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Communications & Storytelling

*ORUef Global Christian
Educators' Conference*

David Wagner
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Communication

The transfer of information from one entity to another through a shared medium, resulting in understanding. This transfer can occur between individuals, groups, or even non-living entities like computers, and involves a sender, a receiver, and a message.



Storytelling

The act of telling a story using words or actions. It is a form of communication that involves a storyteller and a listener. It's important because storytelling is a fundamental way to communicate, connect, and make sense of the world while fostering empathy, understanding, and learning, while also entertaining and inspiring.



What is the difference?

- **Communication** is a broad term about sharing information, ideas, and feelings through various methods.
- **Storytelling** is a specific type of communication that utilizes narratives, often emotional and engaging to convey messages and connect with an audience. It inserts the personal side.



3 Points in Communication & Storytelling

1. Know your story and how to tell it
2. Align your messaging goals and mode of communication with your audience
3. Navigate a crisis; you are NOT telling stories!



#1 – Know your story and how to tell it

- Fundamentals of communication: clarity, feedback, and active listening
- Logic models can be an effective tool for external storytelling, especially for nonprofits as they focus on the end result
- Intent versus impact; the net result



#1 – *cont.*

- Effective communication strategies
 - Transparency, be honest
 - Be an active listener
 - Seek advice, and ask questions
 - Provide effective feedback
 - Manage *up* and *down*



#2 – Align your messaging goals and mode of communication with your audience

- This is crucial for several key reasons:
 - Improved Message Effectiveness
 - Enhanced Engagement
 - Clarity and Consistency
 - Efficient Use of Resources
 - Stronger Call to Action



#2 – *cont.*

- Elevator Speeches
- Case for Support
- Other modes for Communication
 - Newsletters, digital and traditional
 - Media releases
 - Website



#3 – Navigating a crisis; you are NOT telling stories!

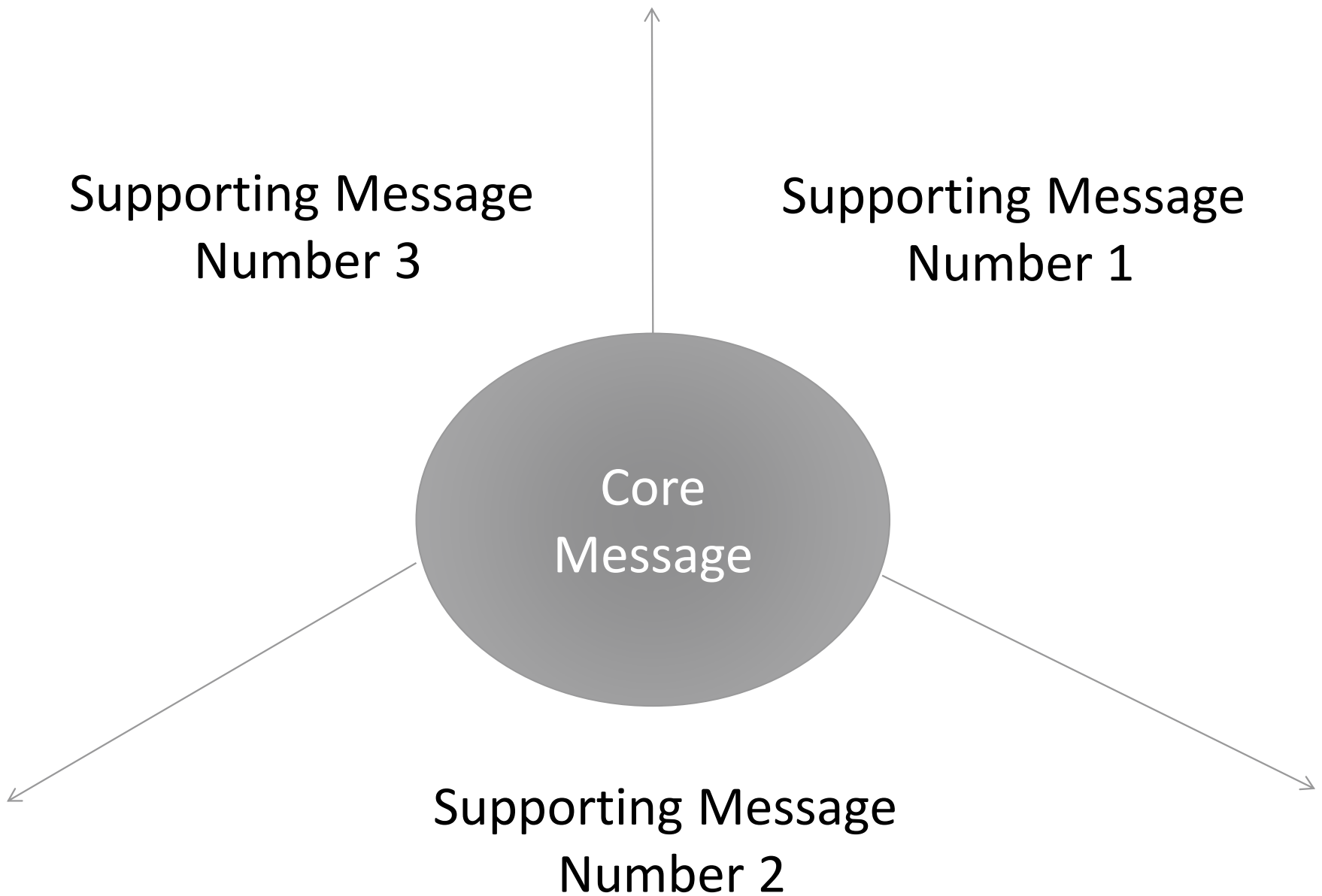
- A **message wheel** is a communication tool used to organize and present core messages around a central theme or goal. It visually displays **key talking points** and **supporting messages** in a structured way, helping ensure consistency and clarity in how a message is shared across audiences.



#3 – *cont.*

- Purpose of a Message Wheel
 - Aligns team members on key messages
 - Ensures consistent communication across platforms and spokespeople
 - It can be modified for donors, parents, neighbors, etc. using points from a “pre-approved” group of message points selected for their relevance to the audience.





#3. We are fully cooperating with the proper authorities.

#1. Our administration is investigating the situation and is keeping the school board updated.

Albany
Christian School is
committed to the
safety of our
students and
staff.

#2. The appropriate action will be taken by administration if deemed warranted when the investigation is complete.



Why are Strong Communication Skills so Important?

- Builds Trust and Credibility
- Prevents Misunderstanding
- Supports Better Decision-Making
- Enhances Professionalism
- Promotes Accountability, and
- Saves Time and Resources



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thanks.



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