

Thinking

Section 4 Storytelling



Find out more at
bit.ly/AcademyLearningArchitecture

What type of story will contribute most effectively to learning?

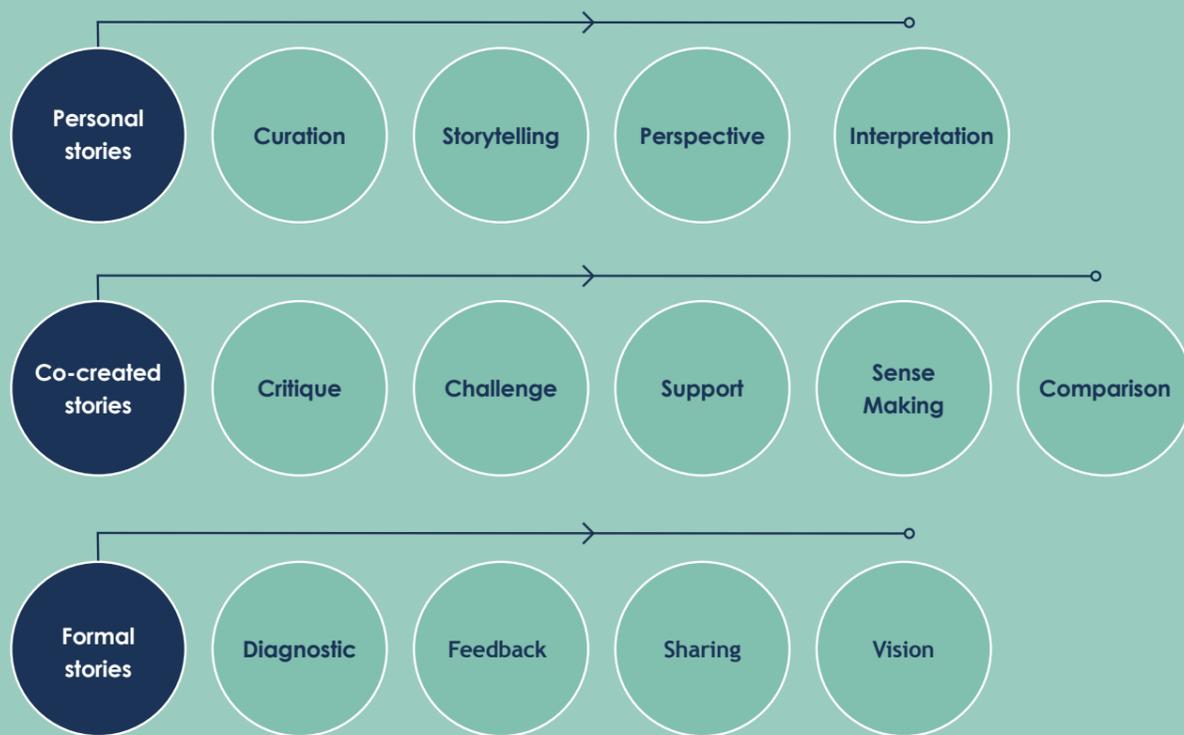
Three types of story exist in Scaffolded Social Learning programmes: personal, co-created, and formal. When thinking about learning design, actively consider what kind of stories to use in your programme.

- **Personal stories:** describe personal learning and change over time typically messy and imperfect, but deeply authentic.
- **Co-created stories:** the story of a community purpose is to see and chart similarities and differences of opinion. Storytellers help a community to find its voice and create these stories.
- **Formal stories:** share an official view or history of an organisation useful when a specific outcome or behaviour needs to be explained. usually 'broadcast': told with limited opportunity to question or challenge.

When communicating a message or way of doing things, a formal story can be used to convey specific information. Co-created stories are useful in building formal stories. They emerge or can be told when there is opportunity to question, challenge, give feedback and share personal experience. Personal story is used to interpret or to feed in formal or co-created story and to capture personal learning.

Depending on the overall goal for your learning programme, formal, co-created and personal stories will play different roles and will relate to different parts of your Learning Methodology. A Scaffolded Social Learning programme, for example, might start with a formal story in the Context or Demonstration phases, then invite personal stories in Exploration and finally attempt to bring individual stories together through co-creating a shared Reflection.

The three levels of storytelling



This illustration shows the skills and activities needed for each of the three levels of storytelling in Scaffolded Social Learning.

© Julian Stodd



Localisation: To make materials, trainings, projects or programmes specific and relevant to a context. This includes translations to local languages, adapting case studies to be relevant and/or altering the reference points in materials. From the Academy glossary.