

### Title: Story Telling about CSR

“Story Telling”, one of our oldest art forms, can vary from forms of art and entertainment to the point of professional information transfer. In fact, a lot of the most known companies or products became famous because of their “story”. In another sense, to tell a story requires simple words and meanings for the audience. The training activity “Story Telling” can be used in the frame of CSR/Community as follows:

Let every participant of the training tell his or her own story about the city of the company the participant is working for. Is there something special to tell about the history and developments of the city? Are there some interesting regional activities or traditions? What special things have happened here?

Ask the participants to bring in themselves personally or their company a such into this story. In which ways the story teller is connected with the local community? In which fields does the story teller profit from the community and what does he give back?

In order to enable the story teller to concentrate his presentation on a few and comprehensible contents make sure that every story will be told in a maximum of 3 minutes.

Ask each participant after having heard a “story” to name 1 strenght, 1 weakness, 1 opportunity and 1 threat regarding the CSR dimensions from his own point of few.

“Story Telling” at the beginning of the training session “Community” should help the participants to get an easy approach to the broad aspects of community involvement. Besides it should serve as a reflection on the social competences, skills and capabilities of the story teller and/or his company. As an activity done by all participants of the training group it can show up a lot of different activities and ideas to sensitize for this training session.