

# SCHOOL STORYTELLING & THE “SO WHAT?” TEST WORKSHEET

Want to ensure your school is telling the story your audience wants to hear — and not just the story you want to tell? Take the “So What?” Test, an exercise that requires you to pair every line of content in a communication to an audience need or interest. (Learn more in the [accompanying blog post](#).)

Start by using the “So What?” Test on your mission statement: this will help you discover the elements you need to craft a compelling narrative that will truly resonate with your audiences.

YOUR SCHOOL MISSION STATEMENT				
SO WHAT?				
<i>What does this statement mean to your various audiences? What outcomes does it provide? Why should they care that this is your mission? What do they personally get out of it? List all answers for each audience below.</i>				
Parents	Students	Alumni	Donors	Faculty/Staff

Now that you have your audience-centric elements, use them to create and share content that you know each audience will care about. You’re on your way to building a breakthrough school story, Storyteller!