Bus Stop: Storytelling for impact and co-creation

Lifehack Co-Design for Youth Wellbeing Symposium.
Hosted by Alexanda Whitcombe - Activator at Healthy Families Manukau, Manurewa-Papakura.

A 'Walk-thru' is a rapid fire technique to build your storytelling and participatory design skills. A technique used in social innovation and co-design projects to bring your audience and team closer to your work. To highlight the reality of a situation or issue, to maximise the opportunity for collaboration and input on a project.
This tool will help keep your project live, spark unexpected suggestions, deepen relationships with your audience and build momentum towards systemic change.

In essence a 'Walk-Thru' is a visual story of a project that can be in a rough and ready form and often a living document of where the project is at. The depth of the story comes from your communication of the key messages.

How to create a '**Walk-Thru**'

1) Brainstorm the key messages you want to get across to your audience. It is important to think about the context of the project and the order you want to tell your key messages.
2) Find or create content that will help you tell the story and lay it out in a sequence. Content can include: Print out documents, photos, sketches, drawings or any supporting props.
   To note: Walk-thurs can be punchy 3 minute pitches, that are small sound bites that get the key points of impact, challenges and call-to-action for the project. Walk-thru's can also be 10-15 minutes long that focus on building a two-way discussion and participation from the audience to share ideas, contacts and thoughts.
3) Practice a dry-run with your team to see how the walk-thru story is received. Ask for feedback and iterate your visual content and verbal storytelling if needed.
4) Before you begin the 'Walk-thru' set the scene with your audience by explaining this technique is often used in innovation and design thinking. The audience can expect a two-way conversation and their input through sharing ideas verbally or capturing 1 idea per post-it note with their name for reference and follow-up.
5) Walk-Thru is ready to run live for storytelling and building momentum of your project.

Example '**Walk-Thru**' visual: *Wai - Water initiative of Healthy Families Manukau, Manurewa-Papakura.*
Lead by Alexanda Whitcombe and Tapuvakai Vea.

The photo below illustrates 3 sections of the project through the zigzag lines and will be. Your project may have more sections and different headlines depending on your key messages and stage of your project.

|*Section 1 - Vision and context* | *Section 2 - Exploration and Partners* | Section 3 - Live activities

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