



Connecting People & Parks  
since 1973



# *Landscapes do tell stories... so can you!*

*Frédérique te Dorsthorst – de Muij*

[www.StoryDynamic.com](http://www.StoryDynamic.com)

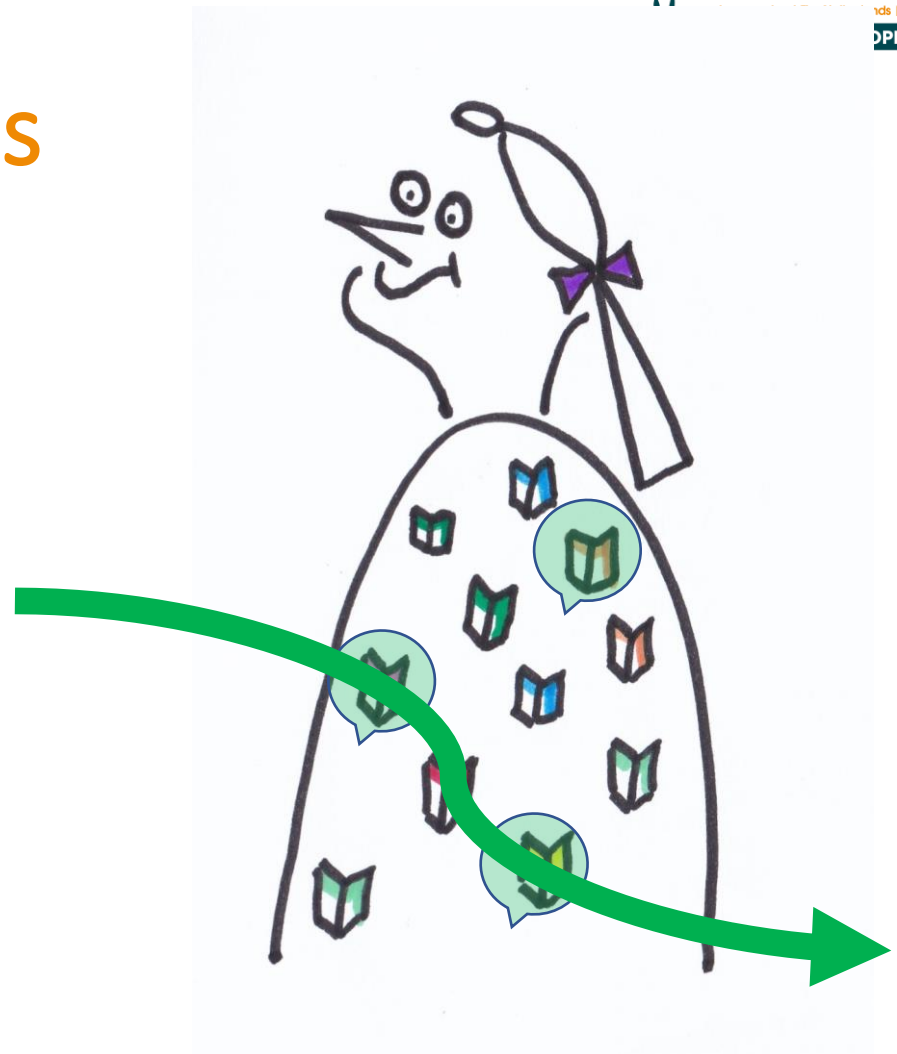
[info@storydynamic.com](mailto:info@storydynamic.com)

EUROPARC Conference 2023 – Tribute to our landscape  
Where nature and people meet in harmony



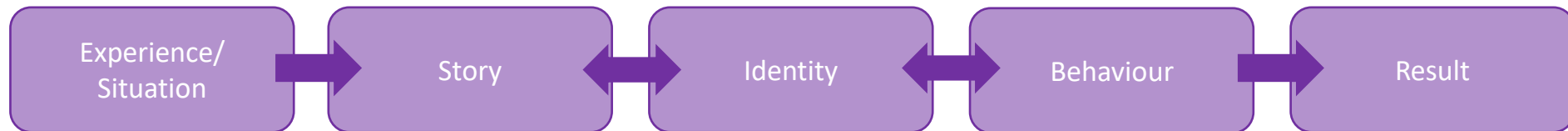
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# We are Barrels full of Stories



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# The Power of Stories





# Sharing Stories is a Inspiring 'Gift'

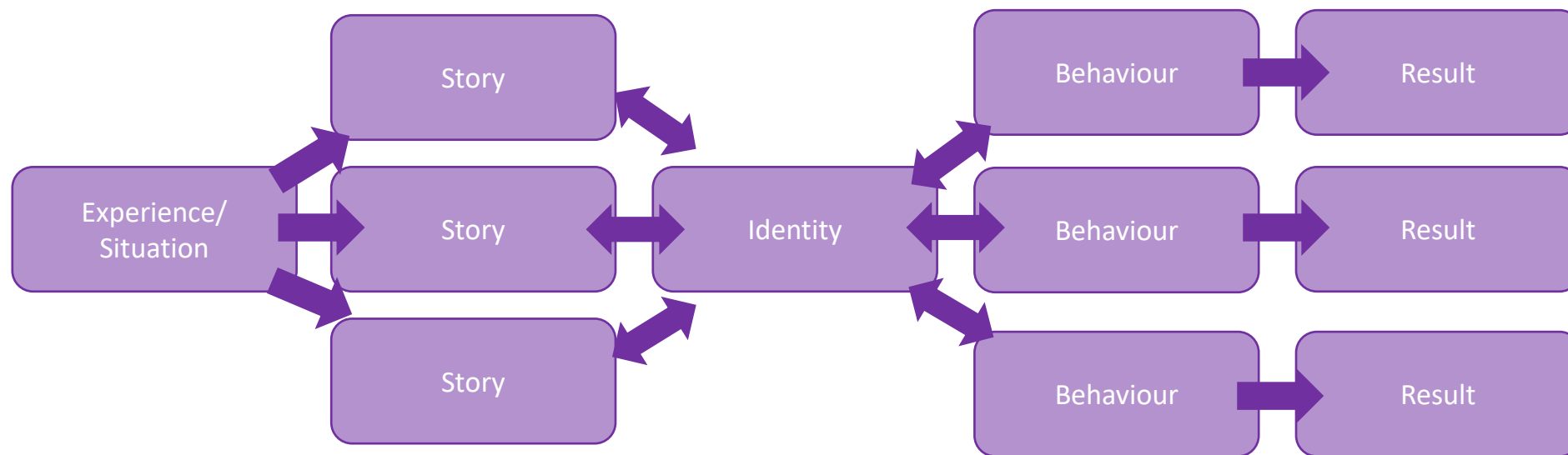


## Corporate stories versus Organisational stories

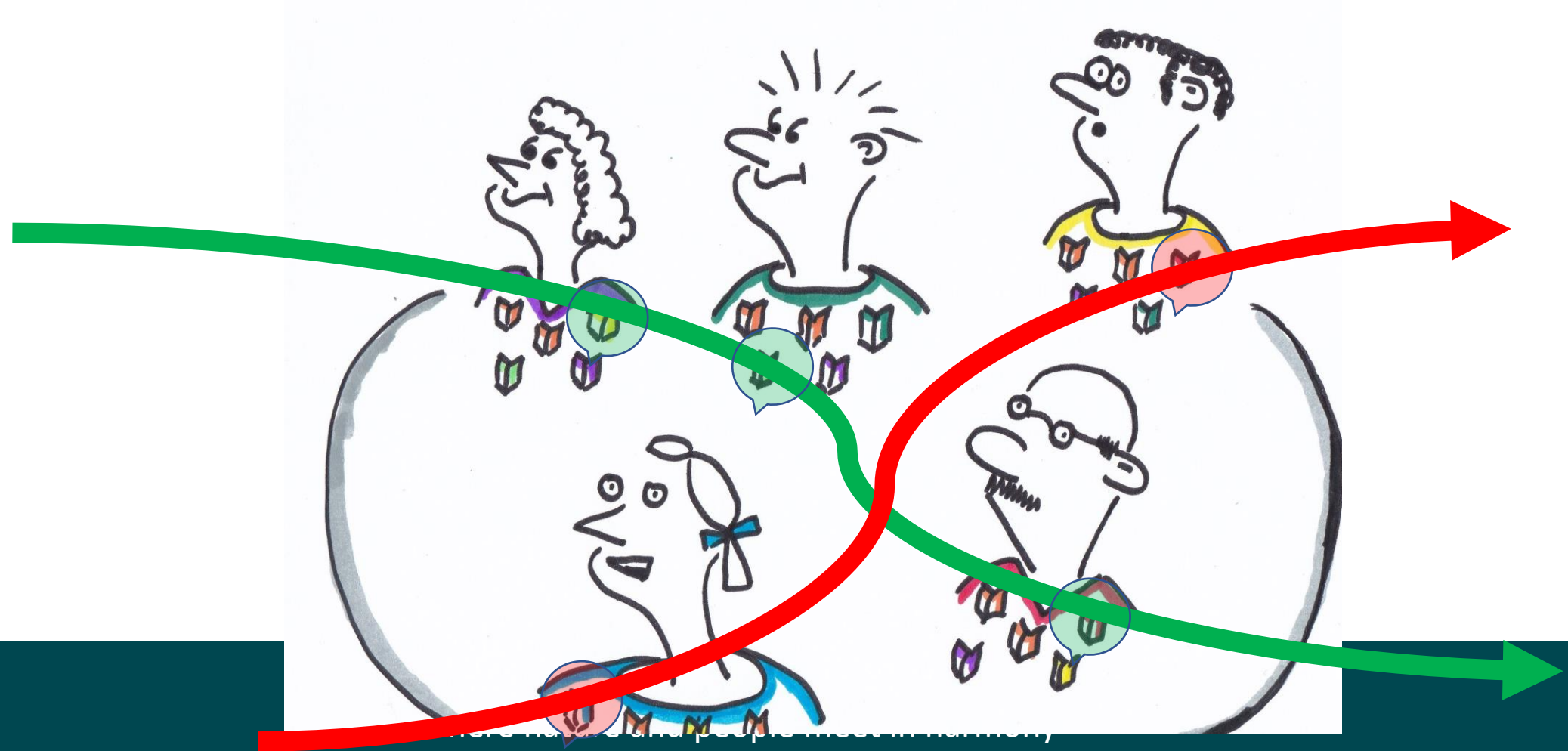
- Examples of Organisational stories:
  - Coffee corner stories
  - Founding stories
  - Gossip stories
  - Packed stories
  - Stories about shared experiences
  - Stories about special moments in your work
  - Stories about incidents that happened
  - .....

**Be the Storyteller this world needs**

# The Power of Stories within Organisations



# Shared Stories in your Organisation



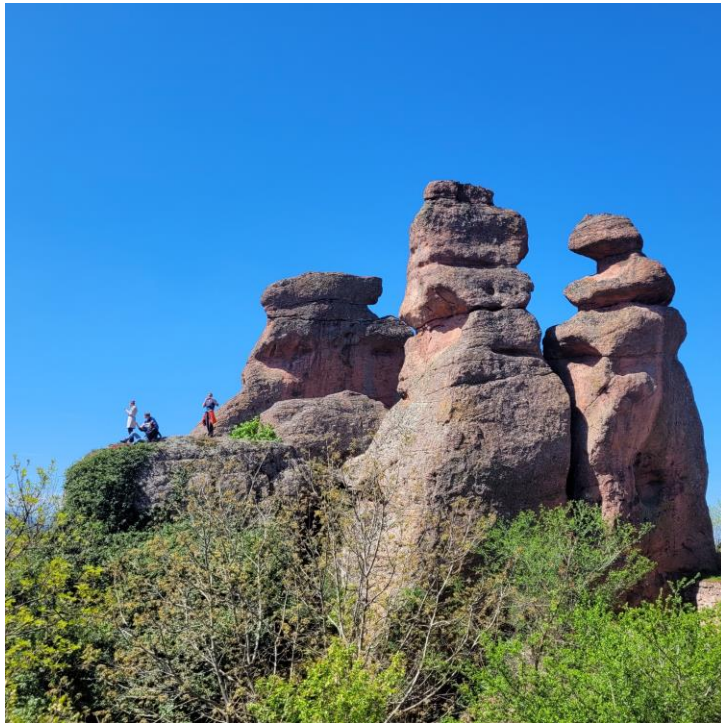
where nature and people meet in harmony,

# Be the Storyteller this world needs

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## How to create your own Inspiring Story?



1. Go back to your topic chosen for today and the goal you want to achieve
2. Think of a moment in your work (in your life) that is related to this topic and WHY you want to achieve what you want to achieve  
f.e. a situation or an experience that changed your working life or that gave you the insight you have now.
3. Tell about that moment in a storytelling way => step by step
4. First we collect the different elements needed for a good story
5. We build the story out of those elements



*Target group:*

*Goal:*

*Challenge:*

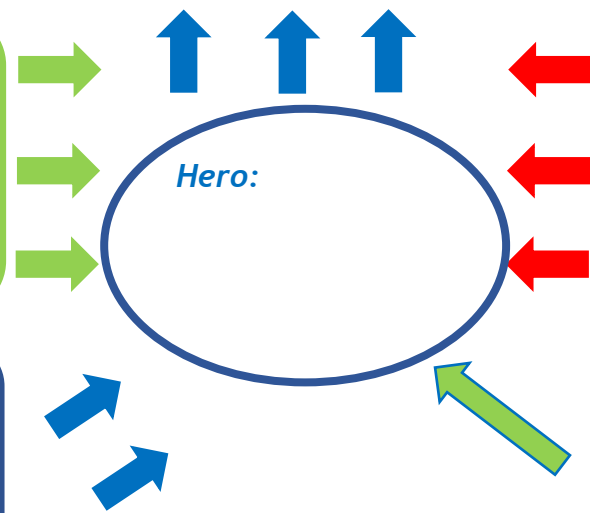
*Support team:*

*Pacer/ inspirator:*

*Hero:*

*Setback/ Dragon:*

*Treasure:*



# Storycanvas

Use this Storycanvas together with the Narrative diagram to create your story. The Storycanvas is inspired by the work of David Hutchens ([www.storytellingleader.com](http://www.storytellingleader.com)).

## Title:

“Let me take you to the moment I.....”\*

\*Any variation on this start is ok too...

<b>1. Situation</b> (Introduction of the hero, the time, place, etc.. )  “So there I was....”	<b>2a. Problem</b> (Internal or external wish, dream, goal, fear, etc.)  “I/ we wanted...”	<b>3. Action</b> (So what happened? Describe the choices and attempts that have been made to solve the problem. Also mention the failures!)  “And so...and then....and then....”	<b>4a. Result/ Turning point</b> (The ‘turning point’ that gave the insight to the solution. What was different? )  “Until finally...”
	<b>2b. But...</b> (Lack of resources, hindering beliefs, counter forces, etc.)  “But ....”		<b>4b. Optional: Traction</b> (The proof: data, both quantative as qualitative, facts, figures, etc.)

**Emotions & feelings**  
(Emotions and feelings bring the characters of your story alive. What do they feel, sense, etc?)

**5. Insight/ moral of the story**  
(The reason you told this story. What do you want people to know or to remember?)

“So now we know...”  
“And that is why we....”

# How to improve your Inspiring or Strategic Story?

## 1. Telling your stories in groups

Make groups of 4

A = Storyteller => tells his/her story

B + C + D listen to it (no interruptions!!). But you all listen in a different way:

B = Opposer => critical listener we all have inside us. You are by definition against everything that is being said in the story. Provide counterarguments

C = Supporter => emphasize what is good about what is being said. Provide extra argument pro the message

D = Witness => listens 'in between the lines' => give back the framing the story is told in, f.e. Calimero-frame  
"we can't achieve anything because we are so little"

## 2. After A has told his/her story, the listeners give back what they got out of it.

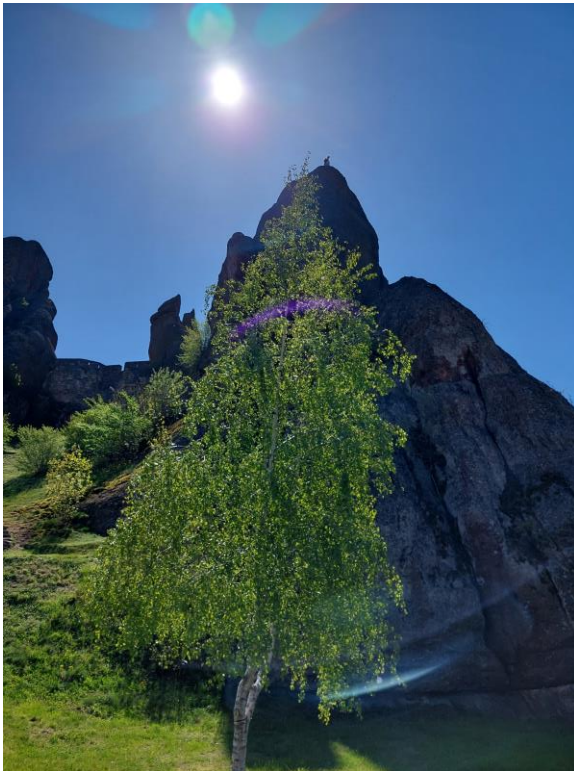
A take notes, no need to defend or discuss or what so ever!

## 3. Next round. Make sure everybody gets the chance to tell his/her story and everybody listens to it in the different ways.

## 4. Enrich your story based on what you have heard



# Want to learn more?



Let's connect:

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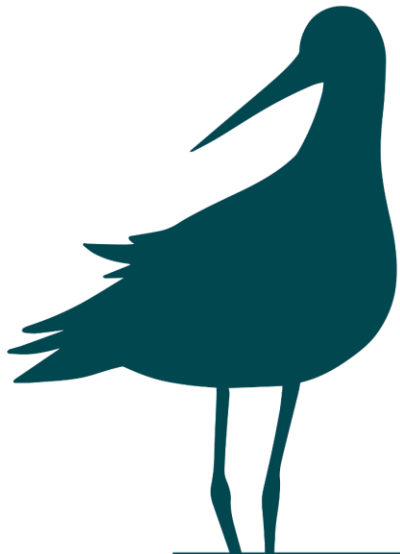
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[LinkedIn](#) Frederique te Dorsthorst – de Muij

Let's see together how we can make this world a better place.



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# EUROPARC Conference 2023

TRIBUTE TO OUR LANDSCAPE

Leeuwarden | The Netherlands | 3-6 October 2023

**WHERE NATURE AND PEOPLE MEET IN HARMONY**

