

Storytelling Equation

Here's a lens I use when guiding leadership teams in storytelling strategy.



Identity

as who we are



Impact

as what changed



Intimacy

as why it matters

Storytelling = Identity × Impact × Intimacy

IDENTITY (WHO WE ARE)

Every story must reflect the values and voice of the community it's about. Otherwise it's just PR cosplay.

IMPACT (WHAT CHANGED)

Stories should be evidence-rich without being emotionally manipulative.

INTIMACY (WHY IT MATTERS)

Stories that connect are vulnerable, specific, and relational. They don't just tell what happened – they remind us why we care.

Because **one without the others**? Flat. Boring. Performative. **Too much identity** with no impact? Feels like branding fluff. **Too much impact** without identity? Feels like a grant report. **Too much intimacy** without structure? Feels like trauma tourism.

But all three? Now you've got a story that moves hearts, opens wallets, and builds trust.