a crucial means to communicate messages about nature conservation. The course Storytelling helps you to use stories for: getting attention and informing and changing behavior for conservation action.

How to search and select stories?

Brainstorm exercises

The best way to get working material for your conservation story, is to brainstorm with your colleagues. Look for a quiet place with a flip chart. You need markers and sticking dots. You will find the exercise below explained on the following pages.

- Exercise 1 Create a list of stories about nature conservation you tell most often.
- Exercise 2 Create a list of stories about nature conservation frequently told by others.
- Exercise 3 Identify the key points of the stories.
- Exercise 4 Select the story you want to develop. Identify target audience and key point.
- Frogleap! Now you have selected you story and know the first ingredients of you story. In the [next topics](#), you will practice the other key elements and technique of storytelling.

Brainstorm exercise 1: Create a list of stories

Tell your colleagues two stories about nature conservation you tell most often.

Then ask your colleagues in your brainstorm group each to come up with two stories they tell most often.

List the titles on the left part of a flip over.

Stories I tell, stories colleagues in brainstorm group tell	
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

Brainstorm exercise 2: List stories of others

Create a list of stories about nature conservation frequently told by other colleagues, partner organizations or the media.

List the titles on the right side of the same flip chart

Stories I tell, stories colleagues in my brainstorm group tell	Stories other colleagues, partner organizations or media tell
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

Brainstorm exercise 3: What are the key points?

Now select together from all the stories listed in the left and right column the three most important stories (give each colleague three sticking dots and let them stick them on the flip chart to indicate their priority).

Make a new flip chart. Write the titles of the three selected stories on the left column. Discuss with your colleagues what the key point or the main message of each of the three stories.

What's a key point?

A good story has a clear moral. The moral of the love story of Romeo and Juliet is: true love conquers all, even death. The moral of Our story of Rezvin is: The tiger protects the forest, the forest protects the people: by protecting the tiger, we protect ourselves. Read more in the [topic about storytelling techniques](#).

Selected stories	Key point
1.	
2.	
3.	

Brainstorm exercise 4: Identify target audience and optimize key point?

Select one story of the three stories you want to further develop.

Who is the target audience?

Optimize the key point you want to make for this target audience. Try to be as concise and concrete as possible!

Target audience and key point of your selected story

1. *Selected story:*

2. *Target audience:*

3. *Key point:*

