

SUPER

\\SOCIAL PROCUREMENT
SUPPLIER READINESS\\

STORYTELLING

TRAINING FOR
SOCIAL VALUE SUPPLIERS

/Craft effective stories

/Share your impact
powerfully

/Create a video story

A 3 week virtual training with
interactive activities and the
final result - your own video
story to share!



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Canada

Become an impactful storyteller through the Buy Social Canada 'Storytelling for Social Value Suppliers' workshop. This three-part, hands-on training will delve into the art and importance of storytelling through the unique lens of social value suppliers. Discover how to utilize these skills for marketing, bidding, pitches, connecting with your ecosystem, and creating an impact.

Through each two-hour session, you will be guided along your own storytelling journey. Each session will provide you with ideas, reflection and actionable insights to hone your storytelling craft. Some of these activities will include creating a story canvas, learning about the structure of a story, discussing best practices including storytelling ethics, gathering story materials and finally, these sessions will prepare you to bring your stories to life and create your own video story using Lumen5!

Get ready to create the impact you're looking to achieve. It all starts with a story. When the training ends, your storytelling journey will have just begun.

IS THIS TRAINING RIGHT FOR YOU?

- You are a **social value supplier**. You could be a social enterprise, a diverse-owned business or you could incorporate social value creation in your business activities
- You are engaged in **communications** activities at your business
- You want to learn some simple tools to **make easy videos** and share your stories of impact

WORKSHOP FORMAT

- 3 virtual two-hour sessions
- Recorded sessions for future reference
- 1-2 hours of homework each week
- Private cohorts of up to 20 people for optimized learning experience

WORKSHOP OUTLINE

- **Session 1** - Get strategic with your story by shaping the purpose, audience and other key ingredients. Learn to use the story canvas as a brainstorming tool for storytelling.
- **Session 2** - Learn classic narrative components and begin to get your story onto paper with a piece-by-piece breakdown of story structure.
- **Session 3** - Bring your story to life with a digital AI tool called Lumen5. We'll create a text and image video that is perfect to share your story on social media and with clients.



"I was really delighted to attend the workshop each week."



"Starting with a foundation of ethics, exploration and perspective taking, the exercises and tools in the workshop help organizations discover how to communicate the impact of their work. Organizations will have a stronger and better understanding of how to tell an impactful story to promote, establish and ultimately strengthen the value of the organization."

"The training session is helpful and valuable for social enterprise or social value suppliers who want to learn about the structures and existing tools on how to tell their story to their target public."

"If you are looking to develop your organization's storytelling skills, sign up!"

BOOK A COHORT

- Private cohorts available for up to 20 people
- Cohort includes:
 - 3 virtual workshops
 - Session recordings
 - Online learning resources
 - Worksheets and templates

FIND OUT
MORE

The SUPER Project (Social Procurement Supplier Readiness) is led by Buy Social Canada, and the development of this training was funded in part by the Government of Canada.

Please contact emma@buysocialcanada.com if you have any questions.