



## **Storytelling for Nonprofits: Inform & Inspire Through Strategic Narrative**

What is the story of your nonprofit? Not the story that goes on your About Us page, but the one that explains who you are, where you've been, what you've learned along the way, and how all of this shapes the values you hold, the mission you embrace, and the impact you deliver. This is the kind of story – authentic, fact-based, and indisputable – that will help you engage donors and other key stakeholders in a common goal for the common good.

In this storytelling presentation and workshop, John Seaman, the founder and CEO of Saybrook Partners, a historical consulting firm, will use a mix of theory and case studies to show:

- Why narrative is such a powerful tool for imparting knowledge and building trust;
- How to construct a “strategic narrative” for your organization that will both inform and inspire;
- How to leverage different kinds of stories (founding myths, remembered events, survival tales, impact stories) for different purposes;
- How to choose the right format(s) for the stakeholders you need to reach.

This event will provide nonprofit executives, board members, and fundraising and communications professionals with the tools they need to frame their vision for the future and rally the support they need to realize it.

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### **SPEAKER BIOGRAPHY**



John Seaman is the CEO of Saybrook Partners, which he founded. His past clients include elite global firms such as McKinsey & Company, MetLife, Procter & Gamble, Boston Consulting Group, Dimensional Fund Advisors, and Skadden Arps; leading educational and nonprofit institutions such as Communities in Schools, the Ford Foundation, and Brown University; and several families and family enterprises. Before entering consulting, John spent many years in various strategy and management roles at Marsh & McLennan, the global brokerage and risk management firm, based in London and New York. A frequent speaker at industry and family business conferences, he also has authored or co-authored numerous books and articles, including a biography of Edmond J. Safra, the international banker and philanthropist, and a [Harvard Business Review](#) article on the strategic uses of history. He is currently at work on a history of a leading private bank.