

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,
customized coaching and the
final result - your own video
story to share!



Funded in part by the Government of Canada's
Social Development Partnerships
Program

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 90-minute session, you will be guided along your own storytelling journey and hear from other social value suppliers along the way. 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. Rejoin your storyteller cohort a few weeks after the session for a video screening to share what you've made and launch your new story.

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

- 90 minute sessions via zoom, once per week for 3 weeks
- Recorded sessions for future reference
- 1-2 hours of homework each week
- Small group cohorts for optimized learning experience
- Customized coaching for success on your storytelling learning journey
- After the workshop ends and you've had your coaching session, you'll have a few weeks to finetune your video story. Then you'll rejoin your cohort for a video screening party and launch your story into the world!

- “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.”



2021 COHORTS

June 2021

- Tuesdays June 1, 8 and 15 from 10:30am – 12pm PT / 1:30 – 3pm ET

October / November 2021

- Wednesday October 20, 27 and November 3 10:30am – 12pm PT / 1:30 – 3pm ET

WORKSHOP COST

- \$60 per participant which includes:
 - 3 virtual workshops
 - Session recordings if you miss a session or want to review later
 - Customized coaching
 - Online learning resources
 - Worksheets and templates
 - Video screening party
- This cost is significantly subsidized with funding from the Government of Canada’s Social Development Partnerships Program. This support allows the program to be accessible to all social value suppliers. If cost is still a barrier, please contact niamh@buysocialcanada.com.

APPLICATIONS ARE NOW OPEN FOR 2021 COHORTS

APPLY NOW

The SUPER Project (Social Procurement Supplier Readiness) is led by Buy Social Canada and funded in part by the Government of Canada’s Social Development Partnerships Program.

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