

## Telling Your Story – The Foundation for Success

We want people to be successful. That means 1) having a clear impact-focused program, and 2) clearly communicating your story of impact. In developing both of these, the intent is reduce the amount of time and stress.



So what makes a good program and a well-written story? Your story describes your program and vision, clearly and succinctly, conveying that

1. you know where you are headed  
i.e., there's a destination captured through your themes and goals, and
2. you can identify the changes you have made or want to make  
i.e., you are clear on the intended changes or outcomes (condition changes).

The desired changes emerge from your continual assessment and re-assessment of needs, priorities and goals. i.e., your program will evolve over time.

### Where do I start?

In writing your program review story, you share your progress (for the review period). To do this, you need **clear goals** and will tell the story at a very **aggregated level** and from the perspective of how your select activities are making progress towards your **intended changes** (target condition changes). So in your story, blend in elements to tell your story of scholarly (creative and advanced learning) activities including:

- Impacts identified (or progress towards desired change)
- Supporting examples of scholarship/creativity
- Evidence of professional competency and continuous improvement
- Commitment to diversity, inclusion, and equity
- Evidence of good citizenship
- Leadership and team work, indicating your role(s)
- Service and mentoring (noting increasing expectations as one progresses)

For the above, call out the strongest supporting evidence (which may appear in select tables) – not all.

#### Things to avoid

- Don't get caught up with length (2-6 pages is enough for a good narrative) - go for quality over quantity.
  - Avoid long lists of everything you did
  - Avoid lists of activities with no accomplishments
- Remember: You aren't completing a checklist - you are sharing the difference you are making.

**What's meant by Trajectory?** Your story conveys your trajectory (i.e., your pathway to impact). Your trajectory increases as your career progresses and will be increasingly conveyed through the evidence of change.

**What expectations changes over time as you advance through the ranks?** Your program will grow and change in various ways – gaining focus and a steeper trajectory as you advance. Impact becomes more evident as time progresses. Other factors like leadership, mentorship and service should also grow.

### Finish Strong

In your closing statement indicate what you are working towards – where are you headed? Sustained trajectory is the expectation post-Assistant rank. Remember, the reflection is on your package and program as a whole.

Note: Learning to tell your story in this (review) format will help you tell your story in other forums.