



# The Power of Storytelling

June 3, 2026

Presented by  
Kathleen Hynes and Kristina Iodice



# Outline

Title: The Power of Storytelling

Overview: Communicating your organization's stories is an important tool for changemakers. In this interactive session, attendees will learn story building tactics to help them create engaging stories. Attendees will also experience the tactics in action, hearing stories directly from Lucky Bikes and The Toy, Game, and Puzzle Library.

- Introduction - 5 minutes
- Lucky Bikes - 10 min
- Story Building System - 5 min
- The Toy, Game, and Puzzle Library (TGPL) - 10 minutes
- Recipe intro/workshop setup - 2 min
- Workshop - 23 min
- Conclusion - 3 minutes (time for questions)

# Why We're Here



# The Problem

A list of facts and figures is informative, but not always enticing.



# The Solution

Narratives can catch and hold attention and be used to encourage desired action.



# Tell Me a Story

Lucky Bikes

Anna Shea



# Lucky Bikes

- Nonprofit
- Founded in 2004
- Sheridan/Denver Metro
- Received C3 Mini Grant in 2025



# Lucky Bikes



# Lucky Bikes



# Lucky Bikes

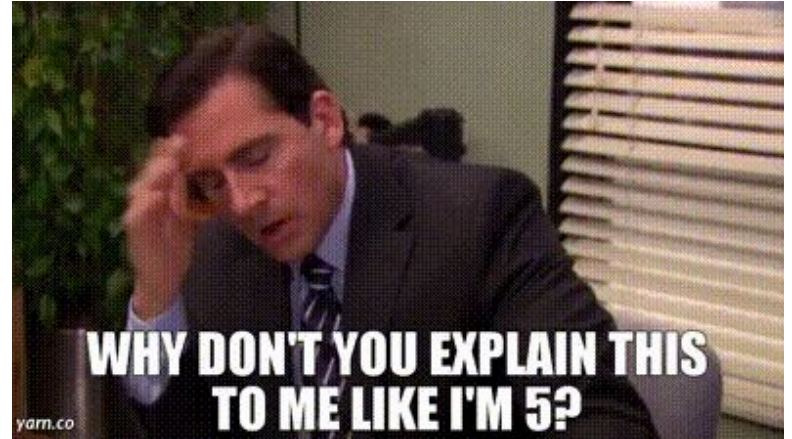


# Story Building System



# Storytelling for Change

- Attention is a scarce resource
- Systems work tends to be invisible
- Stories travel



# Creating a Story

1. Why do you need a story?  
(Concepts)
2. Where can you find your story?  
(Explore)
3. What's your role in the story?  
(Character)
4. What does your story need to do?  
(Function)
5. How should you plan your story?  
(Structure)
6. How should you tell your story?  
(Style)
7. How do you share your story?  
(Organize)

# Tell Me a Story

The Toy, Game,  
and Puzzle Library

Dug Steen



# The Toy, Game, and Puzzle Library (TGPL)

- Nonprofit
- Founded in May 2023
- Foothills Mall, Fort Collins
- Received C3 Mini Grant in 2025



# The Toy, Game, and Puzzle Library (TGPL)



# The Toy, Game, and Puzzle Library (TGPL)



# Building Skills



# Storytelling Recipes

 Recipe

*Get closer to people*



## Stories that Connect

**Walk a mile in another person's shoes. Stories are a great way to see things from a different point of view.**

How can you make the right product or service for someone if you don't really know them? How can you lead a team if you don't listen to your colleagues? Stories can plug us into other people's thoughts, feelings and experiences. Stories build empathy, and empathy helps you build better ideas.

 Recipe

*Make people act*



## Stories that Motivate

**Get people behind you. Persuade us to take a leap of faith and support your idea.**

When you want things to change, you'll need to show us a plan: the details of your idea. But that's not enough. We also want to know what's driving you. After all, you're asking us to trust you, to follow you into the unknown.

 Recipe

*Explain your expertise*



## Stories that Convince

**Explain years of experience and hours of research to a non-expert audience. Get them to back your judgement.**

It's annoying: you can have all the facts at your fingertips, but still people won't listen. Maybe it's your fault. Are you overloading your audience with data? Have you turned an exciting process of discovery into a dull spreadsheet? Do we know enough about you to trust your judgement?

# Workshop

- Group up in pairs - find someone new!
- Individual time
  - Pick one upcoming moment where you can utilize a story (3 mins)
  - Build your story on your own (10 mins)
- Partner time
  - Take turns sharing and listening with your partner (10 mins)

# 3 Minutes

Pick one upcoming moment where you can utilize a story, and the recipe that fits the ideal outcome

- Stories that Connect - get closer to people
- Stories that Motivate - make people act
- Stories that Convince - explain your expertise

# 10 Minutes

Build your story on your own

- Use the recipe cards to build a quick story
- Try for at least the beginning and the end
- You'll test it out loud next to see what works

# Final 10 Minutes

Take turns sharing and listening with your partner

- 5 mins for each person then switch
- Focus your feedback on what you visualized or felt as your partner speaks

# Wrapping Up





# Snapshots



**Ted Robertson** 🍷 • 1st

U.S. Air Force Academy Association & Foundation | The Long Blue Line ...

2d • Edited • 🌐



By ones and in groups, they took a once in a lifetime leap. After 47 transformational months, it was Firstie Fountain Jump day for many of the Academy's cadets. To be there was something else again as they were experiencing pure joy and relief at having come not only this far, but so far. Enjoy!


<https://lnkd.in/gRbwqEVQ>



**Firstie Fountain Jumps | Class of 2026**

flickr.com

# Snapshots




**Colorado Springs Fire Department**  
May 11 at 7:04 PM · 🌐

🐾 Pawsitively stuck 🐾

Two kittens had somehow made their way into the attic and ended up trapped in the attic space for THREE days.

Truck 10 personnel traced the sounds.... And did what firefighters do best: made a few extra openings and went on a full rescue mission to reach them. After a little demolition, a lot of patience, and several rounds of professional-grade "pspspspsps" later, both kittens were safely rescued and reunited with their very relieved family. 🐾

Good news: the kittens are okay.  
Less good news: the drywall lost this battle. [See less](#)



**Colorado Springs Fire Department**  
May 5 at 12:33 PM · 🌐

Snow. In Colorado. In spring. Groundbreaking.❄️

While it seems like it's been 84 years since the last snowfall, spring snow is a very common occurrence in Colorado Springs, in case anyone forgot.

You all probably got real confident about your driving the second it hit 60 degrees.

Now it's about to snow, and everyone will forget what it feels like to drive on frozen water.

The clock is ticking. Go run your errands now and then go home, make some bad coffee, and watch people do dumb stuff on the internet instead of the roads.

Be safe. Be cautious. And if you have to be out, drive like your grandma is in the back seat holding a pot of chili.

That's all. [See less](#)

👍 2.6K    💬 76    ➦ 288

👍 😄 ❤️

# Open for Questions

# Thank you!

[coloradocircularcommunities.org](https://coloradocircularcommunities.org)



# Resources

- [Lucky Bikes](#)
- [The Toy, Game, and Puzzle Library](#)
- Storybuilding system, recipes cards, and workshop tools
  - [Storyteller Tactics by Pipdecks](#)