

Moving Beyond the Mission Statement

# Storytelling in One Sentence



CLEAR WISDOM PUBLIC RELATIONS  
& CONSULTING

Robert Austin, APR

A small, round brass compass is positioned on a light blue textured surface. The compass has a gold-colored case and a white face with black markings. The cardinal directions (N, S, E, W) are labeled at the top, bottom, left, and right respectively. Between these are intermediate markings from 0 to 360 degrees in increments of 20. The needle is pointing towards the North mark.

# Mission Statements Are Overrated





## The Mission

**“....exists to provide a continuum of community-based services that support the efforts of children and adults with disabilities to live as independently as possible in the least restrictive environment.**





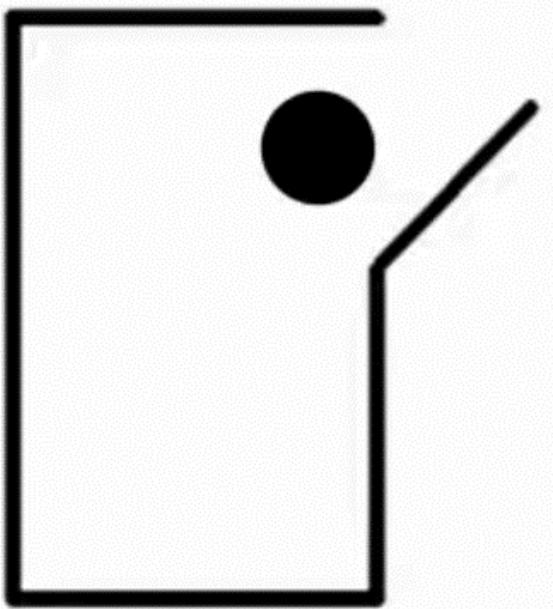
## The Mission

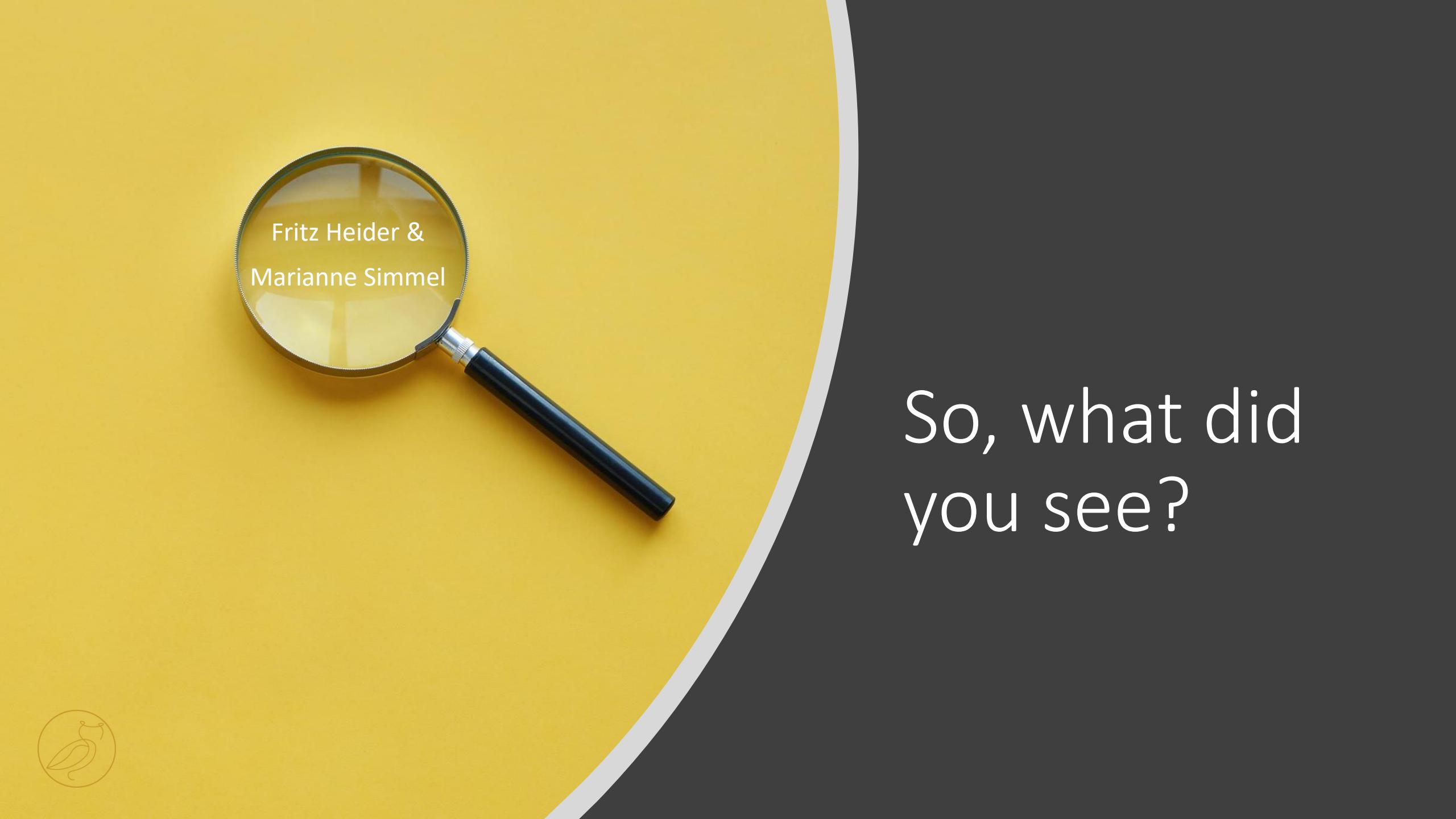
*“We’re a nonprofit organization bringing clean, safe drinking water to people in developing countries.”*





# Storytelling History





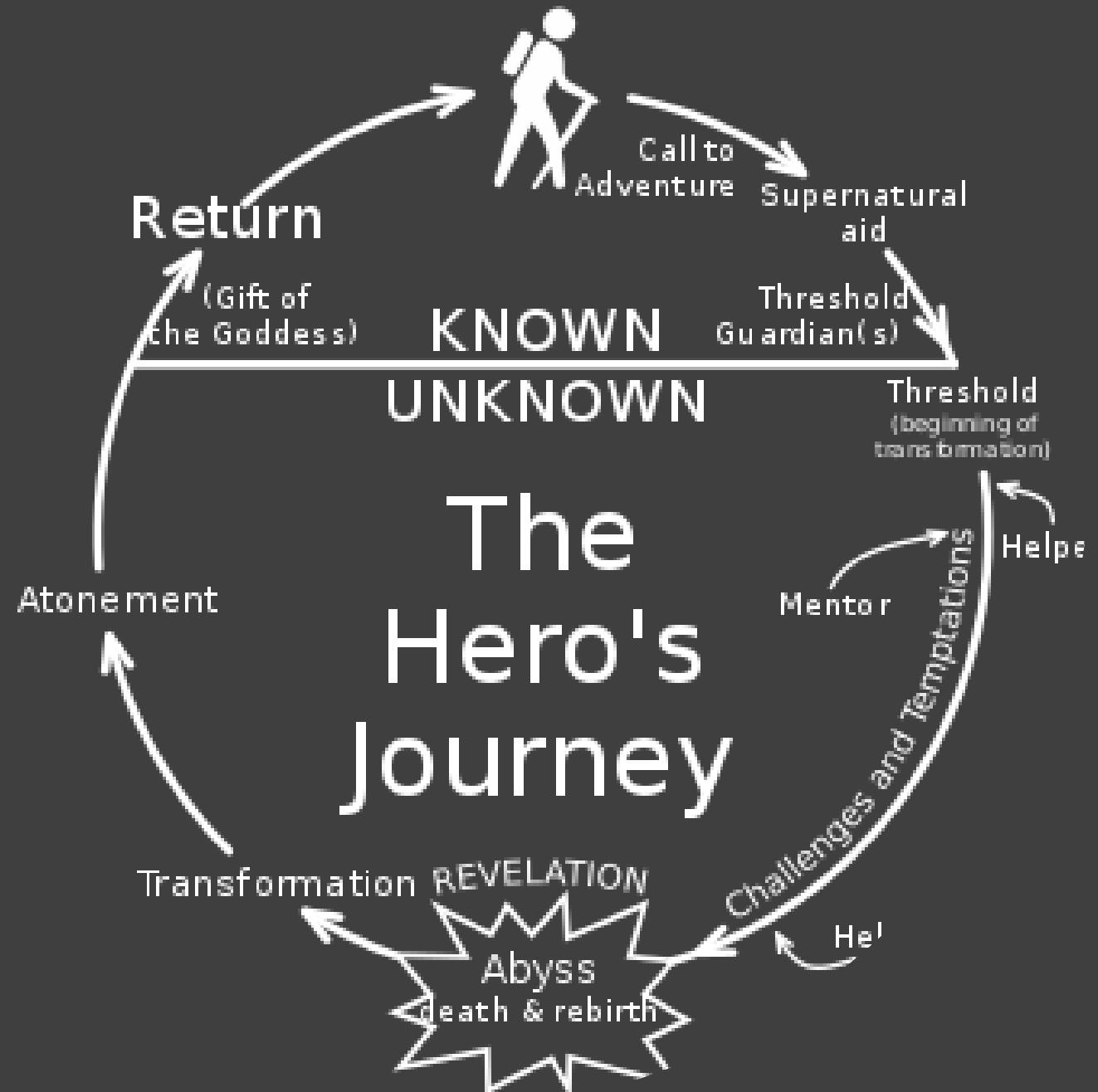
Fritz Heider &  
Marianne Simmel

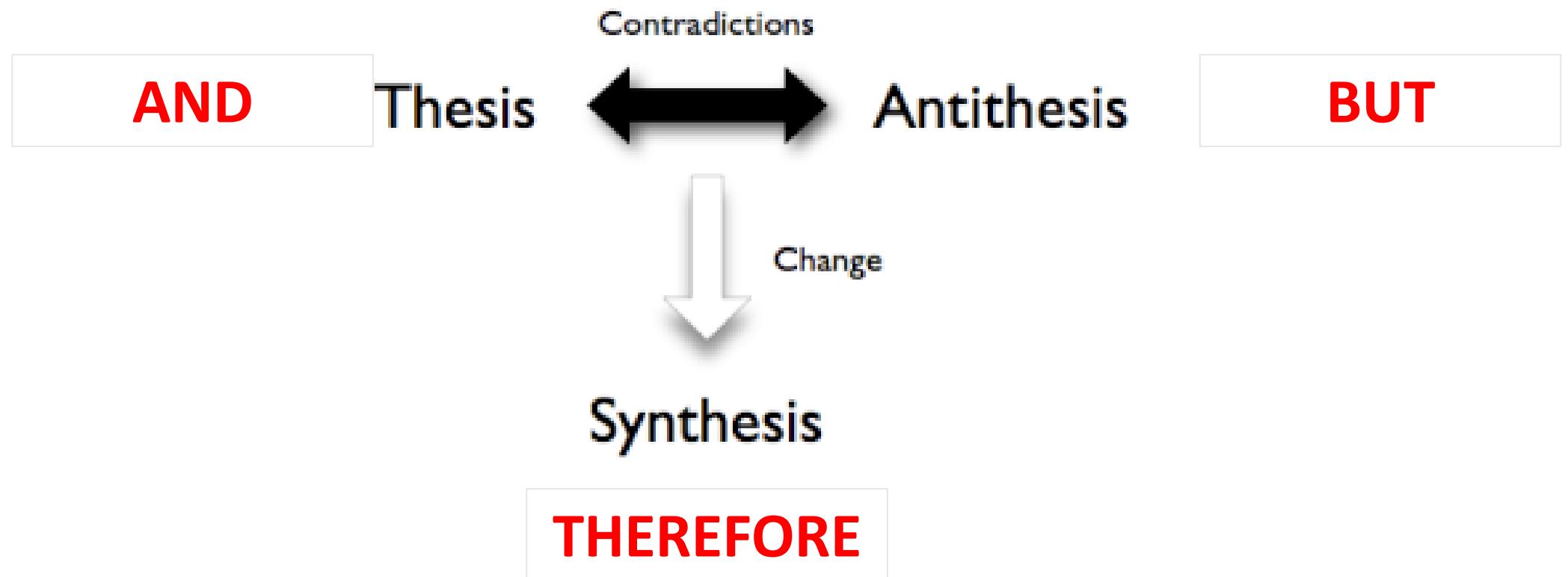
So, what did  
you see?



# The Hero's Journey

Joseph Campbell







- Dorothy lives in Kansas with her dog, Toto, **AND** life was pretty boring.
- **BUT**, one day a tornado whisks her away to the strange land of Oz.
- **THEREFORE**, she must rally her new friends around her and undertake a long journey to find her way home.





- Luke is a farm boy who dreamed of bigger things in the universe,
- **BUT** a message that could change the future of the empire changed his life,
- **So**, he joined the band of rebels to save the galaxy.



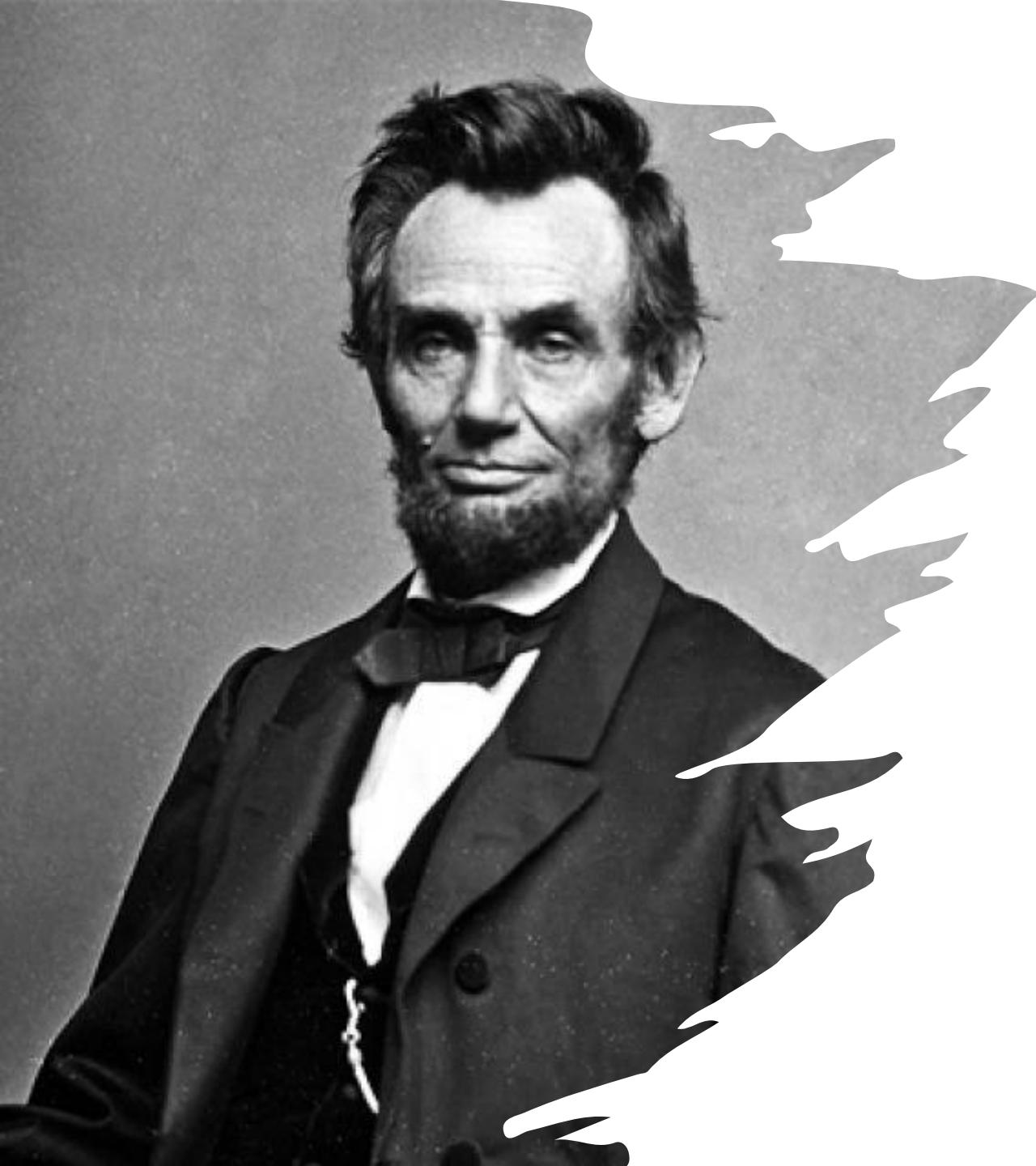


Little Miss Muffet sat on a  
tuffet, [AND] eating her  
curds and whey.

[BUT] Along came a spider  
who sat down beside her,

And [THEREFORE] scared  
Miss Muffet away.





- Fourscore and seven years ago, our fathers brought forth, on this continent, a new nation, conceived in liberty **AND** dedicated to the proposition that all men are created equal.
- **[BUT]** Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived, and so dedicated, can long endure...
- **[THEREFORE]** ...we here highly resolve that these dead shall not have died in vain—that this nation, under God, shall have a new birth of freedom, and that government of the people, by the people, for the people, shall not perish from the earth."





Keep Farts Funny



MORE VIDEOS

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# The Coffee Shop



# The Coffee Roaster



I'm a coffee roaster. I visited Guatemala on a coffee tour a few years ago and saw how the smaller farmers couldn't feed their families.

BUT they were also some of the most knowledgeable and dedicated to their craft.

So, I put together a coop of these small-scale farmers, which allowed them to make more money, me to get better beans, and my customers to know their purchase made a sustainable difference.

# Whose story is this?

I work at University Hospital AND it's a huge place where people get lost,

BUT we want people to feel at ease no matter why they're here,

So, I guide them to where they need to be and make sure they know what to expect.



# My Story

My first career was in medical laboratory science AND the scientific method was a part of my training.

BUT I also worked as a freelance writer on the side, because of a love for words and the power they have to change perceptions.

SO I found a career that brings science and communication together through strategic public relations.



# A volunteer's personal ABT story...

I'm a project manager AND I did a fun-run with my sister. It was very disorganized.

BUT while waiting in line, I was moved by the stories people told me about why they were there. I more connected to the organization.

SO, the next year I volunteered to put my skills to use and help organize the run. I've helped every year since.





What's your  
personal story?





# The Mission

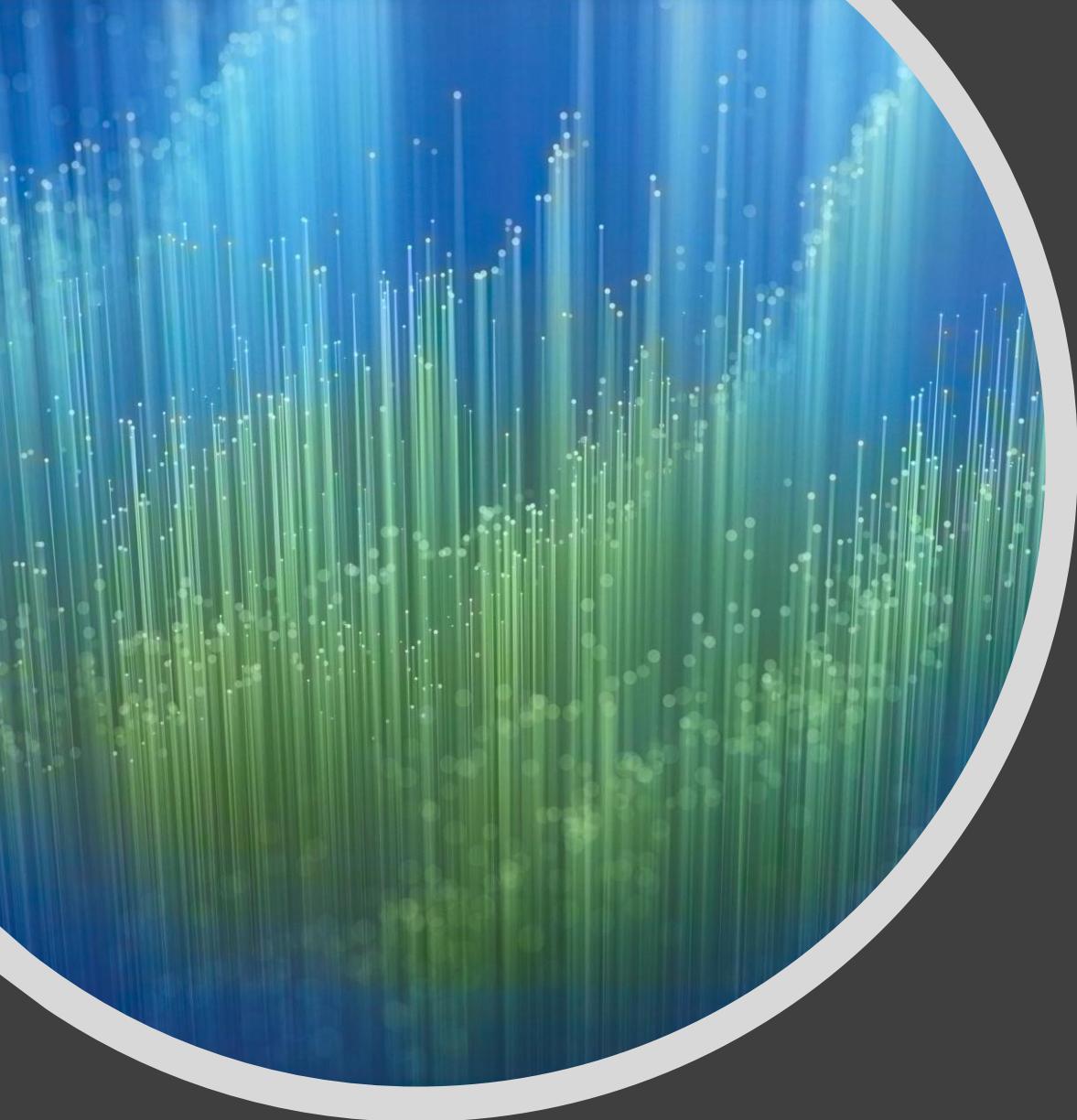
“To inspire and empower youth through innovative community partnerships.”



# The Program

We match at-risk  
youth with mentors  
in the business  
community.





## ABT story:

Young people struggling with issues at home have a hard time envisioning a hopeful future **AND** that affects all aspects of their lives.

**BUT** no one looks to the future like entrepreneurs. They understand how big dreams can inspire change in life.

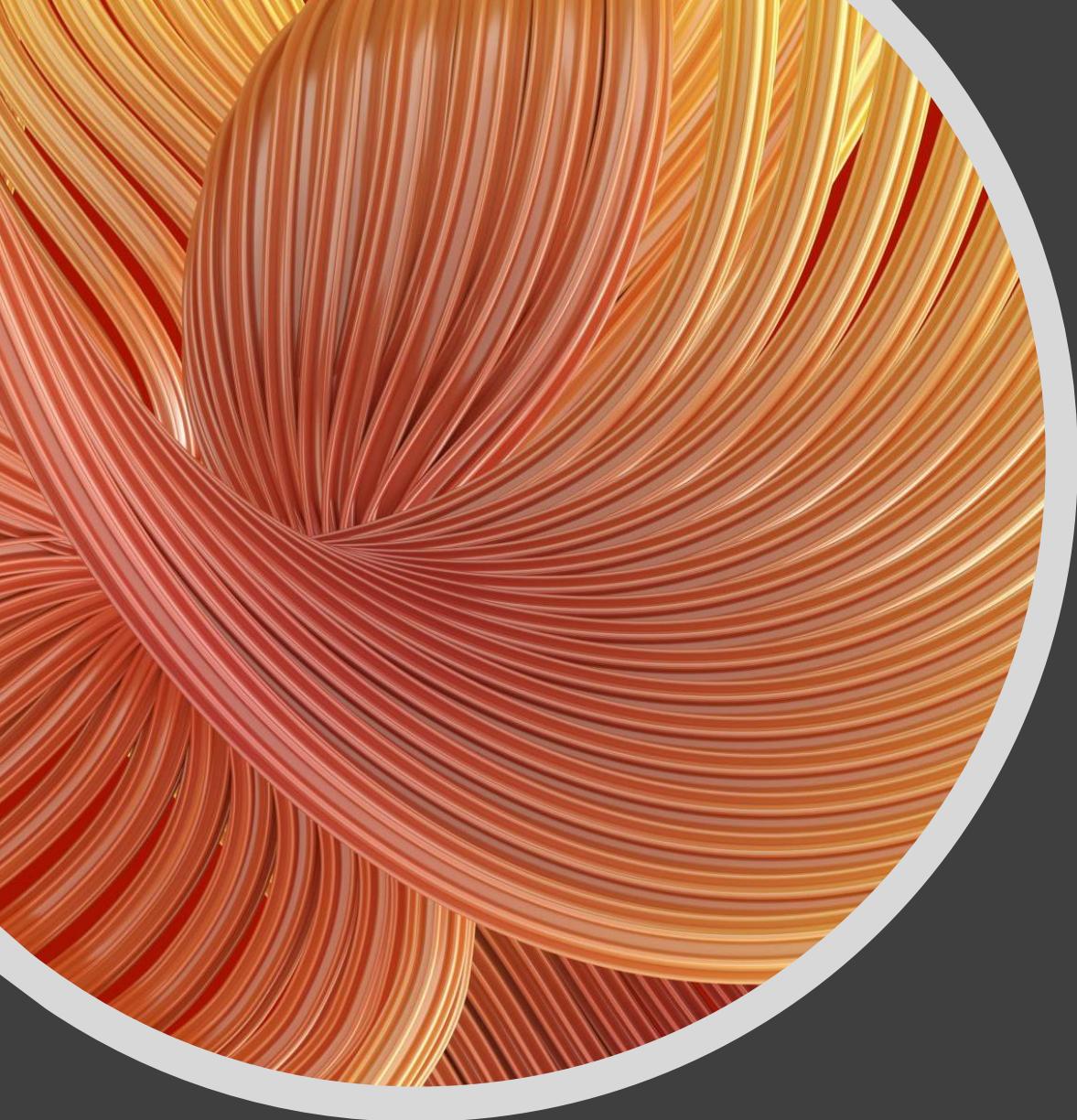
**So,** we pair them up so these kids can have a strong role model for their futures and entrepreneurs can share their life lessons.



# The Mission

To provide training, information and technical assistance to equip families of children with any disability with strategies to advocate successfully for their children.





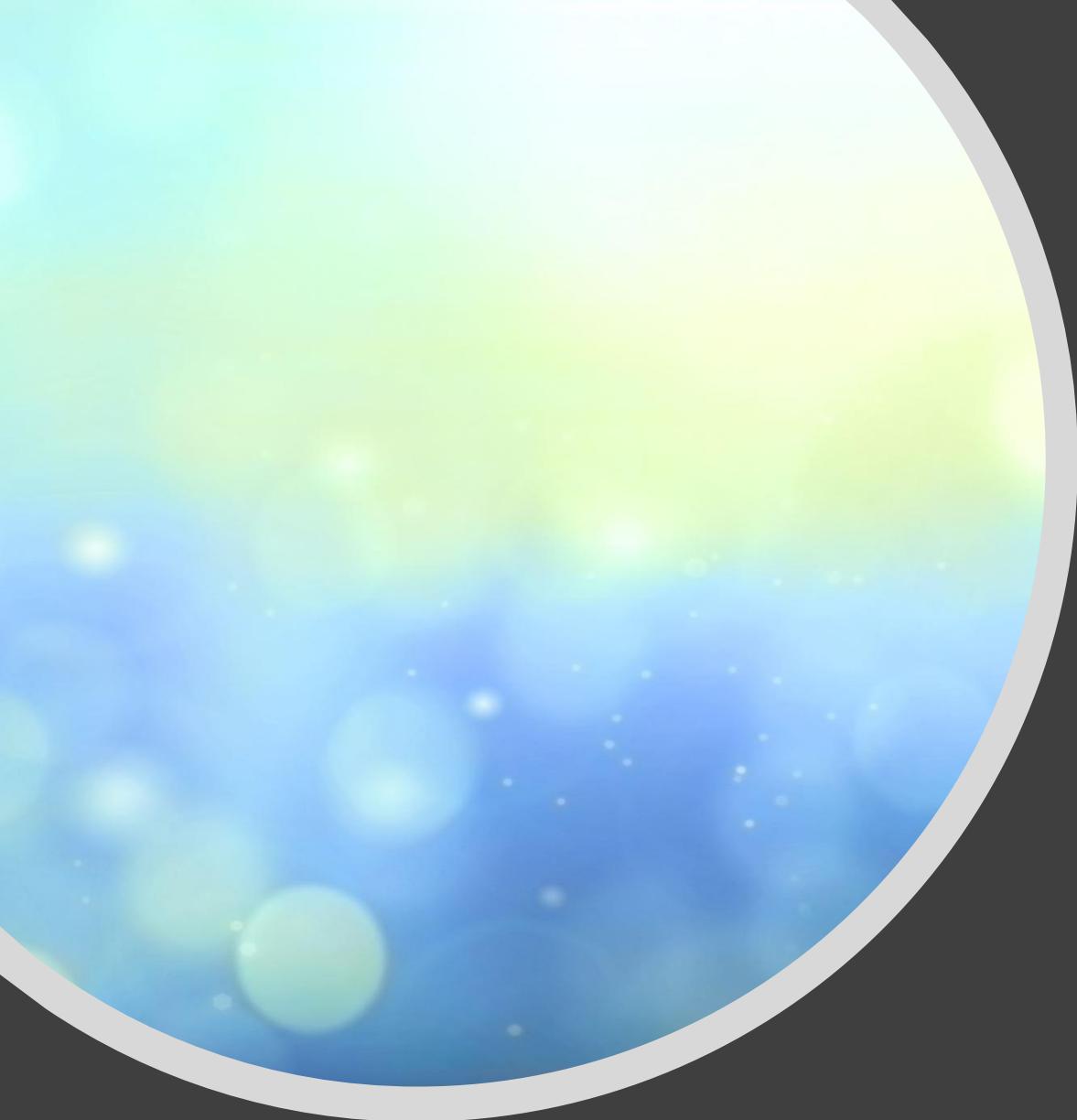
## Beyond the Mission:

Ensuring a good education for your kid is hard,

**but** that's a huge understatement for a kid with a disability,

•**So**, we help parents navigate the system to ensure a disability doesn't prevent a quality education.





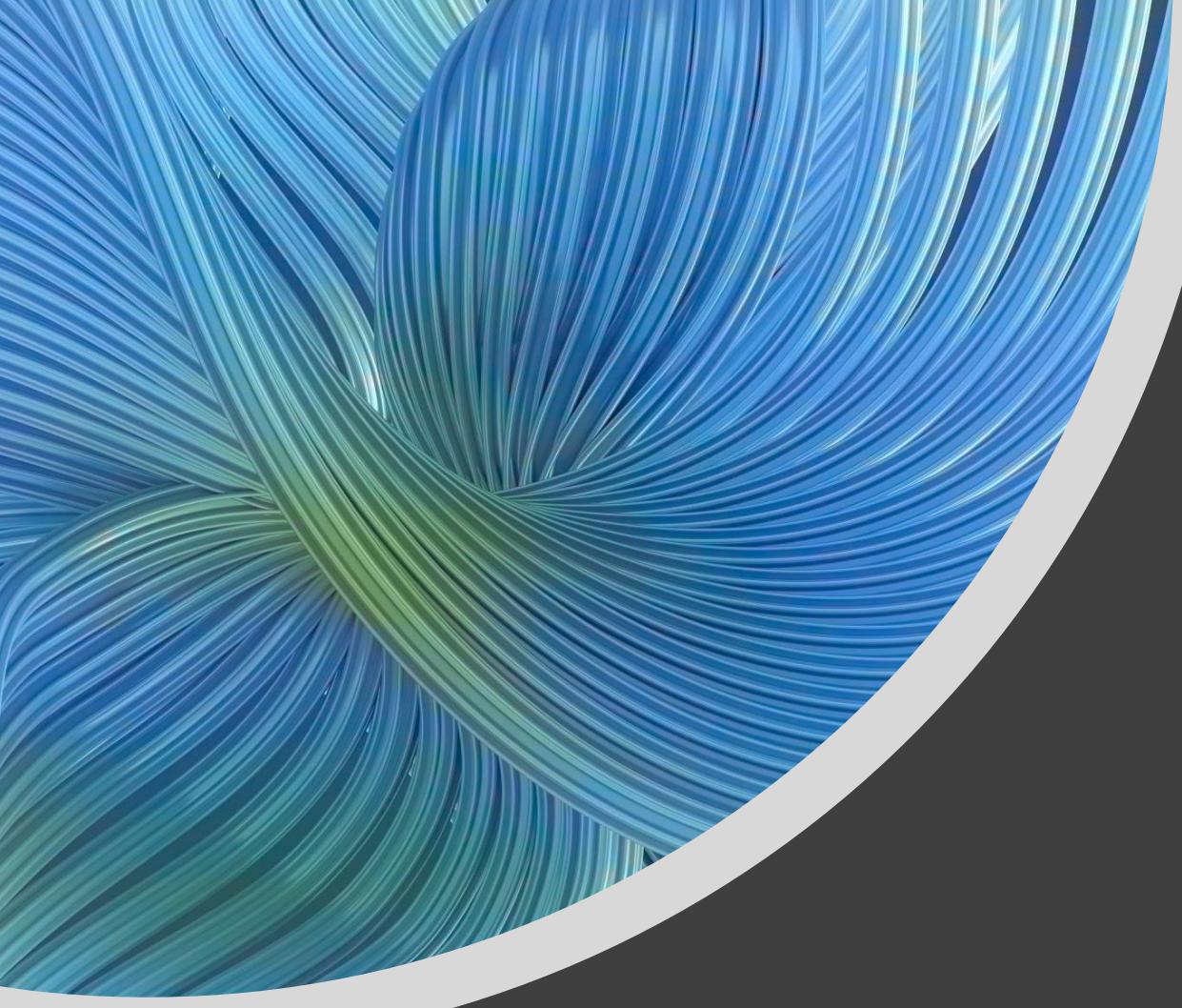
# The targeted story: Pediatricians

You make sure kids have the healthiest life possible, despite a disability.

**BUT** their success in life depends on a quality education, despite their disability.

**So,** your referral lets us lead parents through the education system just as you lead them through the healthcare system.





# Using Statistics in ABT

Seventy percent of kids in foster care want to go on to college.

**BUT** only 15% have the chance to enroll AND less than 3% graduate in their lifetime.

So, we increase both enrollment and graduation rates through 1:1 mentorships when they age out of foster care.





What's your  
organization's  
story?

What does your organization do?  
Why do you do it?  
How does it matter?





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