COURSE SYLLABUS

Storytelling for Government Leaders: Communicating Mission and Impact (Self-Paced)

Storytelling in government communication combines mission outcomes, data, and lived experiences to create clear, credible narratives that inform and engage diverse audiences. This topic explores narrative structure, evidence-based messaging, and communication strategies across leadership, public, and oversight settings.

Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/storytelling-for-government-leaders-communicating-mission-and-impact-self-paced

support@graduateschool.edu •
(888) 744-4723

Course Outline

Module 1: Why Stories Move Government Audiences

- How decisions actually get made in government settings
- Story vs. status update: knowing the difference
- Reflection: A story that changed your mind

Module 2: Story Structures That Work in Government

- Problem-action-impact and other government-ready frames
- Finding the through-line in complex programs
- Activity: Outline a program story

Module 3: Evidence, Data, and Credibility

- Pairing the story with the right data point
- Avoiding spin while staying memorable
- Handling uncertain or incomplete data honestly

Module 4: Telling the Story to Different Audiences

- Senior leaders, oversight, and the public
- Adapting tone, length, and detail by setting
- Activity: Three versions of the same story

Module 5: Capstone — Tell Your Mission Story

- Capstone Activity: Draft and refine a 90-second mission story

- Closing: Building a personal story bank