**STRATEGIC STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 3: ACTIVITY 3**

**HOMEWORK ACTIVITY**

**Storytelling**

Watch YouTube video: [Engaging Stakeholders Through Story - Sage Advice: Episode 1](https://www.youtube.com/watch?v=JzLodMRKWL8)

Write a story to engage stakeholders you identified in earlier activities.

Critically review the five storytelling principles in Chapter 3.1 of the study guide. How does your story measure up against the principles?

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Review against Storytelling principles (Heath and Heath, 2007)

* Simplicity
* Unexpectedness
* Concreteness
* Credibility
* Emotions