COURSE SYLLABUS

Storytelling for Government Leaders: Communicating Mission and Impact

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

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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