



"Moya is a passionate and inspiring speaker. I am inspired too."

Workshop participant

Putting Stories to Work

Drive your strategies with Story

At the heart of all organisations there are powerful stories waiting to be told. Learn how to activate these stories in your strategies and communicate the success of your outcomes.

In her years of working with organisations of all sizes, Moya Sayer-Jones has seen stories move mountains. She wants you to move mountains too.

Putting Stories to Work is a hands-on, brains-on workshop that will further develop story competency and give you the practical skills to bring people on board with you and act. Those people include your staff, clients, volunteers, board members, donors, funders, decision makers and the broader community.

This is a vibrant and creative workshop where you will learn how stories

- Bring greater impact to your reporting obligations, funding proposals and publicity
- Support recruitment, partnerships and capacity building
- Boost engagement with a new direction or plan
- Drive your strategies: internally and externally
- Complement your big data with rich story (qualitative) data

Participants will enjoy seeing and hearing great examples of stories that worked. They will also experience how building story capacity can strengthen identity and connections in teams and organisations.

It's a nuts and bolts session focused on how to plan and deliver story strategies. Topics include:

- Devising your scope and finding the best stories
- Choosing the best mediums for the story
- How to gather consumer stories
- Incorporating story into daily practice
- Re-purposing stories for other uses

"Moya's workshop taught me so much. Even if I'd learnt nothing else at this conference, I'd leave knowing it was time well spent."

The workshop can be customised for teams and organisations to build capacity, collaboration or achieve a specific strategic objective.

For further information please contact admin@onlyhuman.com.au or visit www.onlyhuman.com.au



Moya Sayer-Jones

As founder of Only Human Communication, Moya Sayer-Jones is regarded as one of Australasia's leading experts on story. Moya works with government, NFPs and corporate organisations on a range of internal and external communication projects, helping them gather and ignite the power of story for brand management, community engagement, leadership management and culture change.

Widely known as a bestselling novelist (Penguin, Allen & Allen) and the original Modern Guru columnist for *The Age* & *Sydney Morning Herald's* 'Good Weekend' magazine, Moya is also a passionate filmmaker, screenwriter and performer.

These days, she is focused on helping other people's stories be heard, reminding us that it's our stories that keep us human.

Moya's clients include UnitingCare Burnside, Medicare Local, RailCorp, Department of Health and Ageing, The Australia Council, Fairfax Media, Regional Arts Australia, NSW Cancer Council, Department Veterans Affairs, State Library Tasmania and Department of Family and Community Services.

In her years of working with stories, Moya has seen them move minds and mountains. That's why she's a story activist. Watch out: she'll try to make you a story activist too!

Moya Sayer-Jones is also available for keynote presentations and guest speaking roles.

www.onlyhuman.com.au
[twitter.com@StoryDr](https://twitter.com/StoryDr)

"When Moya started working with us on a key advocacy campaign we knew that we wanted to tell the stories of the people we worked with, but Moya had the vision of the 'how', and it is the 'how' that made the campaign work. Her understanding of the strategic intent of our organisation, our advocacy objectives as well as her natural empathy with the people we work with made her an invaluable part of the project."

Nicole Osborne
Communications & Marketing Manager
UnitingCare Burnside



**ONLY HUMAN
COMMUNICATION™**

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