Surveys and research are not enough.

Most people are more deeply influenced by one clear, vivid, personal example than by an abundance of statistical data.

Elliot Aronson
10-Step Storytelling Workshop Model

1. Advisors register for workshop
2. Pre-circulate preparation materials
3. Attend a two-hour session for writing stories in small group (peer, toastmaster volunteer, staff liaison/clinical lead)
4. Receive and consider feedback from group members
5. Return for second two hour session to practice and receive written feedback from audience
10-Step Workshop Model

6. Post workshop - further preparation offered by staff or peer to **refine story** for specific audiences

7. Patient Experience office **matches** speaker with session

8. Debrief after speaking session with advisor and provide opportunity for **two-way feedback**

9. **Follow up** phone call 2-3 days after speaking

10. Collect **impact** on patient speaker and audience using 3 key questions (becoming research)
Why Does It Matter?

Impact of patient stories for quality improvement

Help us feel what patient and family centred care really is – may create a vicarious experience
See system from the user lens and what they really care about
Generates ideas and solutions
Self-reflect on personal practice
Why Does It Matter?

- Relevant to their practice: 100%
- Designed to meet learning: 98%
- Inspired a change in their practice: 90%

Hearing from patients themselves hits home a lot more than listening to an educator/seeing a slideshow.

The presentation was amazing. I was truly touched by each presenter’s experience. I was inspired by their good experiences and learned from their bad experiences.
Toolkits