



STORYTELLING WORKSHEET

WHAT IS THIS DOCUMENT FOR? This guide will help superintendents and their teams identify key components of their recruiting story to help attract talent.

WHERE CAN I GET MORE INFORMATION? If you require communications support beyond the resources offered through Leading Now and RALLY, you have the option to connect with communications experts at SMJ to discuss your strategic communications needs. Email SMJ at hello@smjcomms.com.

Create an outline for your “recruitment story” using these three prompts: **Identify your audience. Connect through storytelling. Amplify your message.**

IDENTIFY YOUR AUDIENCE

CONNECT THROUGH STORYTELLING

Think about the mindset and motivation of your ideal candidate. This will help you identify an engagement approach and chart your path for outreach.

Connect what you know about your audience to what you believe about working in your district to develop a message that resonates.

Think about your ideal candidate. What do they value? What do they want?

What do you have to offer candidates they may value or want?

AMPLIFY YOUR MESSAGE

Sharing your message in the right places is a vital part using communications to achieve your goals. Use established channels and tap into partner organizations to extend your efforts.

Where is your audience most likely to see your story? Who else can lend credibility to your story by sharing it on your behalf?

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**** EXAMPLE ****

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IDENTIFY YOUR AUDIENCE	CONNECT THROUGH STORYTELLING
<p>Think about the mindset and motivation of your ideal candidate. This will help you identify an engagement approach and chart your path for outreach.</p>	<p>Connect what you know about your audience to what you believe about working in your district to develop a message that resonates.</p>
<p>Think about your ideal candidate. What do they value? What do they want?</p> <ul style="list-style-type: none"> Teaching middle school is not for the faint of heart – the physiological, social and emotional changes that students are personally navigating during these years absolutely impacts the teaching experience. Given what we outlined above, the ideal candidate for our 7th grade science teacher position is a self-motivated and highly skilled person who values opportunities to share their love for science in creative ways and who desires the kind of personal fulfillment that comes from helping others. 	<p>What do you have to offer candidates they may value or want?</p> <ul style="list-style-type: none"> With our ideal candidate in mind, here’s how we described the 7th grade science teacher position at Northwest Middle School: We’re looking for a self-motivated science pro who enjoys bringing complex topics to life in creative ways to inspire the next generation of scientists. If you’re looking to apply your expertise in areas of greatest need and feel fulfilled by helping others in meaningful ways, apply now to become Northwest Middle Schools’ newest 7th grade science teacher.
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<p>Where is your audience most likely to see your story? Who else can lend credibility to your story by sharing it on your behalf?</p> <ul style="list-style-type: none"> We’ll ensure our bases are covered by posting this position on district-owned websites, social media channels and standard job search sites. We are also increasing online engagement with professional organizations like the National Science Teaching Association (NSTA) and launching a Northwest Middle School “alumni echo” campaign to leverage the networks of former students to increase awareness and consideration of open teaching positions. 	