

Storytelling is Serious Business
Workshops to Strengthen Communication Capacity of Chinese ENGOs
如何讲好自己的故事——中国环保 NGO 沟通能力培训会

Hello Storytellers!

哈喽，我的演讲家们！

I had such a fabulous time last week during our two days of exploring how to strengthen our skills to telling stories about our work. You all were incredibly hardworking and I see great SUCCESS for you all in improving your communications skills.

上周的培训会非常棒，十分高兴能与大家一道学习如何“讲故事”。看到大家积极努力的劲头，我相信各位会在沟通和演讲能力上有长足的进步。

To help you stay in practice, I have some “homework” for you to work on over the next two months so we can make even more progress in Chengdu. We are targeting **May 12-13** as our meeting dates. Location and agenda will be finalized by the end of April. GEI will again be taking care of the logistics as well as participating in the training.

为了让大家学以致用，在接下来的两个月中，我为大家准备了一些“家庭作业”，这将让我们下一次在成都的培训会更有成效。我们的在成都的培训会定在**5月12-13日**。具体地点和日程安排会在四月末确定下来。全球环境研究所将继续协助我们承办此次培训会。

In Chengdu, I will be joined by a couple outside speakers to give some talks, but more of the sessions in this second workshop will involve participants giving talks, practicing new techniques, and critiquing each other so we can all improve our skills.

在成都，我仍会邀请一些外部专家来做演讲，但我们将更侧重参与和互动。大家会有更多的表现机会，也有机会体验一些新的媒体技术，参与者还能互相点评彼此的作业成果。

We have placed most of the PowerPoints from the workshop at this [link](#), which you can share with your work colleagues. We will keep upgrading the site page. We will be turning this page into a more public toolkit resource page after our second workshop.

我们已把上一次培训会使用的PPT和一些资源放到了[网上](#)，方便大家与单位同事共享。（目前，这个链接还不够完善，我们会持续更新里面的内容，请大家注意查看更新内容。）在第二次培训会结束后，我们将把所有资源集中起来，做成一个公开的沟通能力工具包。

Now for your homework and check-in schedule:

以下是大家需要完成的作业，以及交作业的时间：

- 1) **Teach your colleagues & start a “storytelling” culture in your office.** Share the materials and some insights that you learned at the workshop with your NGO colleagues. They can also help you with design and give feedback on the presentation and infographic “homework” below. Why not create a weekly lunch meeting for you and other colleagues to practice short 10-minute

presentations? There will be special prizes for those who do the most work in their office to train colleagues! Bring some photos of your training workshop!

2)

培训你的同事，在办公室掀起“讲故事”风潮。把你在培训会上的所学所获与你的同事们分享。他们能对你下面要做的“家庭作业”提出宝贵的建议。给点小提示，你可以趁着午饭时间，在同事面前彩排你的 10 分钟演讲。对于办公室培训做得最棒的小伙伴，我们有特别奖励哦。别忘了拍点照片带来！

3) **Design a 10-minute presentation.** Use the presentation worksheet as a guide to create a 10-minute presentation that highlights some impactful project your organization has been doing or a problem your organization is hoping to address. Try not to make it simply an introduction of just your organization, rather show your insights into the problem and solutions you have been implementing or changes you have inspired others to take. PRACTICE your presentation with work colleagues and get their input. You do NOT have to use PowerPoint, but if you do, avoid having too many slides and keep them light on text! You can play with [Prezi](#) too!

4)

设计一个 10 分钟的演讲。请根据培训指导材料准备一个 10 分钟的演讲。内容为贵单位正在做的一个项目或者想要研究解决的一个问题。请在演讲中生动地阐述具体问题和解决方法，而不要做成一个关于贵单位的简介。在同事面前排练你的演讲，从他们那里获得反馈。你可以不用 PPT，如果要用，请在数量和文字上尽量简洁。你也可以试试 [Prezi](#) 哦！

5) **Create an infographic draft.** In the first workshop, you worked in groups to draft a rough infographic about the work of one NGO in the group. Some of you can fix up that infographic, but we want each of you to create your own infographic that relates to your NGO's work. This new infographic could support your 10-minute presentation, but does not have to! You can make it on a computer or make a paper poster. Look into some of the infographic generation tools that are on the Infographic PowerPoint.

设计一个信息图。在上一次的培训会中，大家在小组活动中已经设计了一个信息图的草稿。你们可以在这个草稿的基础上继续创作，也可以重新设计一个信息图，来展现贵单位的工作。你可以用这个信息图来配合你的 10 分钟演讲，也可以与演讲无关。可以是电子版的，也可以做成海报一样打印出来。请参考我们信息图制作的 PPT 中提供的一些在线信息图生成工具。

6) **Gather images.** Gather some images into a PowerPoint that relate to your NGO's work that will be used in an exercise for our workshop in May. We may be trying a new technique (to me) called ['PechaKucha 20x20.'](#)

收集图片。收集一些跟你工作有关的图片，存在一个 PPT 文件中。我们将在五月的培训会上用到。我们可能会使用一个新的演讲工具“[PechaKucha 20x20](#)”，这也是我刚刚发现的，很新鲜哦！

We want to hear from all! Please send us any questions you might have and some info on the presentations you are developing by the following dates:

期待看到大家的成果！如果有任何问题，请与我们联系。以下是大家交作业地时间：

Please send Jennifer, Zhou Yang and Joyce by **April 4th** a few sentences describing what your 10-minute presentation will be about. Keep in mind:

请在**4月4日前**，将你的10分钟演讲的内容简介发送给 Jennifer，杨舟和 Joyce。

What is the question you are answering/addressing? What are the 3 main points you want to make?

你要讲的是什么内容？你想要阐述的三个关键点是什么？

In addition, by **April 4th** send us a list of all of your NGO's ongoing and recent projects you have completed to help us create some media interview questions.

另外，请列出一个贵组织近期正在推进的项目清单，并在**4月4日前**发送给我们。我们将根据这些项目涉及一些媒体采访问题。

By **April 20th**, please send us a draft of your Powerpoint or Prezi presentation so we have time to offer you some feedback.

如果你演讲要使用 PPT 或者 Prezi，请在**4月20日前**，将 PPT 或 Prezi 发送给我们。我们将给你一些反馈。

Good luck -- we look forward to hearing about your work and reviewing your presentations!

祝大家好运啦！我们期待看到你们的作业成果！

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Jennifer, Zhou Yang, and Joyce