**“Sharing your Program’s Story”**

**A good “Organizational Development Program Story” incorporates the following:**

* A headline
* A hook
* A description of the issue
* A description of the benefits of the organizational change
* The impact on the organization

**Headline - Title is designed to capture the attention of the reader.**

**See below an example of a good “Program Story” on Organizational Development**

**The Timberline Outreach Network Voted Best Non-Profit to Work for in Fox County**

**Hook - The first sentence highlights the scenario in a compelling way.**

The staff at Timberline Outreach Network care – about each other. Every morning, they start the day with a yoga and meditation session. They eat lunch together at a 4-Star rated lunch cafeteria. In the afternoon, the Executives and staff take a 15-minute walk on the surround nature trails before clocking out. Sounds to good to be true? It was recently voted the best non-profit to work for in Fox County. Last year, it was a very different picture.

**Issue and Solution - Describes the issue and what approach the leadership took to address it.**

When Alice James, Executive Director, noticed a spike in staff turnover, low staff engagement in staff meetings, and negative feedback from customers, she realized she had a problem. Ms. James shared her observations with her Board of Directors and their Treasurer suggested human centered design (HCD). Ms. James knew she had to do something, especially if it was impacting their customers. After reading more on the subject, she invited a few fellow Board members and leadership staff to take an online introduction course on HCD. The course changed their perspective instantly.

Ms. James and a core team of leadership and staff began piloting a staff retention program, which explored the staff issues and concerns. The result lead to the creation of wellness programs that would enhance the staff’s productivity and motivation. They implemented a leadership training course for junior project managers. They consulted with environmental architects and found their facility and campus could be enhanced with a just a few sustainable upgrades.

**Impact on the Staff - They shared how it has impacted their staff.**

Troy Neals, an Intake Specialist, has worked at the Network for five years. “I feel like I work for a completely different company. The changes the leadership has made in such a short period of time is incredible. They listened and cared. I love my job and the people I work with. We are truly there for each other!”