



## ***THINKING BEYOND THE WALLS: WHO ARE WE?***

### ***Knowing, Sharing, and Being Shaped by Your Congregation's Story***

**What four contributions do corporate stories make to the congregation?**

- They provide the congregation with a corporate identity.
- They tend to attract persons who are looking for a larger story in which to participate.
- They give congregations confidence to meet new challenges and threats.
- They help congregations to trust in providence (Gen 12; Psalm 124).

**Effective stories well told usually in seconds not minutes evoke new insight and shift in imagination.**

- Spark action
- Communicate who you are
- Communicate who the congregation is
- Transmit values
- Foster collaboration
- Tame the grapevine and gossip
- Share knowledge
- Prepare for the future

**How do stories work?**

- When well told, they help people understand and be moved (truth with emotion).
- A credible storyteller makes an impact and is convincing.
- Find a balance between explaining facts and engaging intuition—practiced wisdom—engaging what is already known or hoped for but not readily apparent.
- Foster conscious awareness, gaining knowledge and insight from life experiences and bringing to the surface an acknowledgement of future possibility.
- Allow people to know and give meaning to action.
- Create a call to action—a “springboard effect.”
- Move people beyond fears toward hope—beyond a remembered challenging or failed past to present and future potential—beyond limited resources to unbounded possibility and plentitude.