

The Art of Storytelling

Turn public-service work into stories people notice, remember and act on.

A practical half-day workshop for public-sector communications teams, delivered by Westco.

Institutional language can hide the human story

What organisations often publish

- Context before consequence
- Services and processes before people
- Data without a human reason to care
- Results buried at the end

What audiences need

- A person or place they recognise
- A challenge they can understand
- Change they can see
- A clear reason to care - or act

Four ingredients make public-service stories compelling

1 Person

Ground the story in a real person, place or community.

2 Tension

Make the challenge clear without exaggerating or oversimplifying it.

3 Change

Connect action with a result the audience can see and understand.

4 Meaning

Show why it matters... and what the audience should understand, feel or do next.

A half-day workshop built around practice

Find the story

Identify the human story within a service, campaign or dataset.
Clarify the audience, purpose and ethical boundaries.

Shape the narrative

Use a clear structure. Blend evidence with authentic voice, vivid detail and a reason to care.

Create and refine

Rewrite a real case study, test the call to action, receive feedback and strengthen the draft.

01 FIND

02 SHAPE

03 CREATE

Work on a live organisational priority

Bring

- A campaign, service or programme that matters
- An existing case study, data point or early draft
- A priority audience and channel

Build

- A sharper narrative with a human centre
- A stronger connection between evidence and impact
- A practical draft your team can develop after the session

Leave with work you can use straight away

A usable draft

A stronger case study or story plan based on a real priority.

A repeatable structure

A practical framework for finding, shaping and testing future stories.

A sharper editorial instinct

More confidence to identify the human angle and remove institutional clutter.

A stronger content pipeline

Clearer next steps for gathering voices, evidence and stories across the organisation.

Tailored to public-sector realities

Designed for

- Communications, content and digital team
- Media teams
- Campaign and programme leads
- Policy and service colleagues who supply stories

Built around

- Accuracy, consent and dignity
- Inclusive and representative voices
- Complex policy and sensitive subjects
- Content for case studies, campaigns, speeches, social media and the press

Bring a live priority. Leave with a stronger story.

What sets our training apart

Participants do not simply learn storytelling. They apply it together to a real campaign or service priority facing your organisation.

Why Westco

Guided by public-sector communications specialists, your team turns learning into practical content, shared standards and a repeatable approach that lasts beyond the workshop.

Contact Westco to tailor the session to your team.

YOUR TRAINER

Led by Simon Jones

Executive Director of Communications, Westco

Storytelling has been at the heart of Simon's career for nearly four decades. He began as an award-winning journalist and editor in the UK and overseas, learning how to find the human story within complex issues and shape narratives that command attention.

As a public-sector communications leader, Simon has brought that instinct to campaigns designed not simply to inform, but to change understanding and behaviour. At Westco, he has used storytelling to help young people understand the facts about vaccination during the pandemic and placed authentic peer voices at the heart of smoking cessation campaigns.

His experience gives participants practical insight into how to turn policy, data and service impact into credible, human stories that people remember and act upon.

Investment

Contact:

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£995* for a half day workshop

*excluding VAT and travel costs