CRAFT YOUR

Grand Giving Story

GRAND GIVEAWAY

BUSINESS 4 SOCIAL good

BUSINESS 4 SOCIAL good in collaboration with Know your WHY. Find your VOICE. brand your bliss

Deb Alcadinho, Founder
Business 4 Social Good™

Deb is a social entrepreneur, social impact expert, speaker, educator, consultant, and author. She is the founder of Business 4 Social Good™ and the creator of the Social Good Academy™ and the Social Purpose Playbook™.

She trains and empowers business owners to use business as a force for good and make a profit with purpose, by placing company values, purpose, cause and impact at the heart of business, so their employees, customers and the community know it, feel it and see it. When done right, social impact results in easier employee retention & acquisition, increased customer loyalty and community engagement, and increased profit.

Her proprietary framework rooted in the Sustainable Development Goals provides a deep step-by-step way to envision, integrate, amplify & measure social impact so companies can be a vehicle for change, working toward solving social, environmental, humanitarian or cultural challenges important to them, in their community or around the world.

After three decades of owning businesses, working for companies and non-profits, being employed by government, and always having a philanthropic heart, she embarked on her own quest to have more impact than writing a cheque, toward the issue of helping to end violence against women and girls. Deb's life's work is contained within Business 4 Social Good.

Andrea Ting-Luz,
Grand Your Bliss
Brand Storyteller,
Copywriter,
Yoga Instructor

Andrea Ting-Luz endeavours to live her life in such a way that the light inside of her ignites the light inside of others. In her youth, she found her voice as an activist in the intersecting realms of environmentalism, feminism, and human rights advocacy. As such, she exclusively pursued career opportunities with global organizations that positioned social good at their core, with the intention that she help change the world from within its walls.

Andrea now draws from over 25 years of customer service, team leadership, training, and entrepreneurship to teach others to find the light within themselves. As a seasoned copywriter, storyteller, and owner of Brand Your Bliss, she illuminates her clients' distinct brand identities, creating "Custom Crafted Content" for their websites, social media, newsletters, and blogs. For clients with an abundance of creative energy but a limited budget, she teaches them to "Craft Your Own Content" – an empowering 6-session course that starts with why and ends with a complete brand.

Andrea also devotes her energy to teaching yoga locally in Victoria, BC Canada, and internationally online, with the intention to spark the light of transformation within individual seekers.

www.brandyourbliss.ca

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Overview

Facts tell. Stories sell.

We'll be delving into **putting words to your story** so that you can articulate clearly what **inspired** or **moved** you in the past to take the action that you are committed to now.

We call this your **Story Synopsis** - a brief but compelling **description of your social good narrative that can be used as a written copy for your About page**, or orally in a context where you want to share more details about your journey, like a presentation, pitch or keynote. ***This version of your story serves to illuminate your audience members who want to understand more fully the intentions and objectives behind the cause you have chosen.***

The foundational Story Synopsis forms the basis for a 'story brief' which is a shorter written or oral preview of your story that you can then share on your Home page, on social media, with your team, your stakeholders, your external customers, and the public. We will not be covering the story brief in this workbook.

When your audience knows who you are, what you're about, what you believe in, what causes lights you up, what stand you want to take - what meaningful impact you want to have - you can more authentically connect with them.

We know that customers make buying decisions every day, with companies that resonate with their values and ideals. Employees are choosing to work with companies that resonate with their values and whose mission and vision they resonate with and can get behind.

A good story (your story) should be one you can repeat over and over. Now, let's get busy!

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What is a Story Synopsis?

In publishing, it is the outline of your book that you would submit to your publisher that would help them decide if your story is worth publishing.

This is an important distinction because the audience for this version of your story is those who are interested in knowing more details - they are already invested in you in some way.

You share more details in this Story Synopsis than in the more abbreviated Story Brief (the brief, juicy summary that you'd find on the inside back of the book - which we do not cover in this workbook).

In essence, the Story Synopsis is:

- a summary of your full story from start to finish
- sourced from the work you have already completed regarding your purpose, etc.
- written in the 1st person - this is your story
- written in moments of time which are more meaningful to the audience (starting with a detailed snapshot of time, place, or emotion which draws the reader into the moment)
- written: about 500-700 words, about two pages double spaced.
- to be used on the ABOUT page of your website, which would include ABOUT your cause and what you believe in.
- spoken: 10 - 15 minutes - ie. a short TED Talk, in a presentation like a pitch or as an introduction in a keynote address.

Story Synopsis *Framework*

Story Synopsis comprises these six key elements:

1	**The CHARACTER**	Reveal a snapshot of YOU, at the moment (age/maturity, frame of mind, relevant experience in this precise moment)
2	**The CONFLICT**	What happened that made you stop in your tracks?
3	**The REACTION**	How did you feel about what you experienced/witnessed?
4	**The REVELATION**	What did you learn about yourself in that moment?
5	**The RESOLUTION**	What did you decide needed to be done?
6	**The REVOLUTION**	How are you continuing your commitment to this cause?

Why this cause? Why now?

What is your PERSONAL connection to your cause?

Was there a **Pivotal Moment** that suddenly made this issue urgent for you? Or did you experience a **Gradual Awakening** through a series of events or life-learnings that inspired you to take a closer look at this issue?

1. The CHARACTER

Reveal a snapshot of YOU, in this precise moment

- age/maturity,
- frame of mind,
- relevant experience

Write a couple of paragraphs on you and your background. The more you can tie the description of your character to your purpose and your mission the more powerful your story will be.

2. The CONFLICT

What happened that made you stop in your tracks?

- CONFLICT = an issue you were rubbing up against, or a pivotal moment that changed the course of your life; or a joyful moment; an unexpected encounter; a problem you wanted to solve.
- The conflict is the crux of the issue.
- What did you DISCOVER that sparked an emotional response?

Describe the FACTOR that triggered your empathy (something that you experienced that triggered an emotional response that allowed you to see beyond yourself and how it might apply to other people).

3. The REACTION

How did you feel about what you experienced/witnessed?

- WHY did it move you? | WHY did it break your heart?
- WHY did it enrage you? | WHY did it spark you?
- WHY did it inspire you?

4. The REVELATION

What did you learn about yourself at that moment? What did it awaken in you?

- WHAT did you learn from your reaction?
- WHAT did you learn about yourself?
- WHAT did it prompt you to learn more about the issue itself?
- WHAT did you identify as your impetus for action?
- WHAT did you realize needed reckoning?

5. The RESOLUTION

WHAT did you decide needed to be done?

- HOW did you envision the solution?
- WHAT first steps did you take?
- HOW are you continuing to manifest your vision?

6. The REVOLUTION

How are you continuing your commitment to this cause?

- WHAT specific actions are you taking?
- WHAT organizations are you involved in or collaborating with?
- WHAT is your ideal outcome when this problem is solved?

Examples

Here are some examples I found captivating

- https://nomidesigns.ca/about-us/
- https://www.maccosmetics.ca/our-story
- https://www.daveskillerbread.com/about-us
- https://ca.whogivesacrap.org/pages/about-us
- https://uranta.com/pages/about-us

Within our Business 4 Social Good community:

https://elmtreedm.com/who-is-elmtree-digital-marketing
https://storiestoldonfilm.ca/about/
https://business4socialgood.ca/about/how-we-do-good/

EXAMPLE: Meet Kristi Lee, Owner | Designer | Maker

Kristi Lee's Values: Re-creation. Adaptation. Transformation. Movement. Integrity. Wholeheartedness. Grace.

Every Qube piece embodies the essence of Kristi Lee.

On a crisp fall day in 2010 - exactly one month to the day, Kristi and her partner Jordan moved from Saltspring Island to Vancouver - a startling split-second turn of events changed the course of Kristi's life. Crossing the street on her way to work, Kristi was struck by a car.

The collision caused severe soft-tissue damage, enough that she had no choice but to return to Saltspring to recover. While immobilized and healing from her injuries, Kristi couldn't wait to get back to moving her body - her youth was spent playing team sports with her friends, and this is what kept their group connected in the years beyond high school. To stave off her boredom, Jordan's stepmom delivered a sewing machine in the hopes that Kristi would find an outlet for her pent-up energy.

It took no time before Kristi was transported back to her childhood passion for sewing, a pastime that had yielded to her dedication to athletics. She started with her own closet - disassembling pieces and re-inventing them to fit the curves of her body better. She began to scour thrift shops for distinct pieces to re-create into new garments. Soon she had an entirely new wardrobe of her own creations.

Several months later she had recuperated enough to rejoin Jordan in Vancouver. Seeking more inspiration for her designs, Kristi strolled into a boutique wearing one of her most recent works - a low-backed dress with a trail of buttons cascading to the skirt's hem. The shop's salesperson - who incidentally happened to be a talent scout for Vancouver Fashion Week - was awe-struck by the creativity and quality of Kristi's piece. She urged Kristi to enter herself into the Emerging Designer category of the marquee fashion event.

Within weeks, Kristi embarked on a spree of designing and sewing the required pieces to enter the showcase. Her friends and teammates gathered in Vancouver to attend the gala, armed with handmade signs to cheer her on. In this moment of divine inspiration, Kristi's design career was defined.

Kristi is immensely grateful for all the support from her friends, her and Jordan's extended family, her mentors, and the talent scout who urged her to pursue possibility.

And she also holds gratitude for one more person. Still buzzing from the glow of her Vancouver Fashion Week experience, Kristi penned a letter to the man who had hit her with his car. She wanted him to know that this accident had set in motion a chain of events that solidified her passion and her purpose. She wanted him to know how grateful she was that this chance encounter had occurred, that despite the pain and anguish it had caused both of them, something brilliant had emerged as a result.

Qube Clothing was born.

Now what? Ready to consider becoming a Business for Good?

I'd love to hop on a call with you, so let's maximize our time together. Please email me:

1. Your completed One Page Canvas found at the end of the Find Your Cause workbook (or as much of it as you can complete.)
2. Your story synopsis from this workbook.
3. Email both documents to Deb and we will discuss them in a booked call. Email: connect@business4socialgood.ca
4. Book a call to discuss the next right step for you - whether it's one of our training courses or a consulting package. https://calendly.com/debalcadinho/30min-discovery-call

If you feel overwhelmed by where to start and just want to hop on a call to discuss, that's totally good and a great place to start. Book time with me here: https://calendly.com/debalcadinho/30min-discovery-call

People
DON'T BUY
what
YOU DO
THEY BUY
why
YOU DO IT
~ Simon Sinek